

**vcpn**<sup>TM</sup>  
vision care product news

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**LENSES:**  
**SHAMIR**  
gets connected  
with InTOUCH

**EQUIPMENT:**  
**ESSILOR**  
**INSTRUMENTS**  
expands TRIPLETS

**JUST RELEASED: DE RIGO'S**  
**POLICE**  
**IS ARRESTING**

**SEIKO**

Order Transitions<sup>®</sup> Vantage<sup>™</sup> Lenses  
for the Same Price as  
Transitions<sup>®</sup> VI Lenses!

See pages 6-7!

Transitions<sup>®</sup> Vantage<sup>™</sup>



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# PRODUCT BUZZ PRODUCT BUZZ

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



**THERE'S NO DAY LIKE TODAY FOR L'AMY.** With its Give the Gift of Sight, TODAY campaign, L'AMY America offers ECPs an outlet for donating to individuals in need of frames. For every Nicole Miller, Columbia, Nina Ricci, L'AMY Paris, Vision's and C by L'AMY frame sold, the company will donate one frame to charity. The program runs through December 31. **L'AMY America, 800-USA-LAMY, lamyamerica.com.** ▲

**OGI FALLS IN L.O.V.E.** Fans of Ogi Eyewear can catch a glimpse of themselves in their new frames on the company's Web site and Facebook page when they submit photos to participate in Ogi L.O.V.E. (Living Ogi's Vision Everyday). The campaign was set up in response to the number of unsolicited pictures wearers were sending to Ogi, just to express their appreciation of the brand. Anyone interested can e-mail L.O.V.E. photos to

love@ogiframes.com and can view the images at facebook.com/ogiframes. **Ogi Eyewear, 888-560-1060, ogiframes.com.** ▼



**LESS IS MORE FOR SILHOUETTE.** The new brand campaign from Silhouette, Feel Lite Show Style, celebrates minimalism in eyewear and draws a connection between the optical end of style to lightness in fashion and technology in general. The initiative will continue through 2013, and will present the brand as a clear choice for wearers interested in a lighter, less bulky look. **Silhouette Optical, Ltd., 800-223-0180, silhouette.com.** ▼



**ALTAIR THINKS PINK.** Together with Bright Pink, Altair Eyewear has created the first-ever cause-based frame from bebe eyewear, in an effort to raise awareness about the prevention and detec-

tion of breast and ovarian cancers. Available as both an ophthalmic and sun frame, each model has a pink enamel bezel as well as a bezel made with pink Swarovski crystals. Altair has also donated \$25,000 to Bright Pink. **Altair Eyewear, 800-505-5557, altaireyewear.com.** ▼



**THE EYEWEAR INVASION.** The London Eye, the Tower Bridge, and Abbey Road are about to have some company in February 2013. The Eye Show 2013, which will take place February 12 to 14 at London ExCeL International Exhibition and Conference Centre, had confirmed participants from the UK, Korea, India, China, Dubai, France, and Germany at press time. The event is on track to become the UK's largest annual event of its kind. **The Eye Show, 44-0-1442-871577, theeyeshow.com.** ▼



**HELP IS ON THE WAY FROM TRANSITIONS.** ECPs who could use information about Transitions® Vantage™ lenses can find the assistance they need at transitionsvantage.com or on the Transitions Optical YouTube Channel. Video topics include laboratory surfacing and edging, in-office edging, inspection for proper alignment, and presenting Transitions Vantage lenses. **Transitions Optical, Inc., 800-848-1506, transitions.com.** ▲

**Vmax Vision Inc. and First Sight Corporation** announce integration of the **PSF refractor with the MaximEyes EMR system.**

**VSP Labs** rebrands to **VSPOne™ Optical Technology Centers.**

**WestGroupe U.S.A.** will now distribute its brand portfolio directly to East Coast retailers; **WestGroupe** also announces a signature partnership between its **FYSH UK** brand and celebrated fashion icon **Jeanne Beker.**

**The Vision Council** merges with the **European Sunglass Association.**

**Adlens** partners with global distributor **Mondottica** to create the combined venture of **Adlens Europe.**

**Marchon Eyewear** announces its acquisition of **Scandinavian Eyewear.**

eyewear&sunwear new product gallery



◀ VIVA IS ON A FASHIONABLE RAMPAGE.

Metal meets glitter with the two new ophthalmic styles from Viva's Rampage. Both designs feature acetate temples and cast metal detailing with beveled edges. Style No. R 170 is offered in brown over cream and burgundy over pink (shown here), while Style No. R 171 is a semi-rimless frame, available in satin black, dark brown, and matte plum. **For more information, contact Viva International Group 800-905-2240 ext. 3075 or vivagroup.com.**

**WESTGROUPE'S EVATIK CUTS IT OUT.** A retro-styled, yet modern frame, Style No. 9061 from WestGroupe's EVATIK collection is a combination frame featuring an acetate front and stainless steel temples. A long, rectangular cut on the temple features a gunmetal hinge. This style is available in black (shown here), blue, and gray. **For more information, contact WestGroupe at 800-905-2240 ext. 3076 or evatik.com.** ▶

