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vision care | product news

MAY 2012 • TotallyOptical.com

JUST RELEASED:

SERENGETI'S COSMOPOLITAN

BLENDS STYLE AND TECHNOLOGY

**EYEWEAR
& SUNWEAR:**
EYEWEAR
DESIGNS debuts
HELLO KITTY

LENSES:
SHAMIR hits the
green with
SHAMIR GOLF

SEIKO
Creating the Best Vision

SEIKO PCWide
Comfortable Vision for Computer & Desktop Use
Patented 100% Back Surface Lens Designs



PRODUCT BUZZ PRODUCT BUZZ PRODUCT BUZZ



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



LUXOTTICA'S BURBERRY TUNES UP FOR SUMMER.

Burberry's Summer 2012 Eyewear campaign features exclusive-for-Burberry songs recorded by British musicians One Night Only, Marika Hackman, Life in Film, and The Daydream Club. Videos were shot in London to accompany each song. Throughout the summer, Burberry fans will have access to exclusive online content via Burberry.com, YouTube, Facebook, Sina Weibo, Youku, and Twitter. **Luxottica, 800-422-2020, luxottica.net.** ▲

VISTAKON BRINGS STAR POWER TO THE MASSES.

Sponsored by VISTAKON, the 2012 ACUVUE® I-DAY Contest features Demi Lovato, Joe Jonas, Tyler Blackburn, Meaghan Martin, and Allyson Felix. Five winners will have the chance to meet one of these superstars, along with a trip to Los Angeles, CA, and a one-year supply of I-DAY ACUVUE MOIST® lenses. Through June 7, contestants can go to

youtube.com/acuvue for details, rules, and to enter. **VISTAKON, Division of Johnson & Johnson Vision Care, Inc., 800-843-2020, jnjvisioncare.com.**

MARCHON GIVES BACK. As part of its Eye Make a Difference Campaign, Marchon's eyewear donation program allows for donated, gently used prescription frames to be refurbished through Folsom Project for the Visually Impaired. Frames are then boxed up in preparation for sight-related international mission trips, during which they will be distributed to individuals who can't afford or don't have access to eyewear. **Marchon Eyewear, 800-645-1300, marchon.com.** ▼



ENTER TO WIN WITH ESSILOR. Those ECPs who complete the Light & Sight Advisor Program at essilortransitions.com can enter Essilor's Vibrant Vacation Getaway Sweepstakes. Entrants are eligible to win one of three luxury vacations for two to New York, NY, Albuquerque, NM, or the Smoky Mountains in Pigeon Forge, TN. The contest, which runs until July 15, also

includes the opportunity for ECPs to win daily and monthly prizes. **Essilor of America, Inc., 800-542-5668, essilorusa.com.** ▲



EYES OF FAITH WELCOMES HOPE. ECPs across the U.S. can take their time with HOPE, the new shopping experience from Eyes of Faith. Potential partners receive Eyes of Faith's collections in the mail and can take three days to browse. Orders placed during this period have free shipping, and after the three-day shopping period, FedEx picks up the in-office samples to deliver to another office. **Eyes of Faith, 888-777-9390, eyesoffaithoptical.com.** ▲

TRANSITIONS WANTS SIGHTS TO SEE. Consumers who enter Transitions Optical's Sight of the Day Photo Contest, part of Transitions' Official Sponsor of Sightseeing™ campaign, will be eligible to win sightseeing-themed prizes including the grand-prize: a 10-day National Geographic Galapagos Island Excursion. The contest, which runs through September 30, kicked off with a base donation of \$20,000 made to Optometry Giving Sight through the Transitions Healthy Sight for Life Fund™ and an additional 25 cents will be donated

for every uploaded contest photo. **Transitions Optical, Inc., 800-848-1506, transitions.com.**

PPG REVEALS LENS AWARENESS. A national study sponsored by PPG Industries reinforces the notion that consumers are unfamiliar with their lens choices and would benefit from further education. Currently, consumers generally defer to ECPs' recommendations with regard to lens selection. The study revealed that consumers are more concerned with frame selection and have a lack of awareness regarding lens material options. **PPG Industries, Inc., 800-323-2487, ppgtrivex.com.**

L'Amey America enters into multi-year licensing agreement with **Sperry Top-Sider®** for the marketing and distribution of sun and ophthalmic frames.

Wescan Optical announces international rebranding and will now be internationally marketed as **WestGroupe.**

Solutionreach and **Eyefinity** enter strategic partnership whereupon OfficeMate® users can integrate Solutionreach patient engagement tools.

SPY joins forces with **West-Groupe** to distribute ophthalmic and sun products in Canada.

Safilo Group completes its acquisition of **Polaroid Eyewear.**

Seiko Holdings Corp. and **HOYA Corp.** have agreed to begin discussions to form a global marketing and distribution alliance.