

April 2013

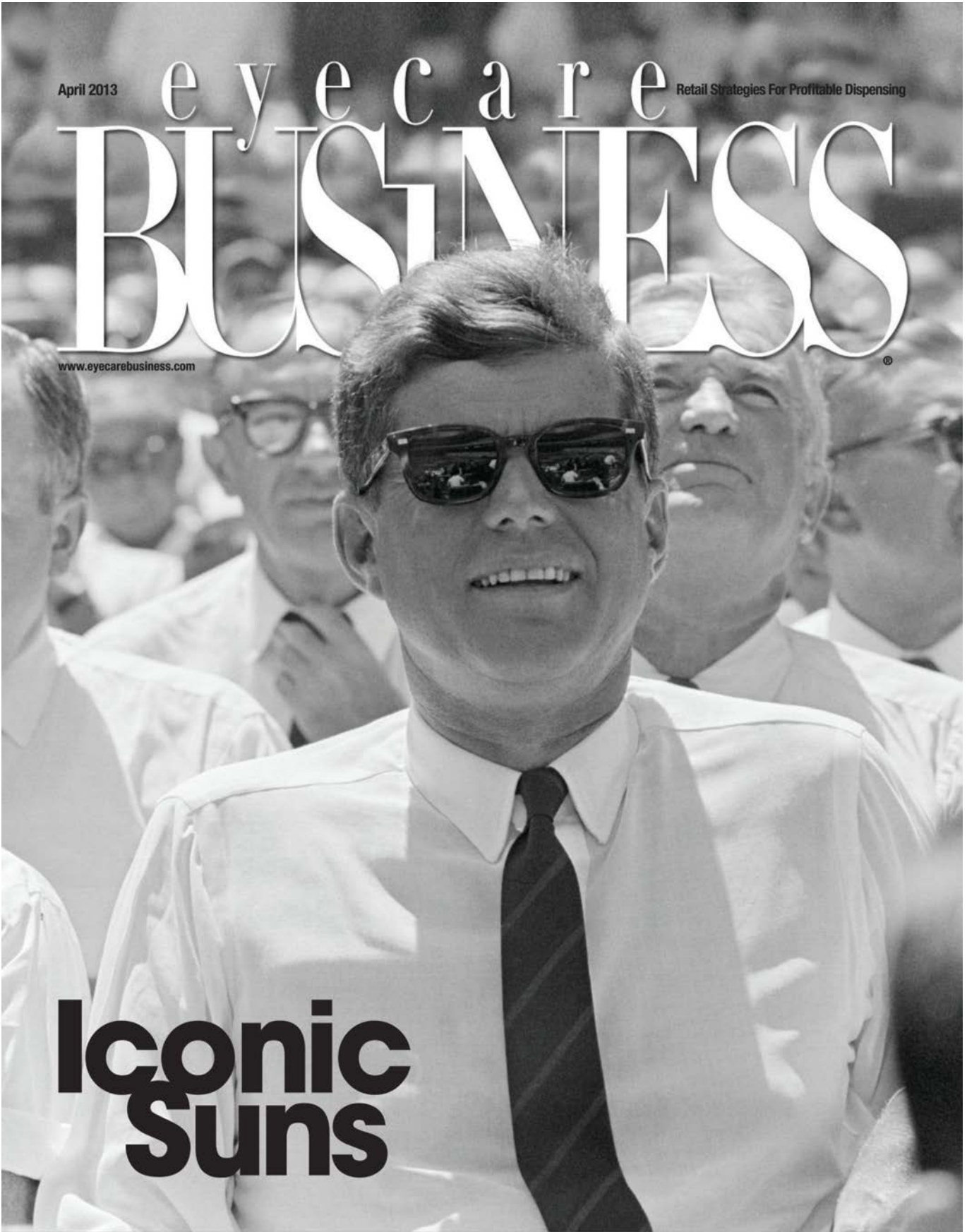
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Retail Strategies For Profitable Dispensing

