

www.visionmonday.com

Vision

MAY 19, 2008

VOL. 22 NO. 6 \$15

Introducing...

A Technologically Advanced
Combination Designed to Deliver
Exceptional Results!

Lumina™
Premium Polish Pad

HD-360™
Premium
Lens Polish



DAC™
VISION

www.dacvision.com

Quality



Innovation



Service



DAC™
VISION

www.dacvision.com

Luxtotta restructures retail brand operations as income slides.

page **6**

Optical coalition awaits FDA's response on lens impact testing.

page **8**



www.visionmonday.com

MAY 19, 2008

VOL. 22 NO. 6 \$15

VisionMonday

The Newsmagazine for the Eye Care Industry

Jobson
Medical Information LLC



The nation's 50 largest eyewear/eyecare retailers broke the \$7 billion mark in aggregate sales for the first time during calendar 2007. For a look at how these key industry players set a combined sales record last year, and what's ahead for them during the 2008 selling season, don't miss VM's exclusive Top 50 U.S. Optical Retailers report. **Page 35**

SPECIAL REPORT

PALs Go Digital



Digitally designed and manufactured progressive lenses offer improved vision for patients and business-building opportunities for ECPs. Find out how the new generation of PALs is reshaping the *lenscape*.

page **29**

EXAM LANES

NAVCP Conference Puts Spotlight On Managed Vision

The National Association of Vision Care Plans hosted a record attendance at its 5th annual meeting in Florida.

page **43**

NEWS

- **B&L names top execs for global vision care, surgical products.** **page 6**
- **FDA holds hearing on LASIK surgery.** **page 8**
- **Pa. House panel addresses vision insurance policies.** **page 12**



REPÚBLICA®

WWW.KENMARKOPTICAL.COM 800.627.2898

SEE PAGE 8 FOR MORE INFORMATION ABOUT THE COLLECTION.

©2008 Kenmark Group/República Trading Company.



Photo by Karl Lagerfeld. © 2008 Karl Lagerfeld. All Rights Reserved. Produced and distributed by Marchon Eyewear, Inc. Style: KL671S and KL672S



KARL LAGERFELD

HOYALUX iD LifeStyle

We've
made it
easy to

share
the
vision

Share the vision with HOYALUX® iD LifeStyle™

We've made it easy! The newest innovation in HOYA Free-Form™ Design Technology, HOYALUX iD LifeStyle is accessible to more of your patients, more of the time.

Exceptional vision, made possible by:

- HOYALUX iD™ technology that separates the performance of the front and back surfaces
- Standardized vertical progression on the front surface
- Customized horizontal progression on the back surface for wider visual zones
- Balanced View Control Technology that integrates the two lens surfaces and eliminates swimming sensations

HOYALUX iD LifeStyle Progressive lenses are available in two designs:

HOYALUX iD LifeStyle: 18mm minimum fitting height

HOYALUX iD LifeStyle cd™: 14mm minimum fitting height

To learn more, call your HOYA representative or authorized distributor today.

HOYA Progressive Technology — beyond wavefront.



HOYA Free-Form™ Design Technology

HOYA

hoyavision.com

Earn points through:

HOYA Honors Program

Automatically includes:

HOYA SUPER HiVision

Available in the following material options:

HILUX 1.50

HOYA Phoenix

EYNOA 1.67

EDITOR'S NOTE

Healthy Eyes Are Good Business



Marge Axelrad
Editorial Director

Tracking the performance of the country's major optical retailers is one of **Vision Monday's** signature initiatives, one that inevitably is accompanied, in recent years, with comments about how consolidation has created such a divide between the largest players and the rest of the market.

Well, this still holds true, but that is far from the only conclusion about the state of optical retail chains today.

The two dominant national players, Luxottica Retail and Wal-Mart, do impact consumer perceptions of optical in markets coast to coast, but regional chains continue to accrue customer and patient loyalties, fighting hard for their portion of "mindshare" as well as market share.

The best of these are clearly attuned to their local climates, continue to invest in systems, products and service levels to set them apart and

build loyalty for both eyewear selection and eye-care confidence among their customers.

What would be to everyone's benefit—nationals, regionals and independent ECPs—is a unified and cohesive initiative to communicate the high value of comprehensive eye exams to consumers' health.

And they—you—need to add to such messages the very good reasons to explore eyewear technology combined with (not exclusive of...) fashion to develop a real competitive level of excitement to those same consumers.

It's the very fractionalized nature and conflicting, hard-to-know-who-to-believe signals about eyecare and eyewear that is holding back true progress for all retailers and dispensers and ECPs today.

It's not the politics of which format is best, but a commonality of purpose that needs to supercede industry and professional politics. This is what it will take to persuade more Americans to be concerned about their eyes, their health, their family's eyes and health, and, yes, fashion too—all the things that are critical for the optical business to adapt a modern attitude, grow and impact more lives.

IN THIS ISSUE

News

- LCA-Vision founder Joffe ends bid for TLC Vision board **6**
- Lenso adds Corning SunSensors .. **10**
- Transitions intros enhanced, interactive Web site **14**
- Safilo Group adopts new corporate image **18**
- Hoya launches 'Splendor of Spain' sales promo **19**

Scene & Heard

- Ilori celebrates the Proenza Schouler collection **26**

Exam Lanes

- NAVCP elects new officers, sets priorities for year ahead **43**

Retail Dispensary

Launches

- A&A Optical launches Cruz Rimless **48**
- Shamir enhances personalized PAL line **51**

Second Looks

- Ray-Ban RX releases titanium and memory metal **50**
- Viva releases new Gant styles for men and women **56**

Columns

- F.Y.Eye **60**
- High Visibility **62**
- Contact Lenses **64**

Inside the Lab

- COLA hosts annual meeting **66**

Business Essentials

- Is blogging the new management headache? **72**

Opinion

- Rock on, Eye Rock **74**

Balance Sheet

- Alcon's first quarter sales rise 16.2 percent **76**



WHAT'S ONLINE

<p>Visionmonday.com Visit our new site, completely redesigned, reorganized with search by rank or date, new navigation and exclusive "On the Web" stories and up-to-date industry news.</p>	<p>VMail EXTRA Be 'in the know.' Subscribe to this e-news service. Twice a week plus "Breaking News" in HTML. Your subscription lets you access visionmonday.com features and archives.</p>	<p>VM Archives As a VMail EXTRA subscriber, search beyond the Current and Last Issues of VM to review and access thousands of VM news stories, special reports and company profiles.</p>	<p>OptiStock For the latest stock quotes, financial and investment news for publicly traded vision care companies, go to www.visionmonday.com and click on the OptiStock button on the left.</p>

Edging Solutions for all Materials and Coatings

www.dacvision.com • 800.800.1550

ERMENEGILDO ZEGNA:

DEFINITION OF MEN'S

LUXURY FASHION



Ermenegildo Zegna defines men's luxury fashion with a universal reputation for flawless materials and impeccable workmanship.

BRAND RECOGNITION

Ermenegildo Zegna is currently the leading multinational company in the men's luxury clothing industry, distributing its products in over 60 countries worldwide with powerful operations in both mature and emerging markets. The brand has evolved into an iconic fixture in the men's luxury market and continues to be an industry leader in product innovation and coveted design.

ZEGNA'S MODERN MAN

Modern and urban, influential with high spending power, today's Zegna man is 30-55 years of age, interested in golf, polo, yachting and soccer and has an eye for technical performance with smart appeal. He is affluent, worldly and considered a successful businessman and high-end consumer. Always on the forefront of fashion, Ermenegildo Zegna has been among the first designers to offer exclusive luxury eyewear collections to sophisticated men.

Ermenegildo Zegna Eyewear combines the greatness and tradition of Ermenegildo Zegna products with current sophisticated and cosmopolitan trends. Modern styling and top quality materials make this collection ideal for the fashion-conscious man. Brand design elements include the trademark Ermenegildo Zegna pinstripe, chevron, leather detailing and external and internal logos.

2008 EYEWEAR COLLECTION BY ERMENEGILDO ZEGNA

Zegna's optical collection consists of a combination of materials including titanium, metal and handmade zyl and offer plenty of options in today's market. Six newly released ophthalmic styles feature distinctive details and fashion-forward designs while infusing a unique blend of contemporary and classic styling. Models in the Vintage Series offer clean lines that deliver a professional yet casual option, while exposed metal rivets detailing the front and temples provide a definitive option. Classic looks are re-interpreted with front profiles reminiscent of the brand's timeless appeal.

2008 SUNGLASS COLLECTION BY ERMENEGILDO ZEGNA

Distinctive styles in the sunglass collection are the epitome of sophistication, modernity, and innovation, retaining the Italian brand's trademark elegance, comfort and quality. Newly designed metal and acetate frames feature original finishes and special details separated into three unique styles: Vintage, Classic Metropolitan

and Upper Casual. The refined feel of the range is defined by warm hues, a timeless air and moments of luxury. Highlighted in this esteemed collection is the Racing Series, which features streamlined profiles characterized by leather sheaths meticulously cut to fit and handcrafted on the temples and upper part of the upper bridge.

With great attention to detail, Ermenegildo Zegna eyewear is crafted using a combination of traditional and innovative materials with classic appeal that compliments the lifestyle of today's modern man.



Ermenegildo Zegna
800.345.VIVA vivagroup.com



Exclusively distributed by Viva International Group model SZ 3072 www.zegna.com

Ermenegildo Zegna
EYEWEAR

GREAT MINDS THINK ALIKE

NEWS VIEWS

Luxottica Restructures Retail Brand Operations

MILAN—On the heels of a 3 percent drop in its North American retail comparable-store sales in this year's first quarter, Luxottica Group has restructured its Luxottica Retail chains' operations. In addition, Luxottica Retail is initiating new package pricing at its flagship LensCrafters stores as part of a strategy to "drive sales and market share and attract premium customers."

The company also announced a new mall-based "active performance" retail concept targeting the "active lifestyle customer," to launch shortly.

In the quarter, Luxottica Group's consolidated sales increased by 7.7 percent (up 16.6 percent at constant currency rates) to €1,398.7 million. The company's overall retail sales fell 6.5 percent (but rose 4.8 percent at constant currency rates) in Q1, to €779.1 million; wholesale revenues rose 32.9 percent (up 37.6 per-

cent at constant currency rates) to €619.6 million. The first quarter marked Luxottica's wholesale operations' 12th consecutive quarter of double-digit growth.

Luxottica's net income for the period fell 19.1 percent, to €103.7 million.

In announcing its Q1 results, the company revealed what it called "a new leadership structure" for Luxottica Retail, with new brand general managers appointed for its retail brands, along with new, "100 percent brand-centric product, marketing and operations teams."

Luxottica's retail chains saw comp-store declines in each segment: LensCrafters and Pearle Vision together had a 3.1 percent drop in comp sales in the first quarter; the company's Licensed Brands operations' comps fell by 8.4 percent. Even Sunglass Hut, which has had stronger comp-sales increases than Luxottica Retail's ophthalmic chains in

recent quarters, saw its worldwide comps fall by 1.8 percent in Q1. (By comparison, the newly acquired Oakley O stores had a 19.5 percent increase in comp-sales in the period, Luxottica said.)

Luxottica executives acknowledged having seen some customer erosion at the lower end, while retaining its premium customers.

Going forward, Luxottica said it hopes to strengthen its entry-level merchandise offering with new under-\$100 product at Sunglass Hut stores in the Oakley, Ray-Ban and Ralph collections. In addition, LensCrafters will offer a new \$119 complete eyeglass pair and a \$139 Rx sunwear package, while 500 LensCrafters locations will be carrying Oakley product for the first time by June.

In an effort to improve business conditions in the second half of this year, Luxottica is postponing some capital

expenditures and new store openings previously scheduled for that period. According to Kerry Bradley, Luxottica Retail's chief operating officer, the company will open just 100 new stores this year, down from an original projection of 150 new locations in 2008; last year, Luxottica Retail opened 400 new stores, Bradley said. In addition, a contingency plan has already been implemented to lower costs, streamline processes and maintain quality and service.

"While there is clearly a market slowdown, the severe market fluctuations appear to have been stabilized," Guerra said. "We have been able to plan and react to these new conditions. We have been engaged in an important cost-control plan, the purpose of which is to enhance efficiency. This plan allows us to view our prospects for future quarters positively."

—Cathy Ciccolella

B&L Names New Top Exec For Global Vision Care

ROCHESTER, N.Y.—Bausch & Lomb (B&L) announced early this month that Stuart Heap, a former CIBA Vision executive, has joined the company as corporate vice president and global president, vision care. In addition, J. Andy Corley—co-founder of eyeonics, which B&L acquired earlier this year—has been named corporate VP and global president, surgical products.

Michael Gowen, formerly with Johnson & Johnson Vision Care, has joined B&L as corporate VP and executive VP, global business operations and process

excellence.

Heap is a former group VP of CIBA Vision, the eyecare unit of Novartis, and president of CIBA's global contact lens division.

Corley has more than 25 years' experience in the ophthalmic industry, including positions at American Medical Optics and Allergan Pharmaceuticals.

Gowen is a former VP of global operations and supply chain for the Johnson & Johnson group of consumer companies, and VP of global operations and supply chain for J&J Vision Care. ■

LCA-Vision Founder Joffe Ends Bid for TLC Vision Board

CINCINNATI—After several months of squabbling via press releases and Securities and Exchange Commission filings, early this month Stephen Joffe, MD, founder of LCA-Vision, gave up on his attempt to join the board of directors of TLC Vision.

On May 7, Joffe withdrew the minority slate of directors he had nominated for election to TLC Vision's board at the company's annual meeting scheduled for next month.

After first offering in early March to become TLC Vision's chief executive

officer or executive chairman (an offer the refractive-surgery firm turned down), Joffe, who owns a 5 percent voting position in TLC Vision, nominated himself and two other candidates to the company's board of directors.

The company later announced its own slate of nominees to the board, rejecting Joffe's group.

