

vcpn
vision care product news
FEBRUARY 2017

THE FEMALE LEAD

BRENDEL
BY TALBOT RUNHOF
FROM TURA

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PROFITABLE
TEAMWORK AT
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INSPECS USA
SEALS THE DEAL
WITH SEAMLESS

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PRODUCTBUZZ

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



BRAIN BOOST Designed for athletes, outdoor enthusiasts or anyone looking to get "In the zone," Safilo introduced Smith's Lowdown Focus Mpowered by Muse, the first product built on the new SAFILDx eyewear platform. The new "smart" sunglasses integrate Interaxon's Muse brain-sensing technology into Smith Lowdown frames to deliver cognitive training technology for enhanced performance. They are expected to be available to patients via SmithOptics.com during the third quarter of this year. SmithOptics.com; **800.631.1188**, Safilo.com.

Silver Dollar Optical NEW NAME AND LOOK REBRANDED AS



THE NEED FOR SPEED

Maui Jim has launched an updated and more user-friendly B2B website. MauiJim.com is faster and secure across desktop, tablet and mobile devices and features enhanced product browsing and filtering, fast order entry capability, payment history and account information, improved prescription orders and quick access to marketing materials. **888.666.5905**, MauiJim.com.



REEL IN FYSH UK MERCH

Fresh P-O-P materials for 2017 can help ECPs take their FYSH UK collections to a new level. Each element is made of high density cardboard that is eco-friendly yet durable. Items include a four-place display with a swivel panel, one-piece display, display tray, nameplate and tilting mirror. A fuchsia background with a crisp, white logo creates visual impact. **855.455.0042**, WestGroupe.com.

ONE-STOP DISPENSING SOLUTION

Professional Eyecare Resource Co-Operative (PERC), a nationwide purchasing group of independent ECPs, joined forces with Vision Associates to provide a "best-in-class turnkey dispensary solution" that will maximize profitability and efficiency of their dispensaries. "We're able to create an offering for ECPs that will be both profitable and compelling," said PERC president David Golden, OD. **626.502.1882**, PercAlliance.com; **800.346.7486**, VisionAssociatesInc.com.



GO FOR A GRANT

Prevent Blindness is accepting applications for its 2017 Joanne Angle Investigator Award, a research grant of up to \$25,000 for one year to investigate public health in relation to eye health and safety. This year, preference will be given to age-related macular degeneration or glaucoma. The application deadline is March 6. **800.331.2020**, PreventBlindness.org/Investigator-Awards.

LEGENDARY OLYMPIC SKIER **JEAN VUARNET** PASSED AWAY LAST MONTH AT 83. VUARNET GAVE HIS NAME TO THE FRENCH SUNGLASS BRAND 60 YEARS AGO

CHARMANT INKED A DEAL TO MANUFACTURE AND DISTRIBUTE **EDDIE BAUER** OPTHALMICS AND SUNGLASSES, SET TO LAUNCH NEXT MONTH

AS OF LAST MONTH, **MITCH BARKLEY** IS THE NEW VICE PRESIDENT OF TRADE SHOWS AND MEETINGS AT THE **VISION COUNCIL**

TRANSITIONS OPTICAL APPOINTED **DARRAGH O'CONNOR** VICE PRESIDENT OF GLOBAL MARKETING, EFFECTIVE LAST MONTH

STAYING NEUTRAL

Color takes a backseat to these striking options with plenty of fashion attitude in milky white and gray.



Zoo Posen Lucenta from Kenmark shows off a fashion-forward cat-eye style with contrasting acetate brow

Zoom in

Neubron MG2225 from Marchon in matte crystal with silver mirrored lenses, this minimalist metal highlights sleek temples, and decal-like leg treatments blend the materials together

KLIK denmark K-587 by WestGroupe features thin stainless steel temples with a decorative laser-engraved pattern that gives a lightness to design and one reminder of 80s styling

Past and present come together in PDUCE VPL283 from De Rigo REM for this retro-futuristic look in a utilitarian model. The modified-round profile "rests" on the metal core and is set apart by the clever play of colors and transparencies

The use of a circle evokes a design by the digital art in Emporio Armani EA2044 from Luxottica, while the oversized lenses with a satin outer profile and mirrored interior marry for an unusual visual effect

WHERE TO FIND IT: De Rigo REM 800.423.3023 - DeRigo.US - CustomerService@REMEyewear.com // Kenmark Optical 800.627.2888 - KenmarkOptical.com // Luxottica 800.422.2020 - Luxottica.com // Marchon Eyewear 800.645.1300 - Marchon.com - CS@Marchon.com // WestGroupe 855.455.0042 - WestGroupe.com - info@WestGroupe.com



**ZYLOWARE EYEWEAR,
VIA SPIGA, VS Celeste 500**

Two full-rimmed acetate, rectangular frames feature spring hinges and a gun-metal logo inside the temple tip. Brigida is available in four color choices, including three horn finishes in brown, teal and purple. Celeste comes in black or burgundy. Both styles can accommodate progressives. **800.785.3700, Zyloware.com.**

**CHARMANT GROUP,
LINE ART, DOLCE, XL2087**

Four new Duo styles and two first-time jewelry models in the Dolce collection constructed of Excellence Titan are fresh for this women's collection. Twisted double-filament temples and brilliant-cut Swarovski crystals adorn Dolce frames, while Duo styles feature a contemporary milling frame with soft temples that adapt to head shape. **800.645.2121, Charmant.com/US.**

**NEUBAU EYEWEAR,
T807 Mia 4040**

Three new suns and ophthalmics evoke images of Hollywood icons. Double-bridge frames recall Tom Cruise in *Top Gun* while the Mia cat eye conjures up Audrey Hepburn. Lightweight polymer combines with hypoallergenic stainless steel for durability and comfort. **800.223.0180, Neubau-Eyewear.com.**

**ALTERNATIVE & PLAN "B"
EYEWEAR, GLACÉE, GL8827-3**

Textural details of acid and laser etching stand out in this women's line. Styles incorporate animal prints, fabric and wood with rounder frame shapes in bold color combinations of teal/purple, emerald green/dark blue and blue/burgundy. **888.398.7742, AlternativeEyes.com.**

**WESTGROUPE,
KLIK DENMARK, K-571**

Three styles—one women's; two men's—were created for smaller face sizes. Cat eye, square and rectangle frame shapes include details such as rivets, color-blocking and laser-engraved patterns. Antique patina finishes, gradient hues and two-tone epoxy with glitter round out the color choices. **855.455.0042, WestGroupe.com.**