

These New Lenses Are Disrupting The Glasses Industry



Testers Needed for Top-of-the-Range Varifocal Glasses.

With the success of their high quality lenses, SpecsFactory are now seeking a wider range of consumer testers in 2016.

Leading eyewear manufacturer SpecsFactory is launching a new research programme to alleviate some common problems associated with varifocal lenses, such as headaches and dizziness, and is recruiting 1000 eyewear users to test new products for significant vision improvement.

Varifocals vs Bifocals

Varifocal lenses are now common in both contact lenses and spectacles, with millions of users worldwide. Unlike bifocal and trifocal lenses, which rely on segmentation of the glass lens to provide sight correction over long and short distances, varifocals give the user a more natural field of vision by seamlessly blending lens powers. This allows the eye to move and focus behind the lens without any conscious adjustment.

But while varifocal lenses have made a huge impact worldwide for people with impaired vision, some users have reported headaches or migraines, dizziness and even eye pain. With the release of their new program, SpecsFactory aim to reduce these problems with specially designed lenses.

Eye Health is Paramount to Quality of Life

Studies cited by the Royal National Institute for the Blind (RNIB) have produced some alarming statistics about the optical health of the nation. These facts include:

- Over 50% of sight loss cases are avoidable with a simple eye test
- Age-related macular degeneration (AMD) is the leading cause of blindness in adults
- AMD is most common in pensioners, but it can affect those in their 40s and 50s
- By 2050, the number of people with sight loss in the UK will double to nearly four million

Even worse, these complications are becoming more common with the rise of supermarkets and online retailers offering one-size-fits-all glasses for as little as £3.95. While these offers seem tempting, buying glasses without being fitted by a trained optician can be dangerous, putting your eyesight at risk.

Testers Needed for Top-of-the-Range Varifocal Glasses

SpecsFactory, one of the most prominent eyewear providers in the UK, has launched the Varifocal Studies Programme to address concerns that most varifocal lenses on the market are not meeting consumer needs. They are seeking a wider range of consumer testers in 2016, offering tailor-made varifocal eyewear for a select group of 1000 customers with a heavy discount on the standard price set by other manufacturers.

Varifocal Lenses: the Best Choice for Retirement

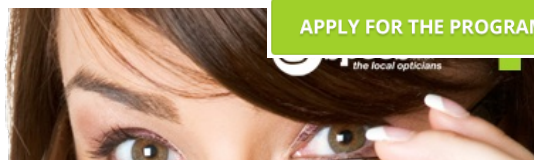
The Varifocal Studies Program will most benefit adults with active lifestyles who want comfortable, versatile glasses they can simply 'forget about' wearing.

For many facing the ageing process, deteriorating eyesight is high on the list of worries. Specialist prescription eyewear improves quality of life as we get older, and varifocal lenses offer a solution to a problem faced by a significant amount of the population.

Anyone interested in the Varifocal Studies Program is welcome to apply, with the opportunity to book an appointment with a local optician for consultation and fitting. Participants are reminded that maintaining eyesight is paramount to enjoying a high quality of life in later years, and that this is a no-risk, low-cost opportunity for as little as £169 (compared with £720 at alternative retailers) with a full satisfaction guarantee and 1 year's insurance.

[APPLY FOR THE PROGRAM](#)

Testers Needed for Top-of-the-Range Varifocal Glasses.



Testers will enjoy specially crafted varifocal lenses adjusted with an active lifestyle in mind, custom selection, consultation and fitting at any one of their partner opticians at convenient local stores, and the chance to test the next generation of eyewear at a competitive price before they are officially introduced to the market.



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ABOUT SPECSFACTORY

[WHO WE ARE](#)

[MEDIA](#)

[JOBS & CAREER](#)

[MASTHEAD](#)

[TERMS AND CONDITIONS](#)

[PRIVACY POLICY](#)

INFORMATION

[THE SPECSFACTORY PACKAGE](#)

[SATISFACTION GUARANTEE AND WARRANTY](#)

[RECRUITING FRIENDS](#)

[THE SPECSFACTORY INSURANCE FOR YOUR GLASSES](#)

CUSTOMER SERVICE

[EYEWEAR CONSULTATION](#)

[SUNGLASSES](#)

[SHOPPING AT SPECSFACTORY](#)

[TRYING ON EYEWEAR ONLINE](#)

[EYE TEST](#)

[CONTACT](#)

[FAQ - FREQUENTLY ASKED QUESTIONS](#)

GLASSES

- [Women's Glasses](#)
- [Men's Glasses](#)
- [Varifocal Glasses](#)
- [Computer Glasses](#)
- [Single Vision](#)
- [Sunglasses](#)

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- [Become a Partner Optician](#)

CUSTOMER SERVICE

- [Advice](#)
- [Try-on Tool](#)
- [Eye Test](#)
- [Contact](#)
- [FAQ's](#)

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- [Satisfaction Guarantee and Warranty](#)

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