Joffe resigned as chairman of LCA-Vision in March of 2006, after which he began investing in TLC Vision stock, and is no longer affiliated with LCA-Vision. ■



Steer Clear of Glare



Crizal Sun™ on Essilor Polarized lenses maximizes performance for all outdoor activities

Whether you're behind the wheel, swinging a golf club or riding a bike, glare can interfere with vision and cause eye strain while outdoors. Arm your patients with industry-leading anti-glare technology by recommending Crizal Sun on Essilor Polarized lenses.

Only Crizal Sun prevents backside reflections while preserving the original color of the sun lens and delivering on the legendary scratch resistance and ease of cleaning of Crizal lenses. Essilor Polarized lenses block glare, offer complete UV protection and relieve eye strain year round, helping your patients to achieve their finest performance in all conditions.

Crizal Sun Mirrors are now available on Polarized lenses. For more information, contact your Essilor Sales Consultant.

For the most premium Sunwear available...

**Recommend Crizal Sun on Essilor Polarized lenses
to all your patients.**



www.crizalsun.com

vision)web™
Streamline. Simplify. Succeed.™



NEWS VIEWS

Optical Group Awaits FDA Drop Ball Response

WASHINGTON—The Food and Drug Administration (FDA) has not yet responded to recommendations from a coalition of optical industry groups opposed to changes in the FDA's lens impact testing guidelines. The group submitted the recommendations to the FDA last month as a revised draft of the document titled "Impact-Resistant Lenses: Questions and Answers" released in October 2007 for public comment.

The coalition includes the American Academy of Ophthalmology, American Optometric Association, Opticians Association of America, Optical Laboratories Association, Sunglass Association of America, International Standard Organization TC 72/SC7, National Academy of Opticianry and The Vision Council.

Ed Greene, CEO of the Vision Council, said FDA officials told him "it could take a while" for the FDA to respond to the group's recommendations.

"We are very positive that the FDA is listening to us and the industry as a whole understood the importance of this issue and came together to respond," said Greene.

According to the coalition, the revised draft aims to provide the safest lens for the consumer, with an emphasis on the following factors:

- The need to provide testing guidelines which will ensure that safe impact resistant prescription lenses are provided to American eyeglass wearers.
- Current lens technology.
- The need to ensure that the guidelines in the document are consistent with 21 CFR 801.410 (current impact-resistant lens regulation).
- The need to eliminate guidelines that do not increase safety, but define procedures that add extra cost for the consumer, additional time to the completion of the prescription and burdensome costly procedures for the service provider.

To view a PDF of the group's revised draft of the document go to the New & Noteworthy section on visionmonday.com.

Comments from other optical industry organizations and independent eyecare professionals about the Food and Drug Administration's controversial proposed guidelines for eyeglass lens impact testing are available on Visionmonday.com. ■

FDA Holds Hearing on LASIK

GAITHERSBURG, Md.—The U.S. Food and Drug Administration held an open public hearing last month during the regular meeting of its ophthalmic devices division to explore the impact LASIK eye surgery has had on consumers' lives.

The hearing was held in response to concerns that have been raised regarding patient satisfaction with the LASIK (laser-assisted in situ keratomileusis) vision correction procedure and focused on patients' quality of life after LASIK surgery. The hearings and the subsequent issues raised by the FDA and patients who testified created a large media play in several national publications such as *The New York Times* and the *Wall Street Journal*.

The morning was devoted to patients who have received the procedure and offered details of their experiences, many of which were negative. This was followed by a presentation from the FDA on LASIK's regulatory background, ANSI refractive laser standards, a quality of life assessment, adverse

event reporting and a FDA postmarket assessment. The afternoon session was opened up for panel questions to the FDA and laser surgeon guest speakers.

The FDA, who is aware of the procedures possible side effects, has outlined the risks to LASIK patients on its Web site for years and requires that doctors give every potential patient a brochure outlining the risks. Another purpose of Friday's panel discussion was to conclude if its warning efforts are extensive enough.

Additionally, the FDA has recently recruited the National Eye Institute, part of the National Institutes of Health, along with the American Academy of Ophthalmology and the American Society of Cataract and Refractive Surgery, to conduct a \$1.2 million study to determine how patients' quality of life has been affected by laser eye surgery, beyond helping to correct their vision. The groups hope that the study will better quantify the incidence of dissatisfaction with laser eye surgery and help establish ways to reduce the risk of poor outcomes. ■

República Eyewear: A Multi-Cultural Way of Life

República Eyewear is a true cosmopolitan, luxury brand of eyewear and sunwear that captures the pulse of Latino and multi-ethnic lifestyles in urban cities around the globe. The collection fills a void in the optical industry for the young, trend setting multi-ethnic male consumer ages 16-35. Inspired by the melting pot that is New York City, República Eyewear combines bold styling with modern shapes for a distinctive look, feel and fit.

Contact the Kenmark Group today for more information at 800.627.2898 or www.kenmarkoptical.com.



“Yoga and meditation allow me to center and regroup myself from the hecticness of modern life. As I believe in trying to live and perform at my own highest level, Luxottica’s devotion to excellence resonates well with me.”

DR. JIYEN SHIN, O.D.
Golden Vision
Optometric Centers
Los Angeles, CA

Luxottica & me

WORKING
TOGETHER sm

To learn more about Dr. Jiyen Shin and the advantages of partnering with Luxottica go to www.luxandme.com

LUXOTTICA
GROUP

AVALON

eyewear

A **CASE** For The World... A **VISION** For The FutureSM

Over 2 Million Cases
in Stock! Our Lowest
Prices Ever!

Custom Printing
Available
Value Priced!



10 Sm.



15 Sm.



50 Med.



60 Med.



70 Med.



80 Lg.



85 Lg.

49^c
ea
for 100

All Clamshells Available in a Variety of Colors and Finishes.

Call To Order

888.767.0383

Avalon is proud to partner with the Wildlife Conservation Society.
Your loyal support of our products enables us to help
save wildlife globally.



NEWS VIEWS

7EYE by Panoptx Switches to NXT Rx Sun Lenses

PLEASANTON, Calif.—7EYE by Panoptx has announced the replacement of their polycarbonate lens line with NXT lenses from Intercast, a division of PPG.

As part of the agreement with Intercast, 7EYE is now directly importing NXT ophthalmic lenses in their proprietary 24:7 Original formula in order to offer the same quality lenses for prescription use that were previously only available in a plano configuration, according to a statement from the company.

“Panoptx was one of the first brands to adopt NXT lenses due to their superior photochromic performance and exceptional impact resistance,” said Jackson Hogen, 7EYE’s VP of marketing and R&D. “We wanted more of our customers to experience the advanced optics, lightness and unsurpassed clarity of NXT lenses, so we are extending our

NXT lens collection to include all of our marine polarized lenses, effective immediately, and will be stepping up to NXT in our Re-ACT (Amplified Color Technology) lenses this spring.”

PPG Industries, Inc. and Intercast Europe will support the agreement with increased marketing support allowing 7EYE to increase their ad placements among trade publications.

“To encourage 7EYE to make the transition from polycarbonate to NXT lenses we agreed to some cooperative ventures that have allowed 7EYE to introduce NXT to more market channels and segments without upsetting their retail price structure,” said Brian Putos, Intercast’s business development manager. “We are delighted with the ‘Powered by NXT’ campaign that 7EYE has initiated to reinforce the association of our two innovative brands.” ■

Lenco Adds SunSensors Line



Charlie Poole

CLIFTON, N.J.—Lenco, the Clifton-based lens distributor, is branching out. After 19 years of specializing in glass lenses only, the company recently began distributing plastic lenses when it added Corning’s SunSensor line of plastic photochromics to its extensive product mix.

“There were only two distributors of SunSensors in the U.S., Polycore and Signet Armorlite,” said Lenco president Charlie Poole. “We felt we’d have a fairly decent shot at getting some of the market with just two other distributors.”

Taking on the SunSensors line is a natural outgrowth of Lenco’s long term partnership with Corning, according to Lyle Rubin, North America sales manager for Corning’s ophthalmic business unit.

“Over the years Lenco has finished and distributed Corning’s premium glass products in the US market. Lenco has been, and continues to be, an important part of our glass business,” said Rubin.

“With the success of SunSensors it is a natural fit for our existing partners like Lenco to take on the this product line,” he continued. “By working together, SunSensors distribution increases in the U.S. market and Lenco’s product offering

grows. We are looking forward to working with Charlie as he expands his Corning product line and begins to distribute SunSensors plastic photochromic lenses.”

Lenco is distributing finished SunSensors in hard coat and multicoat, semi-finished single vision, semi-finished flat-top bifocals and semi-finished progressives, according to Poole. Initially, Lenco is concentrating on distributing the lenses to wholesale optical laboratories, according to Poole.

“Right now we’re just selling to labs,” he said. “The retail chains, of course we’re going to contact. We’re looking at the export market as well, particularly Latin America and South America.”

Poole, an industry veteran who has worked for Custom Optics, Coburn, Titmus Optical and Hillman Cohan Optical, founded Lenco in 1989. Last year, he sold it to GKB, a large Indian optical company whose lenses Lenco now distributes in the U.S. The GKB line includes fused bifocal glass, trifocals and progressives.

Poole believes India will also be a good export market for SunSensors.

“In India, they’ve just recently gotten into CR-39,” he noted, referring to the widely used plastic lens monomer made by PPG Industries. “Given that the pricing in the States was so cheap, we felt we had a better chance in India with the SunSensors lens.” ■



New Essilor® Transitions® VI Lenses

**Advanced visual performance
is an event worth seeing**

***For awe-inspiring optical benefits, recommend
Essilor brands with new and improved Transitions VI lenses***

By combining the brands you know and trust from Essilor—the world leader in ophthalmic lenses—with Transitions, the world leader in photochromic lenses, you will deliver exceptional products that maximize satisfaction and preserve the eye health of your patients.

Furthermore, you have the widest range of solutions to offer your patients unrivaled photochromic and optical performance for an out of this world visual experience.

RECOMMEND THESE LEADING BRANDS TODAY!

VARILUX®

Crizal®

DEFINITY®

Airwear®

Thin&Lite®

Transitions® VI
ADVANCED PERFORMANCE
FOR HEALTHY SIGHT



vision)web™
Streamline. Simplify. Succeed.™

NEWS VIEWS

Pa. House Panel Addresses Vision Insurance Policies

PITTSBURGH—The House of Representatives Insurance Committee for the state of Pennsylvania held a public hearing here earlier this month to look into issues surrounding House Bill 2101, which if passed, could have far reaching implications for managed vision plans around the country which mandate which ophthalmic labs providers must use.

The bill, sponsored by Rep. Harry Readshaw (D—PA) and described to **VM** by the congressman as a “free-standing” bill, would amend the 1974 Unfair Insurance Practices Act. According to the language of the bill, the existing Act would add a new paragraph that would read “Unfair Methods of Competition and Unfair or Deceptive Acts or Practices Defined in the business of insurance means: requiring an insured to obtain ophthalmic services and products from a vision laboratory or company as a condition of obtaining the payment for the vision services.”

A range of representatives from the vision care field testified at the April 28 hearing, including, laboratories, independent eyecare professionals, some frame manufacturers and executives from both Plainview, N.Y.-based Davis Vision and Pittsburgh-based Highmark, Inc., Davis’ parent and a dominant player in the Pennsylvania market.

The bill targets the ability of managed vision plans to mandate ophthalmic laboratories for providers. According to a statement from Readshaw, “Some insurers require that individuals must obtain their corrective lenses and frames from certain corporate eyeglass companies that also provide examination and prescriptions, thus putting ECPs at a disadvantage because they do not have labs to make the corrective lenses.”

Day-long testimony included presentations from Rep. Readshaw as well as a range of independent ODs, opticians and other parties including Joseph Wende, OD, senior VP professional affairs, quality management for Davis Vision; Michael Warfel, VP government affairs for Highmark; Robert McCauley, OD, president of Western Optometric Society; Steve Seibert, Three Rivers Optical; Pittsburgh-

area opticians James Michael Jones, Linda Boss and Stacie Warneke; Wes Smith, WC Eyewear and William Segen.

Following opening remarks by Readshaw, Davis Vision’s Wende’s statement read, “By requiring significant changes in vision benefits available to Pennsylvanians, we believe the proposed legislation, House Bill 2101, could cost a typical family hundreds of dollars in additional expenses each year.” He went on to cite several provisions in the bill that would “result in higher out-of-pocket costs to the consumer and higher premium costs to employers and other plan sponsors. We believe this legislation would not benefit the consumer.”

Steve Seibert, owner of Three Rivers Optical spoke on behalf of independent optical labs in the Pittsburgh area as well as the state. He said, “We have seen significant impact in the optical laboratory business since one of the big insurance companies took over Opti-Choice, Security Blue and all the welfare programs in Pennsylvania. As a result of this action, four labs have closed.” He went on to say that most independent labs’ revenues and units are down 28 percent to 36 percent, “due to the closed network that the above mentioned insurance company has forced on the industry.”

After the hearing, Joe Kasyan, owner of Donaldson Optical told **VM** he believed the hearings were a positive sign for independent lab owners. “When the hearing first started, I think the senators and representatives had a different outlook. They didn’t realize how much the doctors and labs were affected by some of these managed vision care policies.”

In an interview after the hearing with **VM**, Rep. Readshaw said, “The testimony given by the labs, opticians and manufacturers was most compelling. They made valid points and educated the committee about the necessity for a level playing field. I think they made it clear that they are not afraid of competition. In fact, they need it in order to offer more choices to the consumer.”

In response to queries from **VM**, a Highmark spokesperson said, “We believe this bill is flawed and not in the

best interest of consumers and employers. We will use every opportunity to explain to Pennsylvania legislators why we feel this way—beginning with the testimony delivered by Dr. Wende in Pittsburgh on April 28.

“We will respond to additional inquiries from the Pa. House Insurance Committee, as requested. At this time, however we are awaiting a copy of the transcript from the public hearing to see if we’ll have the need to respond to any inaccurate information it may contain about Davis Vision, other vision plans or our industry that were referenced or discussed. We were the first to testify on April 28 and were not able to react/respond to the testimony from others that followed,” he noted.

In addition, the spokesperson said,

“The testimony given by the labs, opticians and manufacturers was most compelling.”

—Rep. Harry Readshaw, D—PA

“While next steps are up to the committee and not us or other vision plans, specific inquiries about the bill may be directed to Chairman DeLuca’s office [head of the Insurance Committee].”

