

Not all lenses are created equal

Individually customised lenses
providing clear and natural vision



iD Classic, delivering vision like never before

Our eyes age and have to work harder to keep our vision clear and focused. This can lead to tired, irritated eyes and even headaches.

Progressive lenses are an effective solution, however these correction of both far and near vision can prove problematic for some. Progressive lenses can give wearers the impression that images are distorted, or 'swimming' around them, making them feel unbalanced or unsteady on their feet.

if you've never worn progressive lenses before, you'll appreciate how unnerving these distortions to your vision can be. If you've never worn progressives before, don't let the lenses of the past put you off trying the lenses of the future.

iD Classic lenses are the new generation of progressive lenses giving you the largest distortion free field of view with no swimming or insecure feeling and all day comfort.

For people who > use computers | attend meetings | play sport



iD Classic lenses are customised to each person's prescription, providing clear natural vision and easy adaptation.

CONVENTIONAL PROGRESSIVE LENS



iD CLASSIC PROGRESSIVE LENS



Over 1 million people have already chosen not to compromise, and are now enjoying the freedom that iD Classic provides.

Will you be one of them?

Ask in-store today, for more information about iD Classic, and join the revolution.

want lenses to suit everyday visual needs





Your local eyecare professional