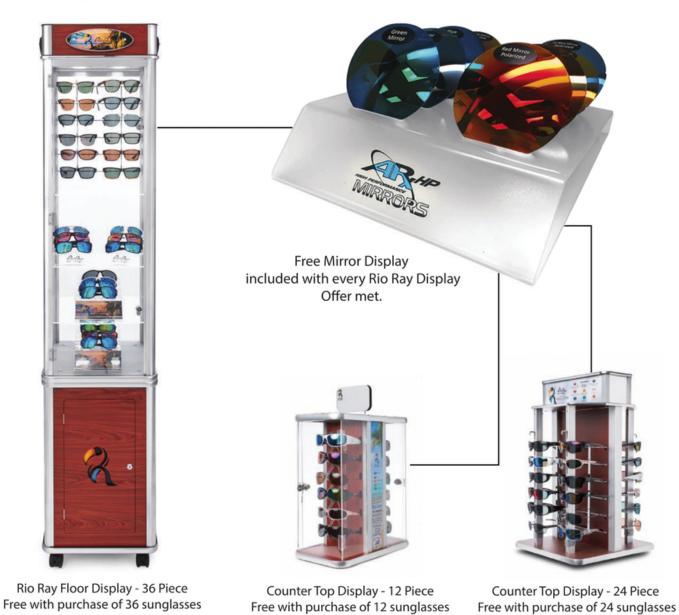
## FREE DISPLAYS





# The Best Rx Sunglasses Begin With The Best Frames



FREE DISPLAYS ARE AVAILABLE WITH PURCHASE OF SELECT NUMBER OF RIO RAY SUNGLASSES



2600 Beverly Dr., #101t Aurora, IL 60502 800-224-7090 info@midlandoptical.com 2360 59th Street ST Louis, MO 63110 800-325-3176 www.midlandoptical.com



THE PERFECT ALTERNATIVE





#### **POLARIZED**









### **POLARIZED GRADIENTS (ADD \$20)**





#### **POLARIZED MIRRORS (ADD \$20)**









**SAMPLE BOOK!\*** 

Purchase a set of 12 frames for your board

and receive a free frame display and sample book

of polarized and mirror lenses! (valued at \$200)

\*For initial orders only





**DIGITAL PAL** 



**DIGITAL SV** 

#### **PRICE INCLUDES\*:**

- Rio Ray frame of your choice
- Shamir Digital Private Label prescription lenses in poly polarized.
- Backside AR
- 100% Hassle Free Lifetime Warranty Guarantee
- Standard Midland Warranty on lenses
- \*All prices are NET and not subject to any additional discounts.

#### **ORDERING INSTRUCTIONS:**

• Specify "Rio Ray Package" when ordering in the special instructions.

(RX's over +/- 4.00 to 2.00 cyl, please call for availability. Additional power overage rates will apply per diopter.)

#### **GET A FREE LENS RIO RAY FEATURES & BENEFITS** • Rio Ray priced at 35% below nearest competitor

- Great for all insurance patients including VSP & Eyemed
- All styles feature CR-39 Polarized Plano Lenses
- Frame only option increases your pricing flexability
- MaxFlex Bendable Titanium compares with Maui Jim
- Ideal for contact lens patients

For more information on the Rio Ray frame and lens package, please call customer service at 800.325.3176!

## **STYLE GUIDE**







**RIVERIA** 



















**WEST PALM** 

**MARCO** 

**POMPANO** 

TAMPA BAY









SANTA CRUZ NEW



**SEACREST** 

**VENICE** 

TIMES SQUARE NEW





