

vcpn

vision care product news



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An Exclusive Interview with Sophia Loren

GAME ON!
SPORTS EYEWEAR
SALES SCHEMES

EVOLUTION OF
THE POLARIZED LENS

WILL 3D PRINTING
REMAKE
FRAMEMAKING?

...ON MOVIE MAKING, MASTROIANNI, AND THE
35TH ANNIVERSARY OF HER NAMESAKE EYEWEAR

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Signature™ VII

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VISION EXPO WEST BOOTH 18053



PRODUCT BUZZ

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



REVO'S ROCK-STAR CAMPAIGN U2 lead singer Bono has teamed up with Revo and the Brien Holden Vision Institute for a vision impairment and blindness initiative, "Buy Vision, Give Sight." The campaign will help raise \$10 million for exams and glasses and to build eyecare services in underserved communities around the world. With every pair of Revos sold, \$10 will be donated to Buy Vision, Give Sight. **Revo, 888-940-REVO, revo.com.**

RACK UP FREQUENT-FLIER MILES The HKTDC Hong Kong Optical Fair takes place Nov. 4-6 at the Hong Kong

Convention and Exhibition Centre with an anticipated 720 global exhibitors taking part in the show. An event highlight, the Brand Name Gallery, will showcase 200 top-of-the-line manufacturers.

Hong Kong Trade Development Council, 212-838-8688, hktdc.com/fair/hkopticalfair-en/HKTDC-Hong-Kong-Optical-Fair.html.

FALL LINEUP Showing the latest frames from the Pivotal Force Series, Marchon rolls out its Flexon national TV campaign geared to men who are tech-savvy and desire durability and value. The 30-second spot projects a stylish and contemporary look. **Marchon Eyewear, 800-645-1300, marchon.com.**



NAME THAT LENS The Vision Council's 2015/2016 *Progressive Identifier* book comprises graphics for 160 lens designs—including custom progressives—distributed in the U.S. and Canada. The engraved markings indicate the supplier, name, material, filter, and corridor lengths. There are also diagrams that show the relative position of the fitting cross and the lens suppliers' recommended minimum fitting height.



The Vision Council, 703-548-4560, thevisioncouncil.org.

ZOOBUG LONDON AND MONDOTTICA PARTNER TO CREATE AN INTERNATIONAL CHILDREN'S EYEWEAR DIVISION LED BY EYE SURGEON DR. JULIE DIEM LE.

DERIGO VISION S.P.A. INKS A DEAL TO PRODUCE MINA RICCI OPHTHALMIC AND SUNWEAR COLLECTIONS LAUNCHING THIS FALL.

KEEPING IT SIMPLE Easier to navigate and completely responsive, WestGroup's new and improved website offers minimal scrolling and resizing for a more user-friendly experience. The site's handy features—creating custom catalogs, placing online orders, and seeing upcoming events—have stayed the same. **WestGroup, 800-361-6220, westgroup.com.**



THE FIRST PERSON TO EVER HAVE BLUE EYES
LIVED AROUND 6,000 TO 10,000 YEARS AGO.
BACK THEN, EVERYONE HAD BROWN EYES.

NEW



ALTERNATIVE & PLAN 'B' EYEWEAR. SILICONBABY

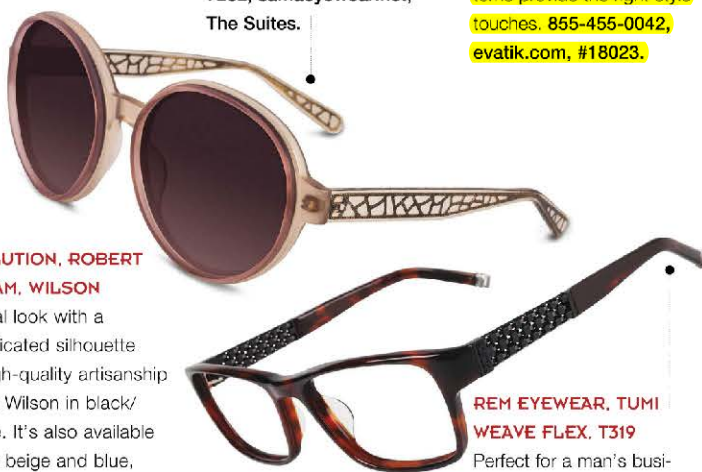
For patients age 0 to 4, these round, oval, or square/rectangle frames are easily adjustable for parents—the curving rubber technology™ allows for bending in any direction. Pastel hues include pink, blue, purple, and yellow as well as bright red. 888-399-7742, alternativeeyes.com, #G23031.

SAMA EYEWEAR. MERYL

To coincide with actor Meryl Streep's 66th birthday and to commemorate the eyewear she wore in *The Hours*, a British-American drama adapted from the novel, the 2015 Meryl has been updated to an oversized mod round shape and uses inset technology with matte gel frame colors. 877-788-7262, samaeyewear.net, The Suites.

WESTGROUPE. EVATIK, E-9117

Modern with subtle detailing characterize six new models that range from sleek and lightweight to edgy and confident in classic hues of navy, gray, black, khaki olive, and smoke. Recessed grid and camo-inspired patterns provide the right style touches. 855-455-0042, evatik.com, #18023.



REVOLUTION. ROBERT GRAHAM. WILSON

A global look with a sophisticated silhouette and high-quality artisanship defines Wilson in black/tortoise. It's also available in clear beige and blue, brown, or yellow tortoise. 800-986-0010, revolutioneyewear.com.

REM EYEWEAR. TUMI WEAVE FLEX. T319

Perfect for a man's business wardrobe, three new styles (in semi-rimless metal and acetate) are crafted with partially injected TR-90 nylon temples and intertwined with a 0.6mm stainless steel wire core for flexibility, durability, and enhanced comfort. 800-423-3023, remeyewear.com, #16086.



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