

November 2013

eyecare

Retail Strategies for Profitable Dispensing

# BUSINESS

EyecareBusiness.com



**The Best  
of lens  
upgrades**

Getting ready for

**EHR**

**A Time For  
LUXURY**

**What makes the high-end consumer tick?**



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**33. SPY, INC.**

*Happy Lens*

SPY announces the release of its proprietary Happy Lens technology in Rx form, allowing those who need vision correction to see and feel better. Available soon.

INFO: [spyoptic.com](http://spyoptic.com)



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**34. TRANSITIONS OPTICAL**

*Signature VII*

Transitions Signature VII with Chromea 7 technology is the new generation of the flagship photochromic product, offering an optimal lens for maximum indoor clarity and responsiveness to UV outdoors—even in indirect UV exposure.

INFO: [transitionssignature.com](http://transitionssignature.com)

**35. VISION-EASE LENS**

*Advanta*

The new Advanta lens is a spherical FSV polycarbonate lens. With flatter front curves, universal AR compatibility, and SFSV base curve alignment, the lenses offer ultimate versatility.

INFO: [visionease.com](http://visionease.com)



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**37. VSP OPTICS GROUP**

*Sunsync*

Sunsync lenses, high-performance photochromic lenses designed to complement the UNITY portfolio, are available in brown or gray and in CR-39, polycarbonate, Trivex, and 1.67 materials.

INFO: [vspopticsgroup.com](http://vspopticsgroup.com)

**38. WESTGROUPE**

*Kliik denmark 506*

K-506, a stainless steel rounded cat-eye model with a striped pattern on the front and temples, is available in black stripe, brown stripe, cherry stripe, and aubergine stripe and in size 50/18-140.

INFO: [kliik.com](http://kliik.com)

**39. WILEY X**

*WX Arrow*

Wiley X's WX Arrow, an addition to the popular Climate Control Series, features various frame colors and is available with the new Rx Rim System to expand Rx ranges to +5.00 and -7.00.

INFO: [wileyx.com](http://wileyx.com)

**40. YOUNGER OPTICS**

*Adage*

Adage lenses offer large zones, ultra-short fitting height, and symmetrical power distribution, now with all the benefits of the Trilogy Trivex lens material.

INFO: [youngeroptics.com/adage](http://youngeroptics.com/adage)



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