



Optometry Times

PRACTICAL CHAIRSIDE ADVICE

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Prep ocular surface

Selling glasses online may not be



Don't let Irritating Lens Face ruin your patients' important moments.

Recommend OPTI-FREE® Puremoist® with HydraGlyde® Moisture Matrix to help your patients stay comfortable in their contact lenses from morning 'til night.¹



fewer patients report end-of-day dryness^{2*}

*Compared to habitual lens care solutions (at baseline); Based on patient responses to a survey after trying OPTI-FREE® Puremoist® solution for 2 weeks; n=10,602



SEE COMFORTABLY.™

1. Lally J, Ketelson H, Borazjani R, Senchyna M, Napier L. A new lens care solution provides moisture and comfort with today's contact lenses. *Optician*. 2011;241(6296):42-46. 2. Lemp J, Kern JR. Results from a global survey of contact lens-wearer satisfaction with OPTI-FREE® Puremoist® Multi-Purpose Disinfecting Solution. *Clinical Optometry*. 2013;5:39-46.

EVATIK unveils its Spring 2018 collection

PLATTSBURGH, NY—EVATIK launches five new styles for Spring 2018. The new designs draw inspiration from European eyewear trends and architectural design elements. They feature different constructions and various colors.



▶ **E-9162** is a combination frame with a diamond-cut acetate front matched with metal temples. The frame features screwless barrel hinges and is offered in hues of black, tortoise black, and grey.

▶ **E-9163** features a titanium mono-block square front and a metal inlay along the browline. Contrasting colorations of black/navy, black/charcoal, and brown/black provide are available.



▶ **E-9164** is a semi-rimless model featuring two-tone coloring with a cut-down stripe showcased on the end pieces and the temples. It is offered in navy/grey, brown/black and black/navy.

▶ **E-9165** is a titanium flat-front combination frame with an angular square shape. The browline to the end pieces are wrapped in acetate in contrasting colors, creating combinations of black/grey, tortoise/black and navy/gun.



▶ **E-9168** features a striped pattern that is laser etched along the temples and is finished with a metal inlay at the hinge break. A thin line is engraved around the perimeter of the frame and finished in a secondary coloration. This style is available in combinations of charcoal/red, black/cobalt and navy/gun.