

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

OCT 2012 • [TotallyOptical.com](http://TotallyOptical.com)



**LENSES:**  
SIGNET ARMORLITE  
goes two for one with  
UNIQUE DS  

---

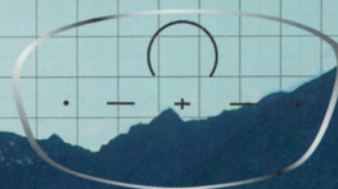
**E-TECH:**  
HOYA'S SPECTANGLE  
gets personal

JUST RELEASED: **MCGEE'S**  
**BADGLEY MISCHKA**  
REDEFINES GLAMOUR

**SEIKO**

Supercede II

Patented 100% Internal Free Form Design



Creating the Best Vision

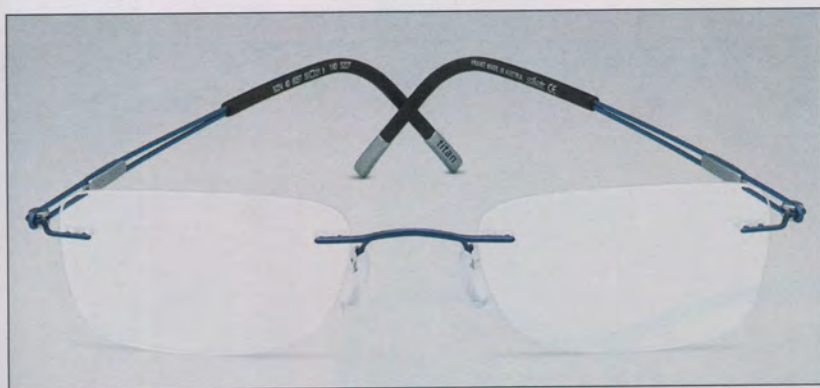




◀ **WESTGROUPE MAKES A RIPPLE WITH KLIIK.** Shown here in teal, Kliik:denmark's Style No. 478 is a full-rimmed combination frame featuring a stainless-steel front and TR-90 temples. The temples boast a rippled surface and the lightweight frame is also offered in purple, burgundy, and blue. **For more information, contact WestGroupe at 800-905-2240 ext. 2076 or kliik.com.**

**NOUVEAU'S KAY UNGER FINDS ITS PLAYFUL SIDE.**

With its latest addition to Phoebe Couture, Nouveau's Kay Unger introduces Style No. P242. This women's wayfarer is a combination frame with youthful, energetic patterns and exciting colors. The two-tone colors on the fronts blend easily, and the frames feature metal temples with plastic tips. Colorways include blue, brown (shown here), and burgundy. **For more information, contact Nouveau Eyewear at 800-905-2240 ext. 2042 or nouveaueyewear.com.** ▶



◀ **SILHOUETTE LOOKS AHEAD.** Titan Next Generation, the newest collection from Silhouette, brings together classic and modern concepts. As with all Silhouette eyewear, this lightweight, titanium collection features screwless design. The line boasts decorative rectangular temple elements, an updated open temple design, and expanded color options. Colorways include shiny rose, rust red, green, shiny black, shiny taupe, dark green, shiny gold, shiny brown, shiny teal, matte ruthenium, blue, and shiny silver. **For more information, contact Silhouette Optical, Ltd. at 800-905-2240 ext. 2087 or silhouette.com.**

## PROMOTE YOUR STORE NAME!

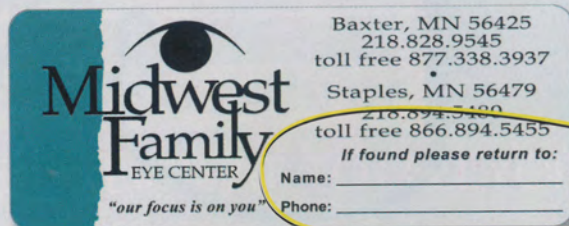
Create goodwill with your customers and patients by adding "If Found Please Return To" labels on every eyeglass case that leaves your practice. *It's a personal touch that's sure to get noticed!*

**Affordable custom foil printed labels will pay for themselves with repeat sales.**

Custom labels can be designed to your specifications. **Ask about our special offer on combination sets. Call 800-526-8353 for free catalog, samples and price quote.**



460 Hillside Avenue, Hillside, NJ 07205 | Tel: 973-731-6300 | Fax: 973-731-2228



*For best application on eyeglass cases, we suggest the use of Laminated Black or White Satin Cloth, Clear Acetate or Mylar®.*



**NEW! Ask About QR (Quick Response) Codes.**

**Scan QR Code for Free Samples and Catalog or Visit: [www.ArchCrown.com](http://www.ArchCrown.com)**