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JUST RELEASED:
TUMI

**EYEWEAR
& SUNWEAR:**

It's a first for **MARIUS
MOREL 1880 SUNS**

EQUIPMENT:

ESSILOR INSTRUMENTS
rolls out **MR.ORANGE**

EVATIK HEADS FOR THE SUN

BY KAT LEEK-TEDESCHI, LDO For your distinguished male patients, i.e., those who fashion themselves after James Bond, Bruce Wayne (Batman), Frank Abagnale, Jr. (in *Catch Me If You Can*), or any other suave gentleman, look no further than **Evatik Sunwear** from **Wescan Optical** for their outdoor vision needs. Coming on the heels of the success of the Evatik ophthalmic collection, Evatik suns are sure to be a welcome addition to your dispensary.



WHY SUNWEAR?

According to Wescan, men are becoming more fashion-conscious and discerning in all facets of their lives so this was the perfect time for the company to introduce a male-oriented sunglass collection that concentrates exclusively on what men want. While men's eyewear typically falls into one of two categories—technical or fashion—this sunwear collection melds both into cutting-edge styles that even the most hard-to-please males will find appealing.

ATTRIBUTES

Touting a sophisticated combination of materials and uncompromised engineering, the Evatik sunwear collection consists of a well-mixed assortment of 18 styles, each available in two colors. Every frame has a clean finished look with a twist on modern

styling. Wescan uses a combination of high-quality fabrication and lightweight materials in shapes that range from the modern rectangle to the retro aviator. Temple details and two-toned coloring vary, giving each frame a unique, masculine look.

LENSES

All styles utilize 6-base, CR-39® lenses, produced using an innovative cast-in technology that Wescan claims creates a structurally strong and long-lasting sun lens. An anti-scratch coating, 100% UVA and UVB protection, and a seven-layer back-side anti-glare treatment are featured on every lens. All models are available with a polarized lens option.

A CLOSER LOOK

Displaying a smooth update of the soft aviator style, metal **Evatik Style**

No. 1004 uses a thick solid bridge for a little pizzazz. The bridge incorporates three thin horizontal cut-outs that are carried through to the temples. An excellent choice for larger, stylish-minded gentlemen, the frame boasts a matte finish and a large (61mm) eyesize. Younger guys might want a true aviator but with a twist. **Evatik Style No. 1009**, another metal model, is a sleek change from days-gone-by with its high gloss polished silver and black color and wider temples, giving the wearer style with a bit of an attitude.

Details on the temples give a clean, finished look to acetate **Evatik Style No. 1012**. The wider tapered temples have an inlay of metal that flows smoothly from the front. A solid saddle bridge offers excellent protection and full nasal coverage. **Evatik Style No. 1011** is another classy

sunglass. The acetate is highly polished to create a finish that is almost mirrorlike. Simple adornment on the temples creates interest but doesn't take away from this frame's sophisticated look.

Evatik Style No. 1008 has a truly inspired look with its stainless steel front joined with temples made of acetate in a wood grain finish. This clever mix of two materials creates a finished look that's modern, different, and appealing.

While James Bond, Bruce Wayne, and Frank Abagnale, Jr. may not walk into your dispensary, you'll have plenty of men who envision themselves that way...and when you encounter them, think Evatik Sunwear.

Kat Leek-Tedeschi is the owner of Kat's Eyes Optical in Phoenix, AZ.



WHERE TO FIND IT: WESCAN OPTICAL • 800-361-6220 • EVATIK.COM

