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OPHTHALMIC OFFICE: MODERN VISION TESTING SYSTEMS

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NOVEMBER/DECEMBER 2009 • VOLUME 9, ISSUE 11 • TotallyOptical.com

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◀ **EVATIK EVOLVES**

Wescan Optical premieres EVATIK, a collection for today's urban male. Sophisticated and sleek, this 14-model line is technologically driven with a hint of luxury that will appeal to a man's sense of self. For more information, see p.45.

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GERBER'S GREEN BLOCKING 70





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Issue Date: VCPN NovDec 2009,

EYEWEAR & SUNWEAR NEW PRODUCT GALLERY - NOV/DEC 2009



WESCAN LAUNCHES EVATIK FOR THE MODERN MAN. Featuring 10 full-rimmed and four semi-rimless progressive-friendly styles, this new collection combines elegance and advanced engineering to provide men with comfortable, of-the-moment eyewear. Lightweight materials such as titanium, stainless steel, and acetate enhance frame designs that come in sophisticated colors that include black, gray, silver, blue, brown, and olive. **For more information, contact Wescan Optical at 514-383-0042 or wescan.ca.**

LUXOTTICA DEBUTS STELLAR SUNS BY MCCARTNEY. Acetate and metal silhouettes combine in this modern and sensual sunwear line. Clean lines run throughout the five different subcollections named after astrological signs. With a total of 10 styles, wearers may indulge in bi- or tri-colored acetates. Virgo Style No. SM 3003 stands out with the futuristic look of this flat mask with a plastic bar on the top and thin metal temple featuring a stepped design. The large trapezoidal shape of Gemini Style No. SM 4006 (shown here) makes this style a head turner as well. **For more information, contact Luxottica Group at 800-422-2020 or luxottica.com.**



FLEXIBILITY IS KEY IN PREMIERE'S TAG HEUER SPRING SERIES.

An innovative new temple design will have patients asking for more. Distributing the weight of the glasses' lenses from the nose to the ears, TAG Heuer's Spring series is available in five rimless shapes and two finishes: brushed and black ceramic coating. Comfort is achieved with these frames' light weight, adjustable acetate end tips, and flexible mono-block beta-titanium temples. **For more information, contact Premiere Vision, A luxury division of Logo of the Americas Inc. at 800-345-3733 or tagheuer.com/eyewear.**

LIBERTY SPORT MAKES IT EASY TO RX RIMLESS SUNS. The company's patented Illusion Technology™ is an optically friendly Rx adapter system that allows ECPs to edge rimless and semi-rimless frames in the office, so they can easily dispense high-performance sports sunwear to patients. ECPs can now insert 6-base lenses into sunglasses sporting an 8-base semi-rimless mounting. Two Liberty Sport models currently use this technology (Style No. IT10A, a modified oblong shape, shown here; and Style No. IT10B, a classic rectangle). The company expects to add new styles early next year. Both frames feature a thin, lightweight, head-hugging chassis with sun lenses. **For more information, contact Liberty Sport at 800-444-5010 or libertysport.com.**



GO EASY ON THE EYES AND EARTH WITH MODA VISION. The avant-garde, eco-friendly line of bamboo eye- and sunwear from Moda Vision offers innovative looks and natural materials. These lightweight frames include four sunglasses with 100% UV protection and polarized lenses, as well as five

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ophthalmics in rimless, semi-rimless, and full-rimmed models. Frame colors comprise dark cherry, caramel, mahogany, natural, black, brown, green, and combinations. **For more information, contact Moda Vision at 866-648-0595**

or modavision.com.