According to Rep. Readshaw, additional hearings in other parts of the state, may be requested by the Insurance Committee, after which bill 2101 would

be sent to the House Committee and if voted on, would then be sent to the State Senate. He described the bill’s journey as “a long process and if we are lucky, all of this might be completed by the end of the year.” ■

Sàfilo Appoints New Executive Vice Chairman, Reconfirms Chairman, CEO



Massimiliano Tabacchi

PADOVA, Italy—The board of directors of Sàfilo Group S.p.A. (SFLG.MI), which met on April 30 to release the company’s first quarter results, also confirmed Vittorio Tabacchi as chairman and Claudio Gottardi as chief executive officer. In addition, the board appointed Massimiliano Tabacchi as executive vice chairman, a newly created position.

Massimiliano Tabacchi is the son of Sàfilo chairman, Vittorio Tabacchi. He began his career at Sàfilo USA and Sàfilo

Santa Maria di Sala in Padova. He then left the company to join Otis, a company in the elevators and lifts sector, first as contract project manager and later in the special projects department.

In January 2001, he rejoined Sàfilo as chief operating officer with responsibility for research & development, product development, planning, operations, information technology and the sport division. In August of 2006, he was also appointed co-chief executive officer, along side Claudio Gottardi.

He has been member of the Sàfilo Group S.p.A. board of directors since 2002. ■

Deirdre Carroll Promoted to Senior Editor for VM



NEW YORK—Deirdre Carroll, associate editor of **Vision Monday**, has been promoted to the position of senior editor, effective May 1.

According to senior VP/editorial director, Jobson Optical Group/**Vision Monday**, “Dee has been a terrific addition to **Vision Monday’s** editorial team. She joined us in August 2006 and has increasingly put her stamp on the role of associate editor,

covering frames, sunwear and accessories and has been building **VM’s** profile with companies in the market as well as retailers around the country.”

Over the past year, Carroll has been taking on more high visibility and leadership projects for the **VM** group, from adding new elements to her section like the FYEye designer interviews, writing and managing several high profile Cover Stories, representing **VM** at industry events including the **VM** Summit, and taking on projects such as editor of the upcoming SportSun Supplement, the joint project with **20/20**, according to Axelrad. ■

See the Video of the Week

www.VisionMonday.com



PREVENT DRY EYES,



EXPOSE GOOD LOOKS.

Jake



Blink



Airborne



CLIMATE CONTROL™ SERIES Dry Eye Syndrome, an eye irritation condition caused by wind, dry air, dust and debris, affects nearly 14 million people in the US alone. Wiley X Climate Control sunglasses, with patented removable Facial Cavity™ Seals, create a climate-controlled cocoon around the eyes to guard against irritation and prevent tear evaporation. They're perfect for those who wear contacts or have had Lasik surgery. They're also ANSI Safety certified and Rx ready. Protect dry eyes in style with Wiley X. // Please call 800.776.7842 to request a catalog or talk with a Wiley X account representative. // WILEYX.COM



NEWS VIEWS

X-Cel to Distribute NXT Trivex Transitions Revamps Web Site

PITTSBURGH—Intercast Europe, S.r.l, a business of PPG Industries, has named X-Cel Optical, a Sauk Rapids, Minn.-based manufacturer and supplier of ophthalmic lenses, as the first U.S. lens company to distribute NXT Rx sunlenses with Trivex material.

NXT with Trivex is a new premium product that combines the optical clarity, impact resistance and comfortable, lightweight qualities of Trivex material with Intercast's unique Light Management Technology, which offers the latest advances in color formulation and light filtration, according to Intercast.

The addition of NXT Rx sunlenses completes X-Cel's Trivex offering, which also includes Aris Trivex clear, Transitions Trivex and Aris NXT.

"Today's consumers are demanding the best in their prescription sunwear, making NXT Rx sunlenses the ideal addition to the Trivex material product family," according to Christine Camsuzou, general manager, optical materials for PPG.

"By combining the benefits of Trivex material with the sun protection features of NXT technology, these lenses provide consumers with a prescription sun lens that can meet all the demands of an active, full lifestyle."

Connie Achman, vice president of sales and marketing for X-Cel Optical Company said, "These quality sunlenses are a strong addition to our line of Trivex products, reinforcing our commitment to providing the widest possible range of lens options to meet consumers' ever-changing needs."

"Today, consumers' lifestyles are busier than ever, which is why it's so important for us to be able to offer them a prescription sun lens that can address all of those needs in a single product," Achman said.

First introduced in late 2007 in Europe, NXT Rx sunlenses are currently available in three fixed tints and four photochromic colors, including mirror-coating options, all providing 100 percent UV protection. ■

PINELLAS PARK, Fla.—Tying in with the launch of Transitions VI lenses, Transitions Optical, Inc. has introduced a new, enhanced Web site for consumers and industry professionals. Still found at www.transitions.com, the Web site features a new look with updated lifestyle



Transitions Optical's new Web site sports a new look with updated lifestyle imagery plus an interactive component.

imagery, plus an interactive component that allows visitors to "experience" the new Transitions VI technology through a visual simulation.

Coinciding with Transitions Optical's comprehensive marketing and consumer outreach campaign, the Web site

includes an "advertising" section where visitors can view the new Transitions television commercial.

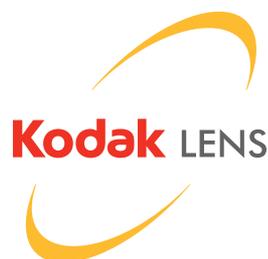
The new site includes interactive features, such as a "Local UV Report," which visitors can use to look up the current UV Index in their city. Additionally, the "Find an Eyecare Professional" component makes it easy for consumers to search for a nearby eyecare professional by zip code. The site also links to the Eyeglass Guide, which provides information about the eyewear selection process and encourages consumers to take a five-minute quiz to determine the lens options they should request at their next appointment.

In addition to detailed information on the Transitions VI technology, the "For Professionals" portion of the site provides continuing education opportunities and a link to the Transitions Online Marketing (TOM) tool, where eyecare professionals can create custom marketing and point-of-sale materials to support the launch of Transitions VI lenses in office. ■

Kodak Unique Lens

Customized for your unique vision.

- Direct-surface backside progressive
- Design optimized for frame size & shape
- As low as 13mm fitting height
- Available in 34 lens materials & 6 corridor lengths
- Includes Kodak Clean'N'Clear Lens Coating



Available At:



NEWS VIEWS

Hoya Posts Net Sales Gains in 4Q and FY 2007

TOKYO—Hoya Corp. [TSE: 7741] posted fourth quarter net sales of 135.8 billion yen for the period ended March 31, 2008, a 36.5 percent increase over the same quarter of the prior year. Operating income for the quarter was 18.0 billion yen, a 26.8 percent decrease compared with 24.6 billion yen in the prior year period. Net

income for the fourth quarter was 16.3 billion yen and earnings per share were 37.71 yen. For the same quarter of the previous year, net income was 19.0 billion yen and earnings per share were 44.11 yen.

For the fiscal year ended March 31, 2008, the company announced net sales of 481.6 billion yen, a 23.5 percent

increase over the prior year. Operating income for the fiscal year was 95.0 billion yen, or 11.3 percent decrease over the prior year period. Net income for the fiscal year was 77.0 billion yen and earnings per share were 178.18 yen. For the previous fiscal year, net income and earnings per share were 83.3 billion yen and 193.50 yen.

“The result of fiscal year 2007 fell below our expectations, largely due to the price drop of digital cameras that affected our optics business,” said Hiroshi Suzuki, chief executive officer of Hoya. “The beginning of the new fiscal year looks better than the same period last year. We are planning a proactive capital investment in FY 2008 in order to meet the market demand.”

According to Hoya, vision care revenue decreased by 6.5 percent due to the tough competition with low-price

“The result of fiscal year 2007 fell below our expectations, largely due to the price drop of digital cameras that affected our optics business.”

—Hiroshi Suzuki, Hoya

LCA-Vision Reports \$79.6 M In Revenue, Income Declines

CINCINNATI— LCA-Vision Inc. (LCAV: Nasdaq) released financial and operational results for the first quarter ended March 31, 2008. Revenue was \$79.6 million compared with \$78.7 million for the first quarter of 2007. Adjusted revenue was \$74 million compared with \$84.3 million for Q1 2007.

Procedure volume was 44,159 compared with 59,101 for the same period in 2007. Same-store revenue decreased 8 percent and adjusted same-store revenue decreased 21 percent for the quarter. Operating income was \$10.5 million compared with \$15.5 million for the comparable period in 2007 while adjusted operating income was \$5.4 million compared with \$20.6 million for the first quarter of 2007.

During the first quarter of 2008, LCA-Vision opened four LasikPlus vision centers in Savannah, Ga; Des Moines, Iowa; Tulsa, Okla.; and Woodbridge, N.J.

Commenting on the company's first quarter 2008 results, LCA-Vision's chief executive officer, Steve Straus, said,

“The number of scheduled eye exams increased slightly during the first quarter of 2008 compared with the first quarter of 2007. However, attended exams did not keep pace with the growth in scheduled exams. The decline in our procedure volume during the quarter was partially offset by a higher average price per procedure.”

The company continues to focus on the key initiatives that were started in the second half of 2007 and is moving forward with its previously announced plans to open vision centers in new and existing markets, as well as relocating some older vision centers in their current markets, according to LCA-Vision.

“While today's financial results do not reflect the expected benefits of the business improvements we are implementing, I firmly believe that the company has the right strategy, the right business model, the right balance sheet, the right management team, and the right focus to create long-term sustainable shareholder value,” Straus said. ■■

2008 U.S. Optical Retailer Report and Directory

The directory in this report includes a comprehensive listing of approximately the top 130 optical retailers in the U.S. Each listing details contact information for the company headquarters, key executives, buyer names for all product categories, and trade names/DBAs. **Vision Monday's** annual ranking and analysis of the “Top 50 U.S. Optical Retailers” is also included. An industry overview based on Jobson/Vision Council's VisionWatch exclusive data makes up the other half of this valuable report. The 2008 U.S. Optical Retailer Report and Directory will be released in July, and the price will be \$490. ■■

FGX International's Net Income Up 14 Percent for 1Q '08

SMITHFIELD, R.I.—FGX International (Nasdaq: FGXI), based here, reported net income of \$2.2 million in first quarter 2008, a 14 percent increase over year ago. Net sales were \$59.2 million in the current quarter compared to \$61.1 million in the first quarter of 2007. During the first quarter of 2007 the company said it benefited from approximately \$3.2 million of incremental sales related to a non-prescription reading glasses and sunglasses program launched at a major customer. Net income increased 14 percent to \$2.2 million in the current quarter from \$1.9 million in the first quarter of 2007.

“We experienced sales and earnings during the first quarter of 2008 that exceeded our guidance,” said Alec Taylor, CEO. “As expected, sales were down slightly due to the effect of a major customer rollout in the year ago period, but net income was up due to lower interest expense and improved gross margins. Our non-prescription reading glasses business remained strong as we continued to grow in this dynamic category. Early results for our sunglasses business were encouraging despite the soft economy.”

Sales of non-prescription reading glasses were essentially flat. The increase in sales in the sunglasses and prescription frame segment for the first quarter of 2008 was due to new product

launches and increased sales volume at two major customers, according to FGX. Sales from the company's international segment decreased slightly in the current quarter. During the quarter, the company added a reading glasses program at approximately 300 AAFES (military base) stores, a wall of fashion readers in the lady's accessory department at Target and sunglasses and reading glasses at an additional 215 Paradies airport gift stores. The company has not yet shipped a previously discussed reading glasses program to Borders bookstores, but currently expects to do so in the second fiscal quarter of 2008.

Finally, following the end of the quarter, Wal-Mart advised the company that beginning in September of this year it intends to begin directly importing the non-branded opening price point portion of its reading glasses program currently provided by the FGX, who will continue to supply Wal-Mart with Magnivision branded reading glasses, FGX said.

“We were pleased with our first quarter performance which exceeded guidance,” concluded Taylor. “Sales of our core reading glasses business remained strong, while our sunglasses product line had a solid start to 2008. The reaffirmation of our 2008 guidance speaks to the confidence we have in our market leading Foster Grant and Magnivision brands.” ■■

Have you seen VM WebTV today?

www.VisionMonday.com

NEWS VIEWS

Transitions Unveils New 'Healthy Sight' Promo

PINELLAS PARK, Fla.—Transitions Optical has unveiled a national scratch and win promotion, Get Healthy Sight. Give Healthy Sight., which offers patients and eyecare professionals the chance to win \$10,000 while giving back to the Transitions® Healthy Sight for Life Fund. Beginning in June, consumers will have the opportunity to Get Healthy Sight with the purchase of Transitions lenses and enter to win one of two \$10,000 grand prizes by completing a survey and registering their lenses with the Transitions Certificate of Authenticity (COA). Consumers can also Give Healthy Sight through the Transitions Healthy Sight for Life Fund by participating in an online scratch-off game after completing the survey. Eyecare professionals (ECPs) have a chance to win a \$10,000 grand prize, as well as accumulate points for the Transitions ECP rewards program, each time their



ECP identifier is included with a COA registration.

“With its tie to the Transitions Healthy Sight for Life Fund, we feel that the Get Healthy Sight. Give Healthy Sight. promotion will be as engaging as it is rewarding,” said Dawn West, trade marketing manager, Transitions. “Eyecare professionals will be able to reinforce the healthy sight benefits of Transitions lenses they are providing to

their patients, while giving their patients and themselves numerous chances to win.”

Patients completing the COA and survey are entered to win one of the \$10,000 grand prizes to be given away at the conclusion of the promotion. By completing the survey, patients are also eligible to participate in an instant-win online scratch-off game. The game starts with a “guaranteed win” of \$1 with patients risking their winnings as they proceed to play through successive levels in an attempt to spell Healthy Sight. If a patient correctly scratches off all 12 squares and spells Healthy Sight, he or she wins \$10,000 instantly. Scratching off an incorrect letter results in loss of the game and all winnings; however, the Transitions Healthy Sight for Life Fund will receive a donation in the amount of the most recent level completed, so everyone is a winner.