BUSINESS

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**Iconic
Suns**





23-24. John Carrier of Essilor of America (l) and Alcon's Jim Murphy (r) are the honorees at the 10th Annual Eyes on New York Gala ("An Only in New York Evening") at Cipriani 42nd Street restaurant and benefiting the Optometric Center of New York; 25. Christine Camsuzou (c) of PPG Optical Materials, along with Connie Achman (r) of X-Cel Optical and Wirach Prachartiam (l) of Thai Optical Group, lead a press conference announcing PPG's new Tribrid lens material; 26. Heather Campbell (l) and Debbie Miller of QSpex enjoy the company's pre-Expo mixer; 27. Matt Lytle announces Shamir Insight's newest lens, Autograph III, and the company's new measurement device; 28. (l to r) Stephen and Aaron Schubach of Standard Optical at the Opti-Port party at the Hard Rock Café Times Square after a day-long event for the national alliance's members; 29. Pierre Bessez (r) of Marchon toasts the opening of the new Pucci shop on Madison Avenue; 30. Super-System's John Corsini presents the prototype for the company's new small-batch hard coater, FastCoat; 31. Kliik's Kliik With Us prize box at the WestGroupe booth is a popular stop for attendees; 32. Free t-shirts with Smith's logo and imagery make a big impression at the sports eyewear company's booth; 33. The founding members of the Optical Women's Association gather to celebrate the group's 15th anniversary at an awards presentation and networking event held at the Milk Gallery. Recognized were Pleiades Award winner Marge Axelrad of Jobson, Pyxis Award honoree Tiara Claxton of Safilo, and Lifetime Achievement honoree Grady Culbreath; 34. Safilo's Dick Russo (l) and Ross Brownlee toast the company's new Manhattan digs at a housewarming reception; 35. Luxoffica rolls out the red carpet with a celebration of the Armani collection launch at the Armani 5th Avenue location; 36. Marcolin's Paul Cartwright (l) and Fabrizio Gamberini celebrate Timberland's new polarized sunglass collection at Timberland's midtown shop; 37. Optylux's Helmut Igel presents the Flair collection at a press event; 38. The OWA gathers at the Javits Center for a photo op and toast for the founders, award winners, and current members of the board



BUSINESS-BUILDING TRACK

The Visionomics® track of classes at Vision Expo East offered both optometrists and opticians the opportunity to earn COPE and ABO continuing education credits while learning business-building strategies for maximizing and assessing practice and operational profitability. *Eyecare Business* is pleased to be the media partner for this series.



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33. TRANSITIONS OPTICAL, INC.
Transitions Vantage
Beginning April 30, Transitions Vantage lenses are available in 1.67 high-index material, enabling ECPs to recommend the benefits of variable polarization to more patients.
INFO: transitions.com/pro

34. VISION-EASE LENS

Novel and Novella
The new Novel (general purpose) and Novella (short corridor) progressive lenses offer the latest in conventional PAL technology with exceptional soft and smooth design characteristics.
INFO: vision-ease.com

35. VIVA INTERNATIONAL GROUP

Harley-Davidson Limited-Edition
To celebrate the brand's 110th Anniversary, Viva has re-issued two sunglass styles from the Harley-Davidson Eyewear collection. Limited quantities of 110th Anniversary display sets are available with the purchase of the two limited-edition sunglass styles.
INFO: vivagroup.com



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36. VSP OPTICS
UNITY PLxpression
UNITY PLxpression with Cascade Technology features a variable base curve to optimize a patient's near, intermediate, and distance vision.
INFO: vspopticsgroup.com

37. WESTGROUPE

KLiik K495
KLiik.denmark's newest spring collection features vintage-inspired shapes with KLiik's own unique sense of style, including the K495, a rounded P3 with keyhole bridge style featuring ombré colored, multi-tonal acetate with decorative rivets that give the frame a chic, modern look.
INFO: westgroupe.com



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38. WILEY X
Rx Rim System
Wiley X's new Rx Rim System utilizes a special rim design that allows a flat lens to fit into a wrap frame, which provides an expanded Rx capability.
INFO: wileyx.com

39. YOUNGER OPTICS
NuPolar
Younger Optics' free NuPolar iPad app makes learning and talking about polarized lenses interesting and exciting for both ECPs and patients.
INFO: youngeroptics.com

FRAME BUYER Program

Once again, the Frame Buyer Certificate Program, sponsored by The Vision Council's Eyewear and Accessories Division, along with *Eyecare Business*, delivered a broad range of important topics for buyers, dispensers, and managers. Attendees who participate in eight hours of classes on this track receive a certificate of completion to frame at the office.