NEW CANDIE'S BY VIVA REFLECT FUN FASHION. Candie's "Mirror, Mirror on the Wall Collection" shines with striking mirror logo plaques on the temples of these fashion-forward ophthalmics. Available in chic color combinations and solid tones, each model offers spring hinges for added comfort. Style C Jasmine has a modified oval metal front with handmade acetate temples, while handcrafted acetate Style C Jolie also boasts a modified oval front. For a modified rectangular front, there's Style C Jaslene, which is handcrafted in acetate. All three feature a playful floral motif on the inside in rich, contrasting colors. **For more information, contact Viva International Group at 800-345-VIVA or vivagroup.com.**



OAKLEY OFFERS AN ECO-FRIENDLY SUNGLASS OPTION. Oakley pays tribute to the eco-conscious outlook of award-winning skateboarder Bob Burnquist with its Bob Burnquist Gascan sunglass. Produced using excess materials from the manufacture of other frames, it is adorned with biodegradable organic bamboo accents. The new eco-friendly frame features warm gray lenses, black frames, and screen printing on the inside of the right temple. Oakley's Plutonite® lens material also blocks all harmful rays,

including UVA, UVB, and UVC. **For more information, contact Oakley, Inc. at 800-733-6255 or oakley.com.**

OGI ADDS REFINED FRAMES FOR THE DISTINGUISHED MAN. Designed with modern fashion in mind but large enough to accommodate progressive lenses, the new men's ophthalmics from Ogi Eyewear offer distinct shapes and vibrant colors. Zyl Style No. 9060 (shown here) is a bold model available in black on crystal, brown demi, gray on white fog, tortoise ripple, and blue demi. Those who prefer metal will be captured by Style No. 9602's soft metal front. This sharp and angular frame gives wearers a classic feel with a dose of contemporary flavor. It comes in black/blue, brown/copper, gray/black, and dark gunmetal/gray. **For more information, contact Ogi Eyewear at 888-560-1060 or ogiframes.com.**



ASPEX TAKES ON PREPPY APPEAL WITH TAKUMI. Confident and classic designs make up the two new plastic preppy frames from Takumi—for both women and men. Whether it's cutting-edge fashion or the desire to make a statement with their specs, wearers will not be disappointed with the sleek rectangular front of Style No. T9784 (available in marbled brown and black) or Style No. T9785's serious clean lines, shown here (available in dark brown/brown tortoise and black/gray tortoise). Each comes with a patented polarized magnetic clip-on. **For more information, contact Aspek Eyewear at**

800-277-3979 or aspexeyewear.com.

GET READY FOR THE HOLIDAYS WITH SAFILO. The company is introducing several new sunglass releases for the holiday season. Special-edition Balenciaga Style No. BAL0065/s (shown here) offers a modern twist on a vintage style. Carrera's Andy oozes an old school appeal, while Diesel's men Style No. DS 0188 dons diamond-like faceted temples. Gucci is all about glamour with Style No. GG3100s's geometric 1980s' shape. Limited-edition BFF/Strass from Juicy Couture mimics the oversized Jackie O shape in a flirty brown pink fade. And Valentino's LACE embraces elegance with its metallic lace look. **For more information, contact Safilo USA at 800-631-1188 or safilo.com.**



CHARMANT'S LACOSTE REVIVES THE PAST. Three decades ago, LACOSTE

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created its first pair of “La Lunette LACOSTE” sunglasses—an aviator frame called “101.” To celebrate the 30th anniversary of this style, Charmant is releasing a limited edition of 1,000 pairs that mimic the model exactly as it was, with the exception of an upgrade on the quality of the debossed logo on the temples. Remaining untouched are the original shape of the padded end tip and high-quality mineral lenses with anti-reflective (AR) and anti-scratch treatments. **For more**

information, contact Charmant USA, A Division of Charmant Inc at 800-272-2042 or charmant-usa.com.

MCGEE'S TOTALLY RIMLESS IS MADE TO ENDURE. Women and men who prefer an athletic edge to their eyewear will be pleased with the new Endurance collection by Totally Rimless. These sports-inspired frames offer utmost comfort with adjustable nose pads, integrated spring hinges, and the light weight of titanium. Style No. TR-156 (shown here) has an elongated rectangle eyeshape with co-injected rubber temple tips and comes in black/cobalt and dark brown/silver. Style No. TR-157's modified rectangle eyeshape is accented by beta-titanium temple tips, and is available in gunmetal and light brown. A polarized sunglass clip is available for each style. **For more information, contact The McGee Group at 800-966-2020 or mcgeegroup.com.**