“With its tie to the Transitions Healthy Sight for Life Fund, we feel that the Get Healthy Sight. Give Healthy Sight. promotion will be as engaging as it is rewarding.”
—Dawn West, Transitions.

Eyecare professionals can present the Get Healthy Sight. Give Healthy Sight. promotion to patients and communicate the importance of healthy sight with a customizable sales sheet available through the Transitions Online Marketing (TOM) tool, www.TransitionsTOM.com. Other materials offered to support the promotion include program brochures, post cards and a point-of-sale display. All of these vehicles communicate the promotion details, such as how to enter online, as well as how to Get Healthy Sight and Give Healthy Sight. ■

CONFIDENCE



It's the feeling you get when you are at your best, reaching higher levels of performance, achieving your goals.

Confidence comes with having Briot as your business partner. It's knowing you have the best edging equipment, backed by the best technical support in the industry.

AND NOW, we're introducing the new **BRIOT CAREFREE 4-YEAR WARRANTY**. We're that confident our edgers will provide you with years of reliable performance.

FINISHING... WITH CONFIDENCE

briot

800-292-7468 www.briot-usa.com

NEWS VIEWS

AMO 1Q '08 Net Sales Up

SANTA ANA, Calif.—Advanced Medical Optics, Inc. (AMO) (NYSE:EYE) reported that first quarter 2008 net sales rose 20.7 percent to \$303.7 million, including a 6.5 percent increase related to foreign currency exchange rate effects. On a pro forma basis, AMO's first-quarter sales rose 4.4 percent, reflecting a comparison that includes the IntraLase performance as if this acquisition had occurred at the beginning of all periods presented. AMO's first-quarter net earnings under GAAP were \$6.9 million compared to \$12.1 million in the same period last year.

"Our first-quarter results reflect our focus on delivering sustainable, profitable growth and cash flow," said Jim Mazzo, AMO chairman and CEO. "Our global refractive business achieved growth despite a soft domestic LASIK market brought on by weak economic conditions. We launched AMO's first-ever artificial tear and prepared to introduce exciting new innovations in our refractive and cataract businesses in future quarters. Our multipurpose solution franchise continued to recover, posting sequential sales and market share gains, and helping to return our eyecare business to profitability."

Among AMO's business segments, cataract sales rose 8.2 percent to \$124.3 million. Total monofocal intraocular lens (IOL) sales rose 3.7 percent to \$65.5 million. Viscoelastic/Phacoemulsification sales rose 14.9 percent to \$54.8 million.

Refractive sales rose 55.5 percent to

\$120.5 million. Procedures, implants and related sales rose 46 percent to \$85.4 million, or 3.9 percent on a pro forma basis as softness in the U.S. excimer and refractive IOL market was offset by increased global penetration of the company's IntraLase technology, and international growth of all its refractive procedures and implants. AMO's U.S. excimer procedure volumes declined approximately 10 percent in the first quarter and were virtually unchanged for the 12 months ended March 28, 2008.

AMO's U.S. femtosecond procedure volumes rose approximately 16 percent in the first quarter and 29.8 percent for the trailing 12 months ended March 28, 2008, on a pro forma basis. AMO's international procedure, implant and related sales were \$27.8 million, up 200 percent, or 48.5 percent on a pro forma basis. System sales rose 158.1 percent, or 19.4 percent on a pro forma basis, to \$26.8 million.

Eyecare sales declined 0.5 percent to \$59.0 million. Multipurpose solution sales declined 24.6 percent, reflecting recall-related impacts. On a sequential basis, multipurpose solution sales rose 26.9 percent, as the company re-entered the global market with its Complete Multipurpose Solution Easy Rub formula.

Hydrogen peroxide sales rose 27.1 percent to \$17.6 million, reflecting continued demand for AMO products in international markets. Other eyecare product sales grew 37.0 percent, due in part to the U.S. launch of blink Tears, AMO's first over-the-counter dry eye product. ■

Carl Zeiss Vision Sunlens Is Rx Provider for Columbia

SAN DIEGO— Carl Zeiss Vision Sunlens has announced a partnership with L'Amey America, designer and manufacturer of Columbia Sportswear hi-tech sunglasses.

"Columbia Sportswear sunwear collections have been committed to technological breakthroughs, innovative materials applications and cutting-edge designs for today's athletes, sports enthusiasts, fisherman and skiers, to name a few," said Stephen Rappoport, president of L'Amey America. "These technological breakthroughs are now available in a new prescription sunglass program. With this program, Columbia is providing a unique Rx option that capitalizes on Carl Zeiss Vision's extensive expertise in wrap Rx lenses."

According to L'Amey America, Columbia Sportswear will offer a wide variety of the brand's most popular sunglasses in prescription lenses with authentic performance lens colors, mirrors and treatments, including polarized. Using proprietary wrap lens technology from Carl Zeiss Vision, Columbia's Rx offering will include 6- and 8-base wrap styles.

"We are very excited about our new partnership with L'Amey America," said Gaetano Sciuto, general manager for Carl Zeiss Vision Sunlens.

"It further demonstrates Carl Zeiss Vision's leadership in Rx lens design, processing innovation and collaboration with our plano sunglass partners," Sciuto said. ■

Growing
your practice
isn't easy.



Providing excellent
care, managing staff and
controlling costs leaves
little time to build your
patient base...

Eric
Engineering consultant
Family guy
Stand-up comedian

An ordinary day calls for an extraordinary lens material.

- 9:00_{AM} Proposal review
- 10:30_{AM} Job site visit
- 12:05_{PM} Write new comedy routine
- 3:45_{PM} TXT kids to say ILU & CUL8R
- 6:00_{PM} Basketball with the boys
- 8:30_{PM} Black tie fundraiser
- 11:03_{PM} Fall asleep watching TV news

Any given day, your patients ask a lot of their eyes. Start your eyewear recommendation with a lens material that's the best foundation for their daily vision needs. Only Trivex provides the complete package of crisp, clear vision plus unsurpassed strength in an ultralightweight lens. Day in and day out, Trivex will always be true to your patients, no matter where life takes them.



Trivex is a registered trademark of PPG Industries.

NEWS VIEWS

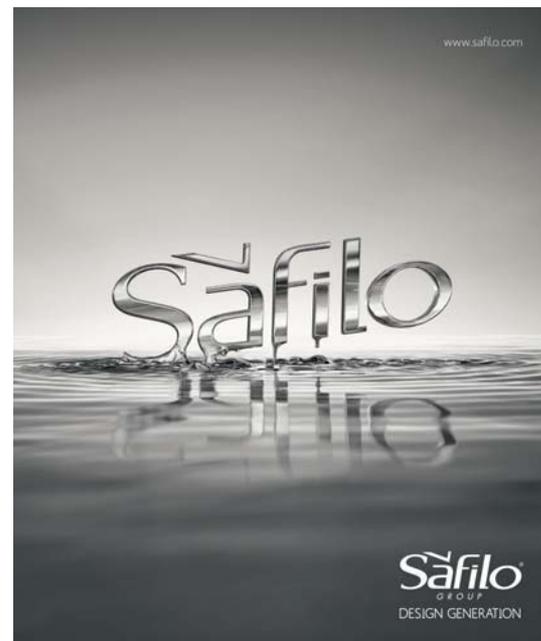
Sàfilo Group Adopts New Corporate Image, Logo

PADUA—The Sàfilo Group has updated its corporate image with a new logo and slogan.

“With this new image we want to communicate the values of elegance and solidity that have always distinguished the company and characterized its products,” said Samantha Tabacchi, director of corporate communication and identity for Sàfilo. “With the new image which previewed at Mido 2008, we have succeeded in combining dynamism and refinement. These are two aspects that identify our company, based on a solid tradition but with an eye on the future.”

According to a statement from the company, in the new image, the Sàfilo logo stands out in shades of ruthenium grey on a surface of molten metal to symbolize solidity and strength.

The new institutional slogan “Design Generation” is meant to place the emphasis on the positive values that char-



acterize the Sàfilo DNA. “This is demonstrated by the strong creative commitment and constant attention toward the development of new products in terms of technology, performance and design,” the statement concluded. ■

Sàfilo Releases Q1 Results, Net Sales and Profit Down

PADOVA, Italy—The Board of Directors for Sàfilo Group S.p.A. (SFLG.MI) released the results for the first quarter 2008 and reported a 4.5 percent decrease in net sales and a 36.7 percent decrease in net profit.

“We were aware that the first three months would have been the most challenging of the year, due also to the difficult economic climate which worldwide markets are currently experiencing,” according to Vittorio Tabacchi, chairman of Sàfilo.

“The strong development of the retail channel and the strengthening of our structures in the wholesale markets confirm the soundness of the development path undertaken by Sàfilo.”

Net sales for the first quarter of 2008 were €326 million versus €341.4 million the same time last year, resulting in a loss of 4.5 percent. Net profit for the company for the first quarter of 2008 was €13.2 million, versus €20.8 million in the first quarter of 2007, a loss of 36.7 percent. According to a statement from the

company, the performance of the first quarter 2008 was influenced by the strong devaluation of the U.S. dollar, which penalized by more than 5 percent all the main lines of the income statement. At constant exchange rates net sales registered a growth of 0.9 percent.

The North American market, in the first 3 months of the year, showed an increase of 14.9 percent (+2.4 percent at constant exchange rates), due to good performance in the sales of the prescription frame collections in the independent opticians channel, and to the contribution of the Mexican Sunglass Island stores, acquired at the beginning of 2008.

Performance by Sàfilo's retail business, which at the end of March 2008 counted 268 directly operated stores, compared to 152 in March of 2007, resulted in a growth of 71.8 percent at constant exchange rates, or 56.9 percent at current exchange rates, and is due to the two acquisitions finalized at the beginning of the year in Mexico and Australia totaling 77 stores. ■

NEWS VIEWS

Zeiss and Chrome Hearts Partner on Product, Training

NEW YORK—Carl Zeiss Vision and OSA International have joined forces in an exclusive partnership signed in November 2007 to provide Zeiss sun lenses in all Chrome Hearts styles, as well as a retailer training program to explain the details and highlights of the features of the Zeiss products.

The agreement marries the Chrome Hearts eyewear collection with Zeiss CR-39 lenses, featuring Gold Et and Bluez anti-glare coating treatments. The Chrome Hearts collection by OSA International will feature new styles, guaranteed and certified by Zeiss lenses, starting in the fall of 2008.

“Uniqueness is the keyword to the success of this agreement,” said Gaetano Sciuto, general manager of Carl Zeiss Vision Sunlens. According to the company, Zeiss maintains a selective policy when partnering with brands and sees this collaboration as the perfect integration of Zeiss sunglass lenses with the design and prestige of the Chrome Hearts brand, which has a product that is unique worldwide with high quality standards.

“Retailers and end consumers were very happy with the use of Zeiss lenses for Chrome Hearts products,” confirmed Troy Schmidt, president and COO of OSA International after reviewing the initial response to the six-month partnership. “People who choose Chrome Hearts want an exclusive and very high quality product that can guarantee superior optical performance features.”

“This collaboration marks the beginning of a wider project,” continued Sciuto. “Working with OSA International



Gaetano Sciuto



Troy Schmidt

on the Chrome Hearts range has stimulated us to develop custom-made products for our customers; innovative treatments and tints that will make the next eyewear collections even more glamorous and stylish.”

The partnership is not confined to product offerings but also focuses on a targeted training program for opticians.

“We focus mainly on training Zeiss partner companies by passing onto them all the values and features of our brand which has a time-honored tradition of quality and research in various fields of optics,” explained Sciuto. “In fact, it is important when dealing with Zeiss products, and in this specific case, Zeiss lenses, to be able to convey the technical and quality features to the optician who in turn can transfer these to his customer.”

“We keep retailers educated about the characteristics and performance of our products,” added Schmidt. “Our company provides ample product training as a key to customer satisfaction. A large share of the training program is dedicated to Zeiss products in order to maximize product knowledge and then transfer this to the consumer.” ■

Hoya Launches ‘Splendor of Spain’ Sales Promotion

LEWISVILLE, Texas—Hoya Vision Care, North America, has launched a new sales promotion, “Splendor of Spain.”



From April 1 to Dec. 31, 2008, participating eyecare professionals who purchase Hoyalux iD and Hoyalux iD LifeStyle will be eligible to win prizes and trips for two to majestic Spain.

“Hoya is committed to the growth of the independent eyecare professional. It

is because of our commitment that we are tying the elements of this promotion to growth,” according to Clay Musselwhite, Hoya’s director of marketing. “While some of the trips awarded will be determined by random drawing, most will be based on sales performance.” ■

Why go it alone when you don't have to?



Choosing the right business partner can lead to great things...

NEWS VIEWS

Do You Know An Influential Woman?

NEW YORK—**Vision Monday** will once again be highlighting The Most Influential Women in Optical in our upcoming July 21 issue, the sixth anniversary of our signature Special Report saluting women in the eyewear/eyecare industry.

This year, we are taking a new approach, to widen the scope of women **VM** recognizes who make leadership contributions throughout the ECP, retail, supplier, lab, managed care and association landscape. So please help us identify women who are making a difference in the following four categories:

Executive Suite: Candidates are women holding the positions of president, CEO, CFO, CMO, CIO or COO who guide their companies forward, inspire leadership among their teams and peers, and achieve high performance. They are industry influencers who set the tone for their companies and the industry.

Mentors: Candidates are women who

are team builders and developers of talent, who via example or education and training successfully influence others to learn and to grow in their business or

**VisionMonday
2008**

Most Influential Women In Optical

professional acumen, within their organizations or among others in the industry.

Rising Stars: Candidates are women who are “up-and-comer,” in their careers and within their companies or arenas within the industry, sharp talents who are on their way toward higher levels of responsibility and influence.

Innovators: Candidates are women who have initiated new product devel-

opments or special programs in the spheres of marketing, technology or retail, who have spearheaded innovative business ideas or enterprises that are achieving marked success and reinventing old ideas.

To nominate your choices go to our Web site at www.visionmonday.com and select the pop-up ad that asks: Do You Know An Influential Woman? You may select up to a total of three nominees for each category on the electronic nomination form.

