

**vcp on**  
TM  
vision care | product news

**EYEWEAR  
& SUNWEAR:**  
SPY'S  
CROSSTOWN  
is perfect for surf  
and streets

**LENSES:**  
ZEISS  
PROGRESSIVE  
INDIVIDUAL 2  
meets patients'  
personalized  
needs

AUG 2012 • [TotallyOptical.com](http://TotallyOptical.com)

JUST RELEASED:  
MONDOTTICA ASKS: HAVE YOU SEEN PEPE?

**PEPE JEANS**

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**SEIKO**  
Creating the Best Vision

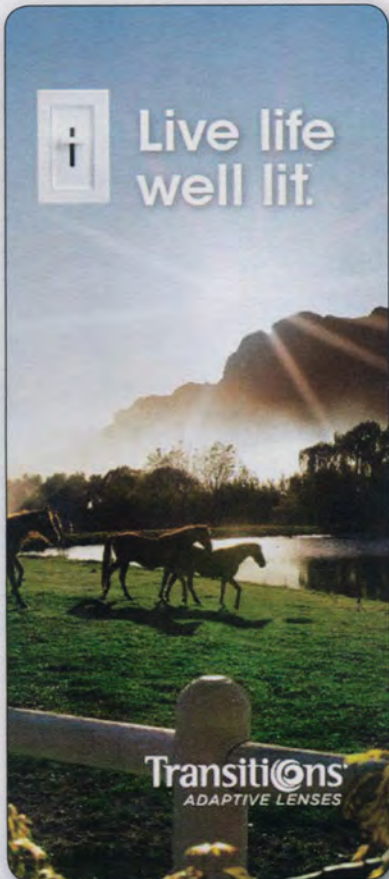
**SEIKO PCWide**  
Comfortable Vision for Computer & Desktop Use  
Patented 100% Back Surface Lens Designs



PRODUCT BUZZ  
**PRODUCT BUZZ**  
 PRODUCT BUZZ



LAUNCHES, PROMOTIONS, MERCHANDISING, EVENTS, AND OTHER THINGS TO KEEP YOU IN THE KNOW.



**TRANSITIONS' LIFE WELL LIT LIGHTS UP.** To add to its already established Life well lit™ consumer campaign, Transitions Optical, Inc. recently introduced new and updated point-of-sale (P-O-S) materials. A new consumer brochure assists ECPs in helping patients decide on appropriate lenses, while a new dispensing mat and in-store commercial also open up opportunities for dialogue about the brand and the campaign. An updated P-O-S guide offers tips on office organization and using the Transitions Online Marketing tool. **Transitions Optical, Inc., 800-848-1506, transitions.com. ▲**

**CHARMANT LOVES TO FALL IN LOVE.** For its "Fall in Love with ELLE, Fall in Love with NYC" campaign, Charmant Group is offering ECPs the chance to win prizes including a grand prize of a four-day trip for two to New York City, runners-up prizes of luggage sets, and additional gifts and prizes. Winners are determined based on a point-based system with the contest running through October 31. **Charmant Group, 800-645-2121, charmant.com/us. ▼**



**ALTAIR FIGHTS BREAST CANCER WITH CHARITY.** As part of its Fall 2012 collection, Altair's bebe will release two styles from which a portion of all proceeds will go to Bright Pink to help fight and prevent breast cancer. Each style features patented interchangeable magnetic bezels. **Altair Eyewear, 800-505-5557, altaireyewear.com. ▼**



**RUDY PROJECT DIVES INTO SPORTS READERS.** ECPs who purchase any Rydon Sport Reader™ will receive a free polarized sport reader lens, valued at \$200. The offer, which is effective until September 4, allows for up to 25 free polarized sport reader lenses per account, and ECPs can choose from 10 frame colors, 10 lens tints, and four polarized reader lenses. **Rudy Project, 888-860-7597, rudyprojectusa.com. ▲**



**▲ A RACE WORTH RUNNING.** A new children's book takes a close look at a child's experience with getting her first pair of glasses. *The Race to First*, by Juli-Ann Ruben, tells of the pro-

tagonist's journey as she eventually sees the upsides to having glasses. Available at amazon.com, the book sets out to help parents and children facing this experience. **Juli-Ann Ruben, 702-824-2950, juli-annruben.com.**



**CLEARVISION SHOWS TRUE COURAGE.** Continuing its ongoing battle against breast cancer, ClearVision Optical has teamed up with BCBGMAXAZRIA for a sixth consecutive year. This year's partnership garnered Courage, a limited-edition sunglasses, and 20% of all of its retail sales will be donated to Susan G. Komen for the Cure®. The triple-laminate acetate model will be available from September 2012 through August 2013. **ClearVision Optical Co., 800-645-3733, cvoptical.com. ▲**

**WestGroupe's EVATIK** sponsors CBC broadcaster Jeff Douglas and his team on their North American cycling tour.

**Encco Display Systems** acquires **Magic Design and Visual Dynamics.**