

INVISION[®]

THE
FEEL
GOOD
ISSUE

THE MAGAZINE FOR THE AMERICAN EYECARE PROFESSIONAL | APRIL 2017

PAYING IT FORWARD

THE BIG STORY

ECPs DOING
GOOD
LOCALLY

The Good Word

The power of cause marketing

Power Couple

An America's Finest husband and wife team 'Sees' success

Bill's Big Board

How one South Carolina practice reached sky high sales

Marijuana & Glaucoma

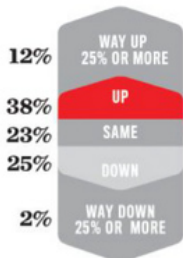
THEY CALL IT 'DOPE'
FOR A REASON

Surfer Tatiana Weston-Webb wears the SMITH Sidney

inspiration

MONTHLY SALES SURVEY

How were your overall business revenues in February compared to the same month in 2016?



HOT BRANDS

Top-selling vision brands for February*

EYEGLASSES: Ray-Ban (23), Kate Spade (8), Jimmy Choo (6), Oakley (6), Coach (5), MODO (5), Prodesign (5), Lafont (4), Silhouette (4), Article One (3), FYSH (3), Lightey (3), Lilly Pulitzer (3), Nike (3), Safilo (3), Scott Harris (3), Barton Pereira (2), Cinzia (2), Etnia Barcelona (2), Eyes of Faith (2), gx by Gwen Stefani (2), Original Penguin (2), Prada (2), SD Eyes (2), Tura (2), WOOW (2)

SUNGLASSES: Ray-Ban (37), Oakley (12), Maui Jim (13), Kate Spade (9), Costa (6), Polaroid (4), Coach (2), FYSH (2), Wiley X (2)

* Brands mentioned by multiple Brain Squad members when asked what had sold well in February. Join at invisionmag.com/brainsquad.

➔ MORE HOT SELLERS ON PAGE 24

MODERN DAY BOGO

Giving is the new getting. Based in Portland, Oregon, for each pair of 141 Eyewear purchased, the company gives a new prescription pair to a person in need. One Four One. Their focus is on giving here in their own backyard – the U.S. – but they also give internationally. Even better news? Their frames are super cute! Here, friend of the brand, Meredith thoroughly enjoying wearing her Lola's in color Autumn Tortoise, which also happens to be the collection's best-selling adult acetate style.

MSRP: \$219 | 141eyewear.com



EYEGLASSES
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