The deadline for nominations is May 23. Be sure to look for the results in the July 21 issue: **Vision Monday's** 2008 “Women of Influence.”

Also, 2008 marks the third year **VM** will spotlight the Next Generation of Leadership, profiling top graduating students from leading optometry and opticianry schools throughout the U.S. This section is once again being made possible through a sponsorship from Luxottica. ■■

SynergEyes Names David Fancher VP, Global Sales

CARLSBAD, Calif.—Contact-lens manufacturer SynergEyes recently named David E. Fancher its vice president, global sales.

Fancher has more than 14 years of global and national sales and marketing experience in the eyecare industry, according to SynergEyes.

From 2005 until his retirement in 2006, Fancher was president of CooperVision Surgical, a start-up in corneal and refractive surgery launched by The Cooper Companies (NYSE: COO).

Prior to that position, Fancher was senior vice president of sales for CooperVision. ■■

The SHORT Answer for Quality

Kodak

Precise Short Progressive

If you liked the KODAK Precise® Lens then you'll love the KODAK Precise Short™ Lens.

- Smooth power progression produces visual quality similar to a single vision lens.
- Optimized for frame size and shape with fitting heights as low as 13mm.
- Exceptional full-power close-up viewing.
- Easy adaptation.
- Available with KODAK CleAR™ Lens Coating.



Katz & Klein

www.katzandklein.com

800-698-5265 • 916-444-2024

“Independently Changing The Future of Vision”



Join PracticePlus® today and begin earning \$10 on every pair of KODAK Progressive Lenses redeemed. Call (800) 950-5367 or visit www.practice-plus.net to sign up.



NEWS VIEWS

Robert Schubach, Former Head of Standard Optical, Dies at 90

SALT LAKE CITY—Robert M. Schubach, former president, along with his brother Dick Schubach, of Standard Optical, based here, passed away on April 6 in Indian Wells, Calif., at the age of 90.

He was born Nov. 25, 1917 in Salt Lake City, to Mollie F. and Henry Schubach, the founder of Standard Optical. Bob, as he was commonly called, graduated from the University of Washington in 1939 and served in the U.S. Air Force from 1942 to 1946.

He was with Standard Optical Company as president until he retired in 1982. Prior to joining Standard Optical,

he served as president of Western Industrial Inc., a mining and real estate company from 1954 until 1964.

He lived in Salt Lake City for most of his life. An avid golfer, he was a member of the Salt Lake and Desert Horizons Country Club.

Bob is survived by his daughter, Judy Radcliffe, his son, Henry, and four grandchildren. He is also survived by his sister, Trudy Lapidus, his sister-in-law, Kay Schubach, and numerous nieces and nephews.

In lieu of flowers, the family asks that donations be made to a charity of the donor's choice. ■■

Alcon to Build Pharmaceutical Plant for Eyecare in Singapore

HUENENBERG, Switzerland—Alcon plans to build a facility in Singapore that will manufacture pharmaceuticals to be distributed throughout most of Asia. The company plans to break ground next year, with the plant being fully functional in 2012.

By building this plant, Alcon will be able to more efficiently and cost-effectively distribute pharmaceuticals in the high-growth countries in Asia, an

announcement said.

Over the past several years, Alcon's sales of pharmaceuticals for diseases and conditions of the eye have risen at a compound annual growth of more than 20 percent in Asian markets, according to the company.

Alcon said it expects to manufacture more than 53 million units per year at the planned facility by the end of its third year of operation. ■■

Prevent Blindness America Schedules Benefit Golf Tourney

NEW YORK— In conjunction with Prevent Blindness America's 100th anniversary of saving sight, the non-profit organization has scheduled the "Swing Fore Sight" golf outing for Thursday, Oct. 2, 2008. The fundraising event will be held in conjunction with Vision Expo West in Las Vegas, Nev. at the Bali Hai Golf Club. For more information or to sign up for the event, please contact Colleen Robbins at (312) 363-6023 or crobbs@preventblindness.org.

Founded in 1908, Prevent Blindness America is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness America touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. ■■

CIBA Vision Gains Help Novartis

BASEL, Switzerland—Sales growth by its CIBA Vision operation helped Novartis' (NYSE: NVS) consumer health segment post a 9 percent increase in first-quarter sales, a Novartis announcement said.

"CIBA Vision delivered strong growth thanks to new product launches for

Dailies and AirOptix contact lenses and full product supplies following shortages in 2007," the announcement said.

The consumer health segment "generated higher operating income that supported investments in new product launches in CIBA Vision," according to an announcement from Novartis. ■■

Growing Your Practice.

It really can be this simple.



Dispensing Altair multiplies your patient base.

As a VSP company, our profits support affordable programs that bring new patients to your office. As your business partner, we give you the dispensary tools to keep them coming back.

Growing your practice really can be this simple.



For more information, contact us at 800.505.5557 or online www.AltairEyewear.com

NEWS VIEWS

Essilor Posts 10.2 Percent Revenue Gain for 1Q 2008

CHARENTON-LE-PONT, France—Essilor International, (ESSI.PA) posted €762.2 million in consolidated revenue for the three months ended March 31, 2008, up 3.6 percent from the first quarter of 2007.

Like-for-like growth amounted to 6.2 percent, in line with Essilor's announced annual growth target, according to an announcement from the company. Changes in scope of consolidation accounted for 4 percent of growth for the period, corresponding mainly (3.3 percent) to acquisitions made in 2007, with

the rest contributed by businesses acquired since Jan. 1. The 6.6 percent negative currency effect primarily reflected the 13.9 percent fall in the dollar against the euro and, to a lesser extent, the 12.6 percent decline in the British pound, according to Essilor.

Essilor reported strong growth in North America with consolidated revenue of €318.3 million, up 2.1 percent from the first quarter a year ago or 8.2 percent, like-for like. In the U.S., where demand generally remained strong, growth was led by the successful launch

of the sixth generation of Transitions variable-tint lenses and of the Crizal Avancé with Scotchguard Protector lenses, according to Essilor.

In Europe, Essilor posted consolidated revenues of €346.4 million, up 3.6 percent from the first quarter of 2007 or 3.7 percent, like-for-like. According to Essilor there were substantially fewer selling days than in the year-earlier period, however, Germany and the Eastern European countries reported a strong performance.

Consolidated revenue for the Asia-Pacific region was €69.2 million, representing a 5.9 percent increase over the year-ago period or 6.6 percent like-for like. Consolidated revenue for Latin America was €28.3 million, a 17.6 percent increase from the first quarter of 2007 or 14 percent like-for like.

Since the beginning of 2008, Essilor has

announced 10 acquisitions in North America, Europe and Asia, which are expected to contribute an aggregate €64 million in full-year revenue, according to the company.

Prescription laboratories acquired in North America included Interstate Optical, Advance Optical Sales, Empire Optical of California and Future Optics in the U.S.; Rainbow Optical Labs in Puerto Rico and WestLab Optical in Canada.

In Europe, Essilor acquired Galileo, a leading Italian marketer of prescription and stock lenses; Optymal, the company's distributor in Bulgaria; and O'Max, a Dutch distributor of optometry and lens edging instruments. In India, Essilor purchased Rx 20/20, a prescription laboratory. And finally, Nikon-Essilor purchased a minority stake in Encore Optics, a Connecticut-based prescription laboratory in the U.S. ■

Nouveau Eyewear Signs License With Umbro, Soccer Brand

DALLAS—Nouveau Eyewear Inc. has signed a new eyewear partnership with Umbro International Ltd, the leading global soccer brand.

The agreement, brokered by The Licensing Company NA Inc., is for a line of Umbro branded ophthalmic eyewear and sport sunwear, to launch in January 2009 and be distributed in the U.S., Canada, South and Central America, Mexico, Australia, New Zealand, Switzerland and European markets.

"We're thrilled to collaborate with a giant like Umbro," said Marj McGraw, co-president of Nouveau Eyewear. "The global markets for sports-related fashion apparel and accessories are expanding, and Umbro Eyewear is ideally positioned to fill a growing demand."

Founded in 1924, Umbro is a globally recognized brand with a powerful heritage founded in soccer. With products

distributed in over 90 countries worldwide, Umbro is synonymous with high-quality, performance soccer footwear and equipment. According to Nouveau, the Umbro eyewear collection will take its cues from street-ready athletic wear and will incorporate colors and graphics inspired by the 2010 World Cup in South Africa.

"Nouveau Eyewear has understood our audience and brand," added Terri Hanson, Umbro U.S. "They have provided an exciting opportunity for Umbro to enter the ophthalmic marketplace."

In 2008, sports giant Nike acquired Umbro in a deal designed to strengthen Nike's presence in the soccer-playing world. In its offer document, Nike described Umbro as "a world-class, authentic football brand." Both the Umbro brand and its U.K. headquarters will be maintained. ■

New CooperVision Study Shows Need for Consumer Education on Presbyopia

FAIRPORT, N.Y.—A recent survey sponsored by CooperVision, a division of The Cooper Companies (NYSE: COO), indicates that 83 percent of U.S. adults aged 18 years and older are not aware of presbyopia as a vision condition.

"The lack of awareness around presbyopia is surprising—especially since more Americans than ever are developing the condition in light of the maturing Baby Boomer population," said Doug Brayer, marketing manager for CooperVision. "So few Americans are aware of this vision condition that is bound to affect them,

even if they've never worn glasses or contact lenses their whole lives."

The survey also found that only 27 percent of respondents said they expect to need bifocals or reading glasses.

Because of the reality of presbyopia occurring in the population, "over the last few years, CooperVision has seen substantial growth in the multifocal contact lens segment," Brayer noted.

The study was conducted from Feb. 8 to 12 on behalf of CooperVision, interviewing a nationwide sample of 2,075 U.S. adults aged 18 years and older. ■

COHEN'S
Fashion Optical

FRANCHISE OPPORTUNITIES

You're in Business for Yourself...Never by Yourself

- Over 100 locations
- One of the ten largest optical chains in the U.S.
- Four years of double digit sales growth

**THERE ARE THREE
FRANCHISE OPTIONS:**

- **New Store Locations** in prime retail settings
- **Existing Locations** that are fully operational
- **Conversion** of your existing location(s)

Franchise opportunities available in **NY, NJ, CT, MA, PA,** and **FL**
Want to learn more? Contact Tom at **(954) 298-4161** or Karen at **(201) 247-4427**

CooperVision Taps McLean to Lead Global Commercial Strategies

FAIRPORT, N.Y.—CooperVision has named Jeffrey A. McLean executive vice president of commercial strategies. McLean previously served as president of CooperVision's Americas region.



Jeff McLean

In his new role, McLean will be responsible for managing CooperVision's global commercial strategies, including the seamless integration of marketing, product development, manufacturing, and sales across the organization, according to an announcement from the company.

"In order to achieve our long-range goals in a competitive and changing world market, CooperVision must have a deep understanding of our customers' needs, from clinical to commercial requirements," said John Weber, president, CooperVision. "Jeff's significant marketing, sales, and strategic development experience within the contact lens industry represents an opportunity for us to capitalize on a proven executive resource who can maintain a focused view on these changing requirements. Jeff will work with me to ensure that we continue exceeding our customers' needs."

Under his leadership as president of the Americas, McLean helped CooperVision achieve the number two market position in the Americas region and successfully manage the integration following CooperVision's acquisition of Ocular Sciences. Before he joined CooperVision, McLean held significant business development and brand management roles within Bausch and Lomb. He has also received numerous sales and marketing awards throughout his career.

CooperVision has not yet named a successor to lead the company's Americas region. McLean will continue his current responsibilities until a replacement is identified.

"We are confident that having Jeff's strategic marketing and commercial emphasis at the executive level within CooperVision will be a building block for our worldwide success," added Weber. "His broad experience will be beneficial in our pursuit of operational excellence."

Nouveau Hires Jim Slattery to Manage Umbro Brand

CARROLLTON, Texas—Nouveau Eyewear, based here, has appointed Jim Slattery as vice president of Umbro Eyewear. Formerly a vice president of marketing and sales for Liberty Optical,

Slattery is an industry veteran who brings over 30 years of management experience to the position.

"The Umbro brand is poised for dramatic expansion, and we're counting on Jim to help us explore every opportunity for worldwide distribution," said Marj McGraw, co-president of Nouveau Eyewear. Slattery's role at Nouveau will include the development of sales, marketing and product strategies for the domestic and international launch of Umbro Eyewear. He will guide both the development of new accounts and the servicing of existing customers.

Umbro Eyewear features designs inspired by the Umbro soccer brand name. The line is scheduled to launch in January, 2009.

H. Dunbar Hoskins, Jr., MD to Receive 2009 Catalyst Award from Glaucoma Research Foundation

SAN FRANCISCO—H. Dunbar Hoskins Jr., MD, will be the recipient of the 2009 Catalyst Award, the highest honor bestowed by the Glaucoma Research Foundation (GRF) acknowledging exemplary leadership in sustaining innovative research and education. The award will be presented as the centerpiece of GRF's 31st Anniversary benefit celebration to be held on Jan. 28, 2009, at the Westin St. Francis Hotel in San Francisco.

"Dr. Hoskins has earned The Catalyst Award several times over," said GRF president and CEO Thomas M. Brunner. "While in private practice, there was his visionary leadership as co-founder of GRF and the thoughtful guidance he provided during those all-important formative early years, along with co-founders Robert Shaffer, MD (1912-2007), and John Hetherington, MD. Certainly he is the personification of 'catalyst'. And then, since Jan. 1, 1993, there has also been his widely praised leadership as executive vice president of the American Academy of Ophthalmology."

An internationally recognized glaucoma specialist, having authored or co-authored more than 70 publications and presented more than 300 invited lectures, Dr. Hoskins is a Clinical Professor of Ophthalmology at the University of California School of Medicine, San Francisco.

The theme of the 31st Anniversary benefit - building on the traditional event title "Speeding the Cure. Spreading the Word—Will Be 'Honoring the Physicians'," according to Brunner.

Sponsorships and table reservations for the benefit are available by contacting Craig Palmer, (415) 986-3162, cpalmer@glaucoma.org.

