

Envision

SEEING BEYOND

JULY - AUGUST 2013

Research Looks
Past the Eyes
to the Amblyopic
Brain

Your Medications
and Your Contact
Lenses

Russell Simmons:
Design Guru and
Much More

Blue Light

**New
Lenses**

*are up to
the*

CHALLENGE



SPY Flashes Back With Psychedelic Fade to Black Collection

SPY® has happily emerged from a trip down the rabbit hole with the Fade to Black collection – an amalgamation of black, translucent spectral colours and vibrant Spectra™ mirrored lenses. The line is distributed in Canada by Westgroupe.

Featured in the popular Discord, Helm, Flynn, Touring, and Carbine sunglass frames, SPY's Fade to Black collection is swathed in five mind-altering colourways – Strawberry Fields, Rolling Hills, Blue Heaven, Deep Purple and White Lightning. Each style features radiant Spectra mirrored lenses etched with cosmic-inspired symbols, and inside temple pad printing over translucent cosmic overtones that burn bright, and fade to black.

"The Fade to Black collection shows SPY's love of psychedelic music and the culture that surrounded it in the '60s and '70s," says SPY Product Director Juliette Koh. "From the intricate lens and frame detailing down to the rock 'n' roll concert poster-inspired packaging, the Fade to Black collection encompasses all that is good in the cosmos."



[mod. IC 8948]



[mod. IC 8941]

Ice Cream for Summer

Plan B Eyewear's quintessential women's line, Ice Cream, introduces its newest designs to the collection. Featuring the iconic pop of colour that makes ice cream so delicious, these new styles are lightweight and streamlined, while still maintaining that fun and sexy feel that defines the brand.

A new rubberized coating has been incorporated on the 8948 and 8949, giving them a soft, velvety-feel. This makes these frames incredibly comfortable and creates a nice matte finish.

The 8946 and 8947, composed of stainless steel, offer a sleeker, shinier look that incorporates laser cut outs to create flattering lines and dimension while remaining light, flexible and feminine.

Other new models, such as the 8941 and 8943 incorporate stunning acetate inlays that give these frames a real fashion accessory feel. Interesting colour marbling and painstaking attention to detail create head turning pieces that feel simultaneously classic and new.

All of these new models offer an array of gorgeous colour including summery pinks, purples and a hot lime green. The deep B measurement, petite sizing and trend-right designs make these frames a must have for today's fashion-conscious modern woman.



New Marketing Director at OSI

Marcel Brin, president and CEO of Optometric Services Inc. (OSI) is pleased to welcome Evelyne Lafontaine as Marketing Director. As of June 3, 2013, she is responsible for the overall marketing activities of the company and its subsidiaries.

Evelyne Lafontaine brings to OSI a wealth of marketing management experience thanks to her years with Yves Rocher, international cosmetics and personal care products company.