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LAUNCHES

Rudy Project and Shamir Offer Shamir Duo in ImpactX



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resulting in higher definition and sharpened image, according to Rudy Project. The material is a next generation polymer derived from the chemistry that was originally developed for the U.S. military to use as helicopter windshields, the company said. In the line-free Shamir Duo, the image jump created by the visible dividing line in flat-tops results in loss of image. With Shamir Duo, a natural, distortion-free path is maintained as the eye moves from one vision zone to another, resulting in enhanced vision and comfort and improved aesthetics, Shamir said.

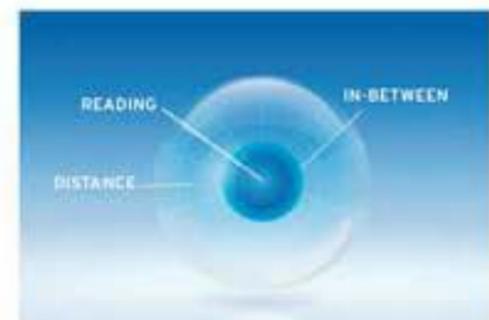
Price Guide: \$\$\$
www.rudyproject.com; www.shamirlens.com

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4x more usable lens area than the best freeform progressive at all distances

SECOND LOOKS

B+L Extends Range of Biotrue ONEday for Presbyopia



Progressive optical design used in PureVision 2 multifocal contact lenses for Presbyopia.

Quick Take: Bausch + Lomb's Biotrue ONEday for Presbyopia contact lenses are now available in an expanded power range.

Specifics: Since the initial launch of Biotrue ONEday for Presbyopia in June 2014, it has been available in low add powers between +3.00D and -6.00D (0.25D steps). The expansion now includes +6.00D to -9.00D (0.25D steps). The Biotrue ONEday for Presbyopia contact lenses combine the bio-inspired material HyperGel of Biotrue ONEday contact lenses with Bausch + Lomb's 3-Zone progressive optical design used in PureVision 2 multifocal contact lenses for Presbyopia.

Selling Points: Biotrue ONEday for Presbyopia is the first daily disposable multifocal contact lens from the Biotrue ONEday family of products. The expanded low add power range helps make Biotrue ONEday for Presbyopia contact lenses available to more multifocal patients throughout the most common power ranges. The bio-inspired HyperGel material is designed to work like the eye by matching the cornea's water content and mimicking the lipid layer by using a surfactant-enriched lens surface to retain moisture and shape throughout the day.

Pricing Guide: \$\$\$
www.bausch.com

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Adlens Presents Latest Adlens John Lennon Collection



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Quick Take: Adlens has introduced the latest Adlens John Lennon eyewear collection, inspired by the Beatle's social, musical and cultural identity as expressed through his iconic eyewear style.

Specifics: The collection features a pair of sun frames modeled after Lennon's eyewear in a 1966 video filmed in London's famous Chiswick Gardens.

Selling Points: "Pioneering technology combines with world-renowned innovator for social and cultural change in Adlens John Lennon, said Dr. Karen Fitchett, director of product management at Adlens.

"We want our customers to feel engaged with the creative, people-focused and forward-thinking spirit that produced our instant eyewear, and this new sunwear line with its iconic association is a great way for them to achieve that." The rectangular frames feature John Lennon's trademark signature at its angular temple arms. The frames also have Adlens' award-winning Alvarez lens technology, with wave-shaped plates that glide across each other at the turn of a dial. Wearers can change the focus power level, adjusting to their surroundings. The sunglasses are available in gold, silver and Pewter black frames in a metallic finish. Adlens John Lennon frames come with a gift package that includes a custom guitar pick and a booklet detailing the thought process behind the design.

Pricing Guide: \$\$\$
www.adlens.com

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Modern Optical Introduces New Modern Art Styles



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Quick Take: Modern Optical International is expanding its Modern Art eyewear collection.

Specifics: Four new styles will be added to the women's collection.

Selling Points: The A364 frame has a linear design with contemporary styling, and is available in color combinations like burgundy/gunmetal, dark brown/brown and plum/lilac. The A365 has a lattice pattern with a color-blocking option. The style's colorway options include burgundy/gunmetal, dark brown/brown and plum/lilac. The A366 frame has classic

contours with a perforated pattern, and is available in black, blue and brown. The A367 has an updated cat eye silhouette and a vintage-inspired pattern. The frame comes in blue, brown and lavender. All four styles are made of laser-engraved stainless steel and have silicone nose pads.

Pricing Guide: \$
www.modernoptical.com

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ALSO NEW

Costa Debuts New Ladies Styles

Costa has introduced three new sunglass styles for women; the Manta, Boga and La Mar. The Manta is built specifically for active women. Performance features include wrap coverage and hypoallergenic no-slip nose pads and interior lining. The medium-fitting frame is constructed of co-injected molded nylon with sturdy integral hinges. The Boga features a large, round-eye fit, in a stylish nylon frame design. It includes Costa's proprietary hypoallergenic rubberized no-slip nose pads and temple tips, and durable built-in optical spring hinges. The La Mar also offers a round-eye fit in a medium fitting frame. The integral hinges, and no-slip nose pads and temple tips offer the same durable, comfortable fit as Boga. All styles can be customized in a full array of Costa's patented color enhancing polarized 580P lenses. www.costadelmar.com

WestGroupe Adds New Evatik Style

WestGroupe has added a new Evatik men's model, the E-9107. The Evatik E-9107 offers a sporty take on modern styling with a full rim stainless steel construction that is on trend with the use of bold statement colors along the temples, like yellow, blue and orange. Frame options include grey yellow, black blue or navy orange. The Evatik E-9107 from WestGroupe comes in size 53-17-145. www.westgroupe.com, in the western U.S. www.classique-eyewear.com.

Randolph Eyewear Unveils Amelia and Archer

Randolph Engineering has unveiled two new frame styles. The Amelia and Archer frames are inspired by iconic aviation and aeronautic pioneers, Amelia Earhart and Samuel Archer King. New jewelry quality finishes like 23k Chocolate Gold and Rhodium are highlights of these new frames, and both debut with Randolph's new Lite Lens technology, their lightest lens ever; made from a hypoallergenic macromolecule that couples optical clarity with lightweight durability, the company said. In addition, the frames follow the curvature of the face, providing more protection on the periphery than a classic Aviator.

www.randolphusa.com

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