Hydrogel Vision Names Deb Bulken Director of Sales for Northeast

SARASOTA, Fla.—Contact lens manufacturer Hydrogel Vision recently named Deb Bulken its director of sales for the Northeastern U.S.



Bulken Hydrogel

Bulken has 21 years' experience in the CL industry with CIBA Vision; most recently, she managed seven regions and 54 sales representatives as CIBA's north area sales director.

In her new position, Bulken is teaming up with Jim Massa, Edward Lohmann and Peggy Schuster in similar roles partnering with distributors and developing key practitioner account business, according to Hydrogel Vision. Bulken now has responsibility for managing the Northeastern U.S., Massa is responsible for the Central U.S. and Lohmann retains responsibility for the Western U.S., while Schuster takes over the Southeastern U.S., a company announcement said.

Christian Roth Eyewear Appoints New General Manager

TOKYO—The Charmant Group has appointed Nobu Ishizuka as general manager of its high-end luxury house brand, Christian Roth. His responsibilities will include business planning, global sales, marketing and production for the brand. Ishizuka will work directly with the designers Christian Roth and Eric Domege.



Nobu Ishizuka

"The appointment of Nobu as general manager is further commitment from the Charmant Group to the brand. It will be a pleasure to work with Nobu to strengthen the worldwide distribution of Christian Roth Eyewear. His experience in the fashion world lends itself perfectly to the vision that we have for the eyewear collection" said Christian Roth.

"There is a great opportunity for us to further expand our distribution of the Christian Roth brand in the key markets of the U.S., Europe and Asia. In addition, we will concentrate on new markets that demand luxury and the highest quality" stated Ishizuka.

Joan Hollywood-Alten Joins Augen Optics as Marketing Manager

PETALUMA, Calif.—Joan Hollywood-Alten, a 15-year veteran of the optical industry, has joined Augen Optics as marketing manager. Hollywood-Alten will be responsible for marketing Augen products to trade and consumer markets in the U.S., Canada, South America and Europe.



Joan Hollywood-Alten

Working both independently and for national and global companies, her 25-year marketing career has spanned a wide range of industries and all aspects of marketing management and communications. She has held positions as communications director, director of global brand management, marketing director and strategic marketing manager for leading organizations.

In the optical trade, Hollywood-Alten worked with SOLA International for over 10 years, specializing in launching new products and businesses. As an independent contractor, she has provided marketing services to a range of businesses within the optical industry including Jobson Publishing, Chemat, PRVAIL, Exercise Your Eyes and Matsco.

In her marketing role at Augen Optics, Hollywood-Alten will be developing strategic marketing programs and materials to introduce the Augen line of premium High Definition optical products to retail and wholesale customers.

Jeffrey Rubin Joins Emerging Vision's Board of Directors

GARDEN CITY, N.Y.—Emerging Vision (OTC BB: ISEE.OB) appointed Jeffrey Rubin, a former Optical Dynamics executive, to its board as an independent, non-employee director.

Rubin is currently a managing member of Realstar Realty, and owner and president of Autoskill and the JR Group. Previously, Ruben served as president and a director of Newtek Business Services. Prior to 1998, he was an executive and board member of Optical Dynamics.

Rubin replaces Robert Cohen, OD, chief executive officer of the Cohen's Fashion Optical chain, who resigned from Emerging Vision's board on March 5.

See the Video of the Week

www.VisionMonday.com

SCENE AND HEARD

ANNUAL NAVCP CONFERENCE

NAVCP Conference Puts Spotlight on Managed Care

AMELIA ISLAND, Fla.—Last month's fifth-annual conference of the National Association of Vision Care Plans drew a record attendance, attracting representatives of most major managed vision companies as well as a number of optical chain executives and eyecare/eyewear vendors.

The meeting included a day and a half of seminars and discussions along with plenty of time for networking during coffee breaks and receptions.

A highlight of the meeting was a talk by Peter Kehoe, OD, president-elect of the American Optometric Association, who addressed ODs' concerns about managed vision care.



Incoming NAVCP president Liz DiGiandomenico of EyeMed Vision Care presents a plaque to outgoing president Rick Corbett of Superior Vision Services, honoring him for his work for the organization.



Ed Greene (l) and Stephanie Campbell of The Vision Council chat with National Vision's Reade Fahs at the NAVCP's opening reception.



Peter Kehoe, OD, incoming president of the American Optometric Association, addresses the NAVCP conference on the ODs' view of managed vision.



Among the team representing Co/Op Optical at the meeting were (l to r) Joe Mathis, Ben Edwards and Matt Gruen.



John Lahr, OD (l), of EyeMed Vision Care, chats with Mark Hennen, OD, representing the American Optometric Association.



At the NAVCP's closing reception (l to r), Todd Kimball of the National Coalition of Eye Care IPAs and Reid Nelson of Vision Care Direct visit with NAVCP executive director Steve Ingram and his wife Barb.



Jason Harrold (l) of OptiCare Managed Vision and Bill Ludwick of Carl Zeiss Vision enjoy the sunset at the NAVCP reception.



Mike McPhillips (l) of the U.S. Vision chain chats with managed-vision consultant Steve Holden, a former NAVCP president.



Terri Nesrsta of Essilor of America (l) catches up with Terry Challenger of the For Eyes chain and Linda Sauer of Advantica Eyecare.



Susy Yu of Kaiser Permanente takes a break during the NAVCP conference with her daughter Ilsa, who accompanied her to Amelia Island.



Enjoying the NAVCP closing reception are (l to r) Kris Hathaway of the National Association of Dental Plans, Zon Dunn of Superior Vision Services, Cathy Holley of EyeMed Vision Care, Mary Carder of EyeBenefits and Jenni Vincent of the NAVCP.



Zimco Optics' Art Lair (l) and Mitch Zimberg chat during the NAVCP meeting.



NAVCP executive director Steve Ingram (l) welcomes OptumHealth Vision's Steve Brewer (c) and Ed Greene of The Vision Council to the NAVCP conference.

DO YOU
KNOW...

THAT DRIVEWEAR
NOW COMES...

IN POLYCARBONATE ?

IN OVERCAST
CONDITIONS

BEHIND
WINDSHIELD

BRIGHT LIGHT
OUTSIDE

DRIVEWEAR[®]

NOW AVAILABLE IN POLYCARBONATE

DRIVEWEAR[®] LENSES UNIQUELY COMBINE TWO OF THE MOST ADVANCED TECHNOLOGIES FOUND IN THE EYEGGLASS INDUSTRY TODAY:
TRANSITIONS[™] PHOTOCROMIC AND NUPOLAR[®] POLARIZATION.



FOR MORE INFORMATION AND TECHNICAL DETAILS, VISIT
WWW.DRIVEWEARLENS.COM

**YOUNGER
OPTICS** 
The Optical Lens Innovators

TRANSITIONS and ACTIVATED BY TRANSITIONS are registered trademarks of Transitions Optical, Inc.
DRIVEWEAR and NUPOLAR are trademarks of Younger Optics, Torrance, CA, and are registered in the U.S.A.

SCENE AND HEARD

SOHO COOL

Ilori Celebrates the Proenza Schouler Collection

NEW YORK—Proenza Schouler designers, Jack McCollough and Lazaro Hernandez, hosted a super cool cocktail party on April 17 at the Ilori Soho flagship store in New York City to celebrate the launch of the Proenza Schouler eyewear collection.

Besides the line's designers, the invitation-only event drew such bold-faced names such as actress and mini-mogul Mary-Kate Olsen, designer Tory Burch, photographer Terry Richardson and Margherita Missoni, grand-daughter of the label's founders and current spokesperson, who enjoyed specialty drinks served by white-clad waiters and music by guest DJ and fellow designer Benjamin Cho.

Optical industry notables included L'Amey America president Stephen Rappoport, and Michael Hansen, vice president and general manager of Ilori.



Mary-Kate Olsen and Margherita Missoni.



Photographer Terry Richardson and girlfriend Jen Brill.



Designer Tory Burch.



(L to r) L'Amey America's Cheryl Canning cozies up to Proenza Schouler designers Jack McCollough and Lazaro Hernandez with Ilori's Michael Hansen and Stephen Rappoport, also of L'Amey America.



Designer and the night's DJ, Benjamin Cho.



L'Amey America's Stephen Rappoport chats up Proenza Schouler's Jack McCollough.



Proenza Schouler's Jack McCollough (left) and Lazaro Hernandez (right) greet actress Mary-Kate Olsen.

SCHOOL DAYS

High School Students Make Expo Visit

NEW YORK—Students From the George Westinghouse vision care classes toured Vision Expo East last month making a stop at the Zyloware Booth on the show floor. Zyloware has been a member of the school's Optical Council for more than 20 years. Representatives of the school were also on hand to present a special award to 21st Century Optics Michael Woythaler, marking his years of service to the school's vision care program.



Visiting with Westinghouse vision care students are Zyloware's Jaime Shyer, Robert Shyer (back row) along with Zyloware's Paul Anderson and Optics Council chairman Anthony Rebaldo (front row at right).

RANDY 3000

Randy Jackson Visits the "Ellen" Show

LOS ANGELES—Randy Jackson (right) appeared as a special guest on the April 22 episode of Ellen. While visiting with host Ellen DeGeneres (left) Jackson hyped his Randy Jackson eyewear collection from Zyloware and sported style RJ 3000 from the line.



RACE TO THE FINISH LINE

Amazing Race Winners at Expo East

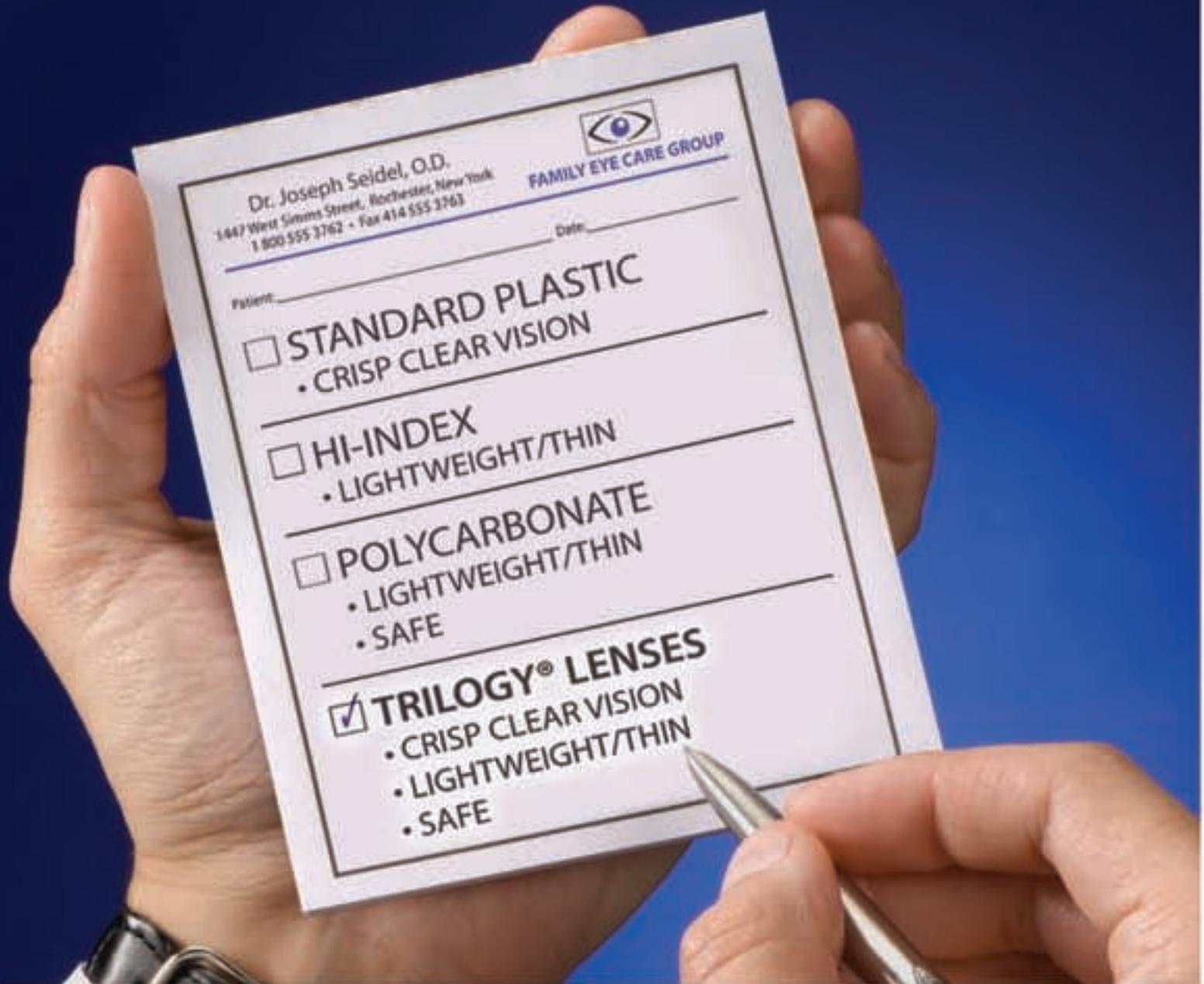
NEW YORK—Frames Data in cooperation with Vision-Web, First Insight Corporation and Vision Monday, sponsored a daily giveaway at Vision Expo East called the Amazing Vision Expo Race. Attendees were encouraged to stop by the respective booths to pick up a game card and have it stamped for a chance to win daily drawings for a GPS or an iPod®. Daily drawing winners included Theresa Bacaris of Mastic N.Y., Scot Ellis of Tuckerton N.J., and Todd Clark of Westerville, Ohio.



Theresa Bacaris of Mastic, N.Y. was one of the daily drawing winners of Frames Data Amazing Vision Expo Race promotion at last month's show.

The Last Day Grand Prize drawing featured two roundtrip companion tickets to anywhere in the U.S. and the winner was Carol Adler of Lakewood N.J.

Which lenses would *you* want?



Trilogy® lenses provide your patients with what they want. And with what you know they need.

Patients ask for lightweight, comfortable lenses. With Trilogy, you don't have to trade off optics to provide that comfort.

