

Overcoming
BLUE LIGHT
INCLUDING ABO CE

P48

vcpnTM

vision care | product news

**SPORT
EYEWEAR**
As ECPs See It

P30

Oakley Field Jacket
COOL, RXABLE + FOG FREE

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**YOUNGER
OPTICS**
The Optical Lens Innovators

David Rips, CEO



BRAND NEW FROM YOUNGER OPTICS!
SEE A DEMO AT VISION EXPO EAST BOOTH LP4413

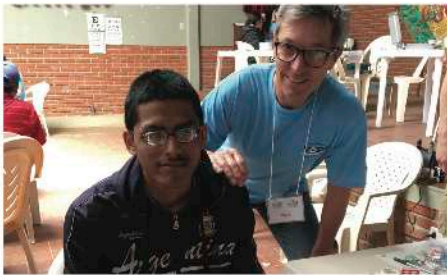
NUPOLAR[®]
infinite gray[™]



VOTER'S CHOICE

Swiss sunglass brand INVU was chosen by an exclusive group of 5,000 international travelers as a finalist for the Global Travel Retail Award, Eyewear Category. Designed and engineered in Switzerland, INVU sunglasses come with polarized lenses from Swiss Eyewear Group.

INVUEyewear.com



SEEING RESULTS

Frames sold by ECPs who participated in L'Amey's annual holiday charity program were recently donated to VOSH International, which ran a mission clinic March 17 to 25 in Bolivia. Optometrists from VOSH treated 1,500 patients in the rural town of Vallegrande, and L'Amey provided the frames and sunglasses. The charitable program, "Help the World to See a Better Tomorrow, Today," ran Sept. 1 through Dec. 31, 2017, and for every frame sold, L'Amey donated a pair to those in need through various charities.

800.243.6350 LAmyAmerica.com

ALL IN A YEAR'S WORK

Think About Your Eyes' 2017 campaign, focusing on the importance of scheduling eye exams, generated 3.4 million eye exams last year. Its success was measured using the marketing mix model, a method used by consumer brands to show effects of marketing on sales and revenue, which also analyzed contributing factors to the creation of eye exams. According to TAYE, the increase in exams and shortening of the exam cycle resulted in \$752 million of additional industry revenue.

ThinkAboutYourEyes.com



\$752 MILLION IN INDUSTRY REVENUE generated as a result of TAYE exams*

*represents exam fees, glasses and contact lens purchases, and additional accessories

ON THE CALENDAR

Keep Aug. 22 to 25 open for Envision's annual conference on low vision, which will be held in Wichita, KS. Lone Fine, PhD, professor of psychology at the University of Washington in Seattle and expert in brain plasticity and sight recovery technology, will be the keynote speaker. The conference includes 90 hours of clinical education, and research sessions, and attendees can also earn CE credits through various agencies.

EnvisionConference.org

HIRES + PROMOTIONS

Kenmark Eyewear appointed Laura Howard designer of Lilly Pulitzer eyewear



Running and Cycling Enterprises (R.A.C.E.), exclusive distributor of Rudy Project and XX2i Optics performance eyewear in North America, hired Jay Weber as sponsorship marketing manager.



Staffing changes at **DeRigo REM**: Jordan Gerardi was appointed Central East Coast regional vice president and Mark Mixon Central West Coast regional vice president; Jim Sepanek was promoted to vice president of business development; Claudio Ninotti was named executive vice president of finance and operations; Samantha Fasulo was promoted to marketing director; and Doug Pocrass is now supply chain director.



The New England College of Optometry named Howard Purcell, OD '84, FAAO, Diplomate, as 13th president of CEO. He succeeds Clifford Scott, OD, MPH, who is stepping down after nine years.

LICENSES + AGREEMENTS

Marcolin Group and **Moendi** inked a joint venture agreement for Moendi to distribute select Marcolin brands in Mexico.

Alternative Eyewear entered an exclusive agreement with **Thema Optical** to distribute iGreen and Osix eyewear in Canada.

L'Amey Group entered a multi-year agreement to design, distribute and manufacture Chris-Craft ophthalmics and sunglasses for men and women, the first collection of which will be introduced at SILMO Paris later this year.

WestGroupe will distribute Moleskine eyewear in Canada and will launch an ophthalmic collection for men and women this spring

New.



WESTGROUPE

FYSH UK

STYLE: F-3601

Bold colors, intricate patterns, unique constructions and shapes draw inspiration from the latest runway and color trends. In the brand-new FYSH UK campaign, F-3600 and F-3601 are translucent patterned acetates. F-3601 is a combination frame where the metal front is sandwiched between two acetate layers.

855.455.0042

WestGroupe.com

SD EYES

CLUB LEVEL DESIGNS

STYLE: CLD9248

Available in tortoise, smoke and black, the vintage-inspired round shape, acetate front, keyhole bridge and stainless steel temples combine to produce a slightly more contemporary take on a classic men's frame.

800.492.3200

SDEyewear.com

XAVIER GARCIA

SUNGLASSES
COLLECTION

STYLE: CLD9248

Original shapes reinterpreting vintage design with a modern touch characterize Xavier Garcia Barcelona's new sunglasses collection. Color combinations on frames match lenses, which feature anti-glare coating and are adjustable and subtly layered and mirrored.

XavierGarcia.Design@ENExport@XavierGarcia.Design

SOM EYEWEAR

EBK GLASSES

Among a collection of seven styles named for famous neighborhoods throughout Europe and the rest of the world, Tortona is based on the now multifaceted, cosmopolitan former industrial district of Milan. Old factory buildings with exposed bricks transformed into showrooms and galleries showcase art, beauty, fashion, creativity and design.

SomEyewear.com

Info@SomEyewear.com

SAFILO

GIVENCHY

STYLE: GV MASK

The first eyewear model to be designed by Givenchy's new artistic director, Clare Waight Keller, GV Mask (model GV 7117/S) mixes iconic styling with retro-future inspirations. The mask shape is enhanced by a sleek and refined full metal upper part and contrasted acetate temple tips. This frame is available in golden and silver metal.

800.631.1188

Safilo USA