

hello.

meet your new BFFs
(budget-friendly frames)



R

LENTON & RUSBY

it's nice to meet you!



At LENTON & RUSBY®, we believe it's everyone's right to see well and look good without worrying about the price tag. That's why we take the industry's proven, best-selling styles and make them affordable and accessible to almost anyone. Our curated collection of on-trend eyewear features the perfect frames for every person in your family—crafted with quality, functionality, and value in mind.

say hello to eyewear for all.

good things. small package.

Don't let its compact footprint fool you. Our two-tiered merchandising kit features a curated, dual gender, 20-piece assortment, with room to showcase 20 additional frames. It also comes with a suite of collateral to help you and your patients get to know the Lenton & Rusby brand. Best of all, there's no up-front cost and no need for board space!



LR4000



TAUPE
CRYSTAL

TORTOISE



eye		b	ed		
49	49.0	40.6	50.3	21	140



LR4002



BLACK

GUNMETAL



eye		b	ed		
53	53.0	29.6	55.0	17	140



LR4003



BROWN
CRYSTAL

GREY
CRYSTAL



eye		b	ed		
54	54.0	36.7	56.8	16	140



LR4006



BLACK



eye		b	ed		
55	55.0	36.7	59.8	17	140



LR4009



BLACK



eye		b	ed		
57	57.0	38.4	RT	17	145



LR4010



GUNMETAL



eye		b	ed		
54	54.0	31.6	55.2	17	140



LR4011



GUNMETAL

eye	b	ed	SH
56	56.0	41.5	60.4
			17
			135

APA PVC SNAP SH



LR5002



BROWN
CRYSTAL

eye	b	ed	SH	SH
50	50.0	34.8	53.6	17
130				



LR5011



ROSE GOLD

eye	b	ed	SH	SH
54	54.0	38.8	58.9	15
135				



LR5004



BERRY



BROWN

eye	b	ed	SH	SH
53	53.0	34.0	55.2	16
135				



LR5012



BLACK



BROWN

eye	b	ed	SH	SH
52	52.0	33.3	55.3	15
135				



LR5007



BERRY



GREY

eye	b	ed	SH	SH
54	54.0	37.8	58.4	14
135				



LR5018



BROWN



ROSE GOLD

eye	b	ed	SH	SH
51	51.0	34.0	55.0	17
53	53.0	35.3	57.1	17
135				
140				



goodbye.
and thanks!

ALTAIR

10875 International Drive
Rancho Cordova, CA 95670
800.505.5557
altaireyewear.com

GLOSSARY



Cellulose
Acetate/Zyl



Saddle
Bridge



PVC
Nosepads



Flex/Spring
Hinge



Women



Stainless
Steel



Adjustable
Pad Arms



Snap-in
Nosepads



Men

©2020 Lenton & Rusby. These advertising materials, and all relevant rights thereto, are the sole and exclusive property of Altair, except for the Lenton & Rusby trademarks that are owned by Lenton & Rusby and licensed to Altair. Temporary use of these advertising materials is permitted by Altair customers free of charge. Reproductions or copying in any form or medium whatsoever (including scanning or Internet display) are strictly forbidden. All use of these advertising materials is subject to the approval of Altair, which can request immediate return of these advertising materials at any time for any reason or no reason. Produced and distributed by Altair.