Trilogy's superior optics gives crisp, clear vision, with significantly less chromatic aberration than other lightweight materials. And Trilogy has high impact resistance. But unlike any other material, you can confidently put your patients in the frames they want without the worry of stress and cracking or poor optics.

Trilogy is at least 20% lighter than regular plastic lenses, so you can provide your patients with lenses that are both thin and light, as well as safe and optically superior.

Trilogy is available from your favorite wholesale laboratory.

Crisp, clear vision. Lightweight. Safe. Give your patients what they want. Give your patients Trilogy.

TRIOLOGY is available in

Transitions® VI
ADVANCED PERFORMANCE
FOR HEALTHY SIGHT

including for the
first time,
spherical single vision!

TRIOLOGY
LENSES


TRIVEX

Drive in sales, and drive away with... **FREE gas and a GPS Navigation System**

From April 1 through July 31, 2008, earn a **\$50 GAS CARD** for every 15 pairs of qualifying SunSensors[®] Lenses you purchase!

The top redeeming customer will also earn a **GPS Navigation System.**

(\$500+ value)

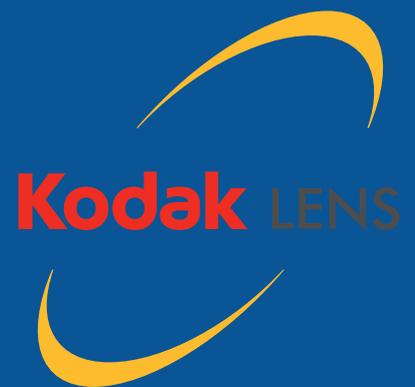


SunSensors[®]

by Corning

- Patented, in-mass photochromic technology.
- Clear indoors, dark outdoors.
- 1.56 mid-index lens is thinner than standard index.
- A density of 1.17 grams/cc makes lens material lighter weight than polycarbonate.

Call us for more details and start redeeming now!



nassau lens
FLORIDA
A MEMBER OF NASSAU VISION GROUP
10400 NW 33rd St, Suite 150
Miami, FL 33172
Ph 800-432-2202 • 305-593-2304
Fx 866-566-3937
www.nassau247.com

nassau lens
SOUTHWEST
A MEMBER OF NASSAU VISION GROUP
2322 Executive Dr, Suite A, Garland, TX 75041
Ph 800-441-2546 • 972-271-6175
Fx 800-727-3954
www.nassau247.com

nova
OPTICAL LABORATORY
A MEMBER OF NASSAU VISION GROUP
165-B Route 303, Orangeburg, NY 10962
Ph 800-668-2411 • Fx 800-311-6682
www.nassau247.com



PALs Go Digital

How the new generation of progressives is reshaping the lenscape

By Andrew Karp,
Group Editor, Lenses and Technology

NEW YORK—Just a few years ago, the subject of digitally surfaced PALs—progressive addition lenses—would have drawn a blank look from most U.S. eye doctors and dispensers. Although Japanese and European eyeglass wearers have been wearing these technologically

advanced lenses—also known as free-form or direct surfaced—for as long as a decade, few if any American eyecare professionals had direct experience with them. Lack of production and distribution as well as patent confusion had limited their availability here.

However, over the past 18 months, the situation has changed considerably. Major PAL manufacturers have expanded domestic production capacity through their own facilities as well as those of their partner labs. Additionally, manufacturers and labs have significantly boosted their sales and marketing efforts. Most offer seminars to educate ECPs about the benefits of digital PALs, and some are reaching out to consumers as well.

Although the U.S. market for digital PALs is growing, suppliers estimate that sales of the lenses—which retail from an

estimated \$400 to \$700—currently comprise only 5 percent to 10 percent of the entire U.S. PAL market. Yet most suppliers predict the market will grow steadily over the next few years as excitement about digital PALs continues to build among both ECPs and eyeglass wearers.

In general, digital PALs deliver clearer vision than conventional PALs because they make more effective use of the lens surfaces. Some feature full backside designs, while others feature frontside designs or combinations of front- and backside designs. The most advanced digital PALs are customized according to individual patient measurements and, in some cases, facial form and frame style as well. Based on these selling points, digital PALs are becoming some of the hottest and most profitable products in the optical dispensary.

Top Performers

“These lenses are the future,” asserted Dr. Neil Sika, OD, a solo private practitioner in Strongsville, Ohio. “Part of the attributes of the old type of PALs was distortion and the narrowness of the corridor. With those lenses, you may not get the width of range in terms of reading in the middle. Free-form technology can get rid of most of the aberrations, which makes the lens easier to adapt to. That’s a strong point.”

Because of such high-performance characteristics, digital PALs appeal most to doctors and dispensers whose patients want the latest, most technically advanced lenses. The lenses offer ECPs the opportunity to present something new and exciting to patients, while providing them with practice-building products.

Continued on page 30

Continued from page 29

“They’ve made a difference for our practice,” said Dr. Harry Snyder, OD of Northern Virginia Doctors of Optometry, in Falls Church, Va. “We have very few redos because the lenses are easier to adapt to. People say, ‘I tried progressives three or four years ago and didn’t like them,’ but I tell them it’s the same with a computer from three or four years ago. Things have improved a lot.”

As Dr. Sika noted, “These lenses give you another way of increasing your bottom line. They also separate you from the chains that might not carry them.”

While not all ECPs are sold on digital PALs, most have at least heard about them. New market research data from Jobson Research indicates that awareness of the lenses is high among ECPs. According to 20/20 magazine’s 2008 Premium Lens Study of Eyecare Practitioners, 79 percent of respondents said they are familiar with the term “digitally surfaced progressives,” versus 75 percent the previous year. Seventy five percent of respondents said they are aware of the term “free-form progressives,” compared with 70 percent in 2007, and 44 percent said they are aware of the term “direct surfaced progressives,” versus 38 percent the previous year.

Although awareness of digital PALs among ECPs is on the rise, it’s unclear to what extent ECPs understand and appreciate the benefits of the lenses. A plethora of new products has resulted in a potentially bewildering array of choices. Conflicting marketing messages from different lens suppliers, compounded by the lack of standard terminology for describing digital PALs is also confusing to many ECPs.

“Eyecare practitioners need to be more sophisticated in their understanding of progressives,” said Laurie Badone, senior manager, retail sales for Seiko Optical Products, who presents educational seminars about the Seiko Succeed Internal Free-Form and Pentax Perfes progressives, both of which feature proprietary



Neil Sika, OD



Harry Snyder, OD



Donna Troutwine



Doug Clark, OD

“These lenses are the future. Part of the attributes of the old type of PALs was distortion and the narrowness of the corridor. With those lenses, you may not get the width of range in terms of reading in the middle. Free-form technology can get rid of most of the aberrations, which makes the lens easier to adapt to. That’s a strong point.”

—Neil Sika, OD

backside designs. “There’s still a lot of confusion in the market about new technologies and what they represent.”

Bruno Salvadori, president of Signet Armorlite, which markets the Kodak Unique digital PAL, said lens suppliers need to explain to both labs and ECPs the advantages and disadvantages of various lens designs. “We need to, as an industry, come up with a glossary of terms and definitions,” he suggested.

Raanan Naftalovich, president of Shamir Insight, offers this definition of “Freeform,” a term which Shamir not only uses to market its Autograph line of progressives but has trademarked as well.

“The meaning of Freeform is you are

it,” said Daniel Monaco, vice president of market innovation and retail marketing for Essilor of America. “But it’s really got to be a combination of the design and the calculation system behind it to optimize the design for the end user.”

Jean Marc Leroy, Essilor’s director of product management, PALs, added, “Design drives optical performance, and the technology will deliver it. It’s like with television. You can buy an HDTV tomorrow, but if you see an old black and white movie on it, it’s not going to be any better.”

starting every lens you do from scratch. You’re saying OK, here is my patient, here is his Rx, here is his frame, let’s see what I can do to give him the best optical solution. Everything is Freeform. It’s like jazz. You don’t know how it’s going to end. If you choose two different frames and one is round the other is wrap-around, we’ll give you two different designs.”

A basic misunderstanding among ECPs concerns the difference between a digitally designed progressive and a digitally surfaced progressive.

“Some people assume that a lens is better if there’s a digital design behind

consists of patient measurements that may come from an instrument, or it may be specific to the exact way it’s worn, the way the patient’s eyewear fits for distance, tilt and face form. This contrasts with the way the Rx was created in the exam room.” Examples of fully customized lenses include Varilux Ipseo, Zeiss Individual, Shamir Autograph, Indo Eyemade and Rodenstock Impression.

“Hoya iD Lifestyle, which has a standardized vertical front and a customized horizontal back, is also a personalized lens, although it’s somewhat in its own category,” Mattison-Shupnick added.

The middle tier of the digital PAL market consists of lenses that are modified or optimized to improve the Rx using a combination of back surface and/or front surface design.

“The back surface is modified to consider any unwanted front surface errors inherent in the design as well as the prescription, fitting characteristics and add power,” said Mattison-Shupnick. “The

curves may be aspheric, atoric or a complex surface based on a variety of assumed patient characteristics, so the lens is not completely personalized.” Examples of this type include Varilux Physio 360°, Varilux Comfort 360°, Varilux Ellipse 360°, Definity, Definity Short, SOLA HDV, Pentax Perfes, Seiko Succeed, Shamir Autograph DLT, Hoyalux iD lifestyle, Signet Armorlite Kodak Unique and Rodenstock Multigressiv MyView.

At the opposite end of the spectrum are lenses that are delivered in a more traditional manner, such as semi-finished PALs with traditional sphere and cylinder backs and toric prescriptions.

“This category really has two parts,” noted Mattison-Shupnick. “It consists of new designs that are delivered from molds that have been created using the newest of digital technologies in design and the actual cutting of the surfaces.” Among the examples are Varilux Physio, Varilux Ellipse, SOLAOne, Zeiss GT2, Seiko Proceed and Shamir Creation.

“The other category is the library of



lenses that have been on the market for years, made traditionally and have a good following among patients," he continued. "Dispensers who recommend these lenses may have patients that are risk-adverse to switching to other PALs." Examples include Varilux Comfort, SOLAMax, Shamir Genesis, Shamir Piccolo and Younger Image.

"There are a lot of signals in our culture that indicate consumers want a personalized experience."

—Steve Mitrakos, Carl Zeiss Vision

Dispensing Options

The increasing variety of lens designs and brands allows ECPs a wide range of options when prescribing and dispensing digital PALs, just as it does with conventional progressives. Clear preferences are developing among ODs and dispensers.

"We go with Varilux Physio and Physio 360° lenses," said Dr. Snyder, noting that 40 percent of his patients wear progressives. "We're big on the wavefront technology issue, so we explain to patients about higher order aberrations. It's kind of complicated, so we show them pictures of what the distortion looks like through an older lens compared to a digital lens.

"Patients tell me they see well with these lenses," he added. "They have no issues with them. That saves a lot of chair time."

At Pelham Eyecare in Pelham, Ala, the Zeiss GT2 is the digital PAL of choice for Dr. Doug Clark, OD. "Most of our patients simply say they like the lens," said Dr. Clark, who owns the practice. "But 15 percent to 20 percent of them notice the clarity and sharpness of these higher definition lenses. They're typically the engineers and type A's who are very critical with their vision. The higher myopes and astigmatics will really notice a difference in their vision."

Dr. Sika favors the Hoya iD lens, which he compared to "a custom Italian suit." "Its front and back surfaces are customized based on your Rx," he said.

"Some people are just happy to see a cat, but others want to see the whiskers on the cat," said Dr. Sika. "It's for the connoisseur who wants the best lens with the least distortion. If they're that picky, they'll notice the difference between iD and a normal PAL. That's the Rolls Royce of the industry. You're talking \$700 for a pair of lenses.

"If you're a patient that doesn't have that ability to discern that, then you can spend \$350 and get Hoya Lifestyle, and get some of the best features of iD without having to pay an additional \$350."

Hoya's line of digital PALs utilizes what Barney Dougher, president of

Hoya Vision Care North America called "trickle down technology."

"I'll make an analogy with race cars," said Dougher. "As much as we'd all like to drive Ferraris, it's not economically feasible for most of us. So why not pro-

vide some of the benefits that go with a premium, top-of-line car to some of the other products you offer?"

"Race cars have brought more technology to cars in general," he continued. "Look at Indy car racing. They've pioneered technology in braking, safety and fuel economy that has improved consumer cars.

"It's the same with digital progressives," explained Dougher. "The technology we use at the iD level, which is our Ferrari, is providing better vision all the way down to our single-vision lenses."

Bullish on PALS

Although the market for customized, digital PALs is still small, some lens manufacturing executives are bullish about its growth potential. Steve Mitrakos, vice president of marketing, North America for Carl Zeiss Vision, sees these products as part of a broader consumer trend.

"There are a lot of signals in our culture that indicate consumers want a personalized experience," Mitrakos pointed out. "Look at the Internet, consumer electronics and clothing. Consumers are open and receptive to that message.



Eye-glass lenses are ripe for the same thing. And, if you tell the story about personalization, you move away from price points."

Digital PAL manufacturers employ a variety of techniques to customize their lens designs to varying degrees. Typically, dispensers must supply their lab with individual patient measurements. These measurements, which may include monocular PD, vertex distance, pantoscopic tilt and frame wrap, are then fed into Rx calculation software to create a personalized lens design that is made at the lab.

For example, Rodenstock only requires the dispenser to take a monocular PD for its Multigressiv MyView digital PAL. "The calculation is optimized for that," noted Dave Delle Donne, CEO of Optical Distribution Corp., Rodenstock's exclusive U.S. distribution partner. Delle Donne said Rodenstock markets two digital PALs in Europe, Impression and Impression Freisign, that incorporate additional measurements.



