

INVISION®



MAY 2018 / THE MAGAZINE FOR THE AMERICAN EYECARE PROFESSIONAL



big style, small sizes

18 fashionable
picks for Gen Z

special eyes

A North Carolina
doc who specializes
in the most special
of eyes

sun block

UVA & UVB
protection for
the kiddos

play
for pay*

sticky situations

ECPs share their
cutest, funniest
and grossest kids
stories

* BUSINESS BOOSTING IDEAS FOR THE LITTLEST EYES

The model wears the Nano Baby Birdie.



KIDDING AROUND

Who says kids' frames are all the same?

Sporty kids. Glam kids. Everything-they-touch-might-break kids. Here's a look at something for everyone.

BY RACHEL BOZEK



1. SUPERFLEX Laser-cut stripes define the looks of WestGroupe's Superflex metal models SFK-189 (racing stripes), SFK-195 (herringbone), and SFK-200 (linear). (855) 455-0042, westgroupe.com, \$120 | **2. NERF** Have a ball with the Sidney, a plastic frame featuring two-toned details. (800) 292-4342, nouveaueyewear.com, \$124.99 | **3. LULU BY LULU GUINNESS KIDS** Up your meow factor with the LK011, a cellulose acetate frame with true personality. (800) 242-8872, lulu.com, \$165. | **4. DILLI DALLI** Now available for ages 0 to 12, the Dilli Dalli collection features a proprietary material that's soft to a little one's touch. The unisex Rocky Road (shown here) suits ages 6 to 12. (800) 645-3533, optical.com, price upon request | **5. TC CHARTON KIDS** A combination Asian fit frame made with metal and acetate, the Andrew is offered in two sizes: 44 and 48. (972) 733-0108, tc-charton.com, \$165 and \$195 | **6. CROCS EYEWEAR** Light on pressure and heavy on flexibility, the JR6021 (shown here in 20GN), from the Crocs Eyewear Junior Collection, features gradients on the temples and is made with stainless steel, silicone rubber, and polymer. (800) 492-4465, aaptical.com, \$121 | **7. OGI KIDS** Model OK334, a kid-friendly cat eye made with premium acetate and springhinge, is a glitter lover's dream. (888) 550-1060, ogieyewear.com, \$169 | **8. LIFE IS GOOD** Durability meets good vibes on the model Hailey, a whimsical acetate frame. (800) 966-2020, mceyegroup.com, \$110 | **9. GUESS** There's simply no guesswork needed when it comes to model GU9180, a rectangular acetate-metal combination frame. (800) 345-8482, marvotin.com, \$135