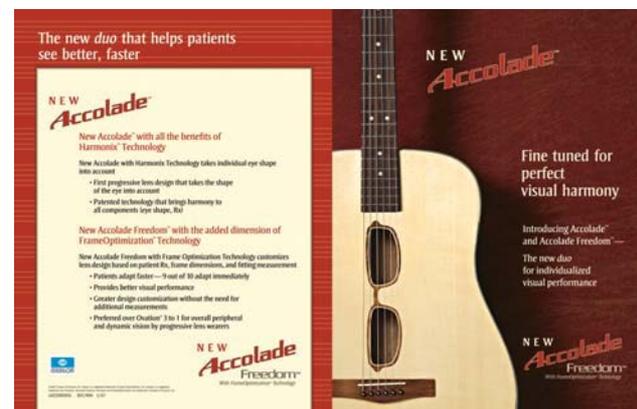
The Frame Factor

One of the most interesting new approaches to customizing digital PALs takes into account the patient's frame choice. For example, the SOLA HDV from Carl Zeiss Vision uses proprietary "Morphing Technology," that allows the lens' corridor to be custom-sized for the exact measurements of the patient's chosen frame. This assures full reading performance and maximum clear viewing zones for fitting heights of 13 to 35mm, according to Zeiss. HD technology digitally optimizes the lens for the wearer's exact combination of sphere power, cylinder power, cylinder axis, add power and frame dimensions.

Donna Troutwine, a dispenser with Drs. Huffman and Huffman, a multidisciplinary practice in Somerset, Ky., is impressed with the performance of SOLA HDV (High Definition Vision).

"I've sold every major progressive lens on the market," she said. "I tell patients that regular progressives are like the little old radios from years ago. But Zeiss has turned the HDV into a high definition stereo.

"There's not any way to describe the clarity unless you wear them yourself," said Troutwine, who wears the lens herself.



"Impression is the next generation of Multigressiv MyView, the next level of personalization in free-form," he explained. "Rodenstock takes four measurements for Impression: vertex, face frame angle or wrap, panto, and monocular PD. Impression FreeSign, which just launched in Europe, takes those four individual measurements, and allows the dispenser to customize the distance and near viewing zones. If someone does a lot of near reading, we can blow that out, or blow out the distance. It's the ultimate in customization."

Another approach to improving lenses is considering an eye's higher order aberrations, which are not corrected through a standard prescription. Digital PALs such as Varilux Physio 360°, Ophthonix iZon and Nikon W uses special backside surface designs to "include" these aberrations in the final lens delivered to the patient.

"It has the widest channel of any lens out there. They're perfect for reading, too. When I look at my computer screen, you see the whole screen. When I pick up a book, I see the whole page."

Essilor takes a different approach to incorporating frame measurements in its digital PAL designs. The company's Accolade Freedom lenses employ "FrameOptimization technology" to customize the backside design using digital surfacing, based on frame dimensions. This allows patients the freedom to choose virtually any type of frame to fit their lifestyle, according to Essilor.

FrameOptimization technology takes into account the Rx of the patient, the frame size and the fitting parameters. It adapts lenses to their particular frame which maximizes the fields of vision for any frame and optimizes corridor length.

Shamir's newly introduced "FreeFrame
Continued on page 32

Continued from page 31

Technology,” which is incorporated into its expanded Autograph freeform line, takes into account the patient’s frame choice, adjusting the design of the lens by dynamically increasing or decreasing the corridor length to match the frame and fitting height.

By moving the reading zone to the exact location in relation to the patient’s selected frame, FreeFrame Technology creates wide reading areas with full add for any frame shape or structure, according to Shamir.

Signet Armorlite Kodak Unique lens is “Design Optimized for Frame Size and Shape.” The company uses proprietary production technology to automatically customize the lens design for each patient’s frame selection, ensuring the best overall visual performance for any B measurement, large or very small, down to a 13mm fitting height.

Dispensers need to provide the Signet Armorlite lab with the patient’s monocular PD, frame selection and fitting height. No special equipment or techniques are required.

Despite the many benefits offered by digital PALs, some doctors and dispensers are reluctant to recommend them to patients, particularly those that are content with their current progressives.

“With Varilux, we look at whether the ECP is using Physio or not using Physio,

or are they using Comfort 360° or Comfort,” said Essilor’s Jean Marc Leroy. “If the ECP has used Varilux Comfort for more than 15 years, it’s very difficult to

“We have very few redos because the lenses are easier to adapt to. People say, ‘I tried progressives three or four years ago and didn’t like them,’ but I tell them it’s the same with a computer from three or four years ago. Things have improved a lot.”

—Harry Snyder, OD

change their mind. We don’t want to force that. But we give them as many opportunities to upgrade as possible.”

Daniel Monaco of Essilor believes an ECP’s selection of a lens design should reflect their patient base. “We do lot of complex research behind the scenes to determine what’s best for them,” he said.

“We are hoping to get much more into that in the future. There are so many designs out there, with direct surfacing capability, we can get very segmented,” Monaco said.

For ODs, Seeing Is Believing

Although lens manufacturer sales reps sometimes struggle to get an ECP to try a new PAL design, Craig Fahan of Seiko said there are effective ways to reach them. “We’ve found ODs dispense what they wear,” he said. That’s why we’ve given out a lot of free fits.”

Laurie Badone called this approach the “try it, you’ll like it philosophy.”

“Once a doctor has the lens on their face and actually sees the differences, it

means more than any amount of Powerpoints or charts,” she said. “Seeing is believing, literally.”

16mm. The lens achieves 85 percent progressive addition at 11mm. Indo’s Action Designs are made to be worn for certain activities. The series consists of the Office design, which is conceived for indoor working environments and created based on the focus distance at which the user usually works; Road Design, which was developed for far and intermediate distances.

The vision quality is improved in certain tasks such as backward driving or using the rear-view mirror; Outdoors Design, which was developed to improve performance when practicing outdoor activities; FreeDesign, which is based exclusively on the characteristics and parameters provided by the client, taking into account the use the design will apply to. This design will be only marketed by the lab involved in its development, according to Indo.

Looking ahead to the second half of 2008, digital PALs are poised to make further inroads into the U.S. market. As the product category continues to expand and diversify, the lenses are likely to become an increasingly attractive option for discriminating eyeglass wearers. ■

Narrowing Down Choices

To help ECPs and patients narrow down their choice of digital PALs, Indo has created two series of lenses. Global Designs consists of three lenses: Global 22, a soft design with a 22mm fitting height and a 17mm corridor; Global 19, a versatile design with optimized fields of vision, a minimum fitting height of 19mm and a 15mm corridor; and Global 16, which is optimized for small frames with a minimum fitting height of



An increasing number of independent labs are acquiring the capability to produce digitally surfaced progressive lenses in-house. Some labs are even making it their primary thrust. Get the lab point of view on PALs and read the full story as part of VM’s complete Modern PALs Report in the New & Noteworthy section on visionmonday.com.

Educating Providers on Complexities of Digital PALs

NEW YORK—Due to the complexity of digital PALs and the rapidly expanding range of lens choices, suppliers acknowledge that educating the professional market will take some time. Some compare the growth of the digital PAL market to the growth of the AR lens market in the U.S.

“There’s a need to educate the ECP on the benefits of the product, and at same time put the technology in place,” said Jean Marc Leroy of Essilor. “It’s not yet plug and play.”

Kristan Zeilan, senior public relations specialist for Essilor, said Essilor is training ECPs to do more “needs-based, solution selling, asking customers specific questions about their lifestyle so they can dispense the right progressive.”

“It’s the same with AR,” she said. “Once we’ve trained the ECP to ask the questions, they’re selling so much more AR.”

Hoya has recently expanded its educa-

tional efforts. This year, the company launched the Hoya Technology Institute and hired veteran optical educator Brad Main to head it.

“Brad has been charged with helping educate and provide technical education about our digital performance technology, our AR coating technology and other things,” said Hoya’s Barney Dougher. Understand our technology. He’s doing seminars and on-site training in customer’s offices, as well as training Hoya staff.”

Shamir Insight offers a Freeform Certification Program which takes ECPs through the history of free-form technology, explains how traditional semi-finished lenses are made, and discusses Shamir’s approach to free-form. ECPs who complete the program get promotional pins, polo shirts and window decals for their office. Under the guidance of Todd Haselius, Shamir’s director of education, the company also produces about 1,200

seminars a year, ranging from large presentations at optical conferences to one-on-one in-office sessions.

“We’re doing a lot of lunch and learn seminars before they open the practice,” detailed Raanan Naftalovich. “Education has always been part of our concept. It’s one of the legs our company stands on.”

Although educating ECPs is also a priority at Carl Zeiss Vision, the company is particularly focused on giving ECPs the tools to communicate effectively with patients about digital PALs.

“Our experience shows that eyecare professionals quickly grasp the advantages of customization and the benefits to the patient and the practice,” Jeff Hopkins, senior manager, customer communications for Zeiss. “The challenge is much greater when it comes to communicating to patients, who generally don’t understand the subtleties of progressive design. How to explain that they’re get-

ting something different and better, when they can’t really experience the difference until they try on their new eyeglasses?”

According to Hopkins, using a measuring device like the Zeiss i.Terminal can help. It includes a visual demonstration tool that shows the visual difference possible for a customized PAL.

“Also, because it is a more thorough, more precise and altogether different measuring experience, it helps the patient see that he or she is going to receive something new and different.” Hopkins noted.

“Ultimately, though, the eyecare professional will have to communicate the difference, and we are working on communication tools that will aid in this process. Fortunately, patients intuitively recognize the benefits of true customization in a range of products, and most will understand the importance of customization for something as vital and personal as vision.” ■

The Original "Frame and Clip-on Set" Company...Revolution Eyewear Inc.

Through out history it is the *Vision of Visionaries* that has and always will shape our society. Abstract thinkers, inventors, brain-stormers, creators of items that don't exist, as well as those who improve on things that already **do** exist.

Revolution[®]
Eyewear for a changing world



Revolution Eyewear technology has evolved, yet again! This time, our new magnetic embodiment provides a *sleeker, cleaner*, more aesthetically pleasing look, that is **completely protected by our existing U.S. Patent Rights** and is not and has never been subject to **ANY** litigation at any time. We encourage you to contact us at our home office and arrange for a private showing from one of our sales associates located throughout the U.S. Your customers deserve the best magnetic product available!

Revolution Eyewear is the very best magnetic clip-on company in the industry!

1(800)986-0010 | www.revolutioneyewear.com | reveyewear@aol.com



From your staff to your patients, people are key to your success.

Provide your staff with the ability to streamline day-to-day processes and enable them to focus on the people at the heart of your business – your patients.

VisionWeb's online services automate ordering and insurance processing to make your practice more efficient. Experience faster turnaround time on orders, improved claim acceptance rates, and spend less time on the phone with suppliers and insurance companies.

Find out why 20,000 eyecare practices rely on VisionWeb. Visit www.visionweb.com or call (800) 874-6601 to learn more.

People Power Your Business



www.visionweb.com



Top 50 Retailers' Sales Reach \$7 Billion Mark

VM's exclusive look at how the nation's largest optical chains performed in 2007

By Cathy Ciccolella
Senior Editor

NEW YORK—In 2007, for the first time, the aggregate optical sales of the nation's 50 largest eyewear/eyecare retailers topped the \$7 billion mark, reaching total revenues of \$7,042.2 million, according to VM's exclusive Top 50 U.S. Optical Retailers listing.

That aggregate sales gain helped these key retail players' combined share of the overall U.S. vision-care market increase by more than a full percentage point in 2007: last year, the VM Top 50 accounted for 27.3 percent of the \$25,759 million total U.S. market for vision-care products and services sold at optical retail locations, as estimated by VisionWatch (see related story below).

By comparison, in 2006 the Top 50 Optical Retailers' sales represented 26.2 percent of that year's \$25,928 million U.S. vision care market.

The combined sales of this year's VM

Top 50 are nearly \$260 million higher than the aggregate volume of the leading 50 chains in the VM Top 50 U.S. Optical Retailers listing published in May 2007, which showed an estimated \$6,782.4 million in combined revenues for the industry's 50 largest players for calendar 2006. (The VM Top 50 U.S. Optical Retailers list published in this issue that reports 2006 sales and store counts is not directly comparable to the Top 50 list published last year, since the 50 retailers included among the Top 50 vary from year to year due to industry consolidation and other factors.)

This latest VM Top 50 list also reflects a higher aggregate store count for these key eyewear/eyecare industry players, who operated an estimated 9,304 units as of Dec. 31, 2007. That's up from the estimated 9,069 units published on last year's VM Top 50 U.S. Optical Retailers list for calendar 2006.

Along with the Top 50 retailers' slightly larger share in calendar 2007 of

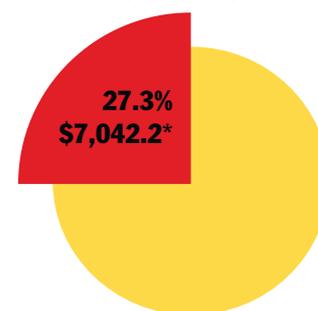
the total U.S. market for vision-care products and services sold at optical retail locations than in the prior year, the 10 largest optical retailers on VM's latest list have continued to gain market share both among the Top 50 and in the total market. On this year's VM Top 50 U.S. Optical Retailers list, the Top 10 retailers have an estimated combined volume of \$6,046.3 million, representing 85.9 percent of the Top 50 retailers' overall sales. That Top 10 share for 2007 is up from the Top 10 optical retailers' 84.2 percent share of the VM Top 50's combined volume in calendar 2006.

Looking at the overall U.S. optical marketplace, in 2007 those Top 10 optical retailers generated 23.5 percent of the \$25.8 billion U.S. market for vision-care products and services sold at optical retail locations, a jump of 1.5 percentage points over the Top 10's market share the previous year. In calendar 2006, the VM Top 10 accounted for 22 percent of that year's estimated \$25.9 billion total U.S. vision care business at optical retail locations.

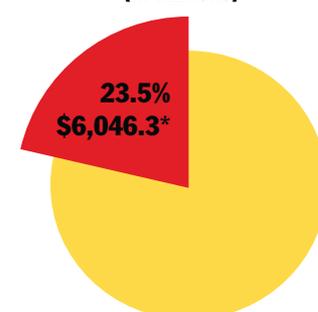
Luxottica Retail again tops the 2008 VM Top 50 U.S. Optical Retailers list, for the ninth consecutive year. Luxottica Retail's 2007 U.S. optical revenues are estimated at \$2,680 million, including sales by its 2,515 company-owned U.S. optical stores as well as from the 392 franchised Pearle locations and the 11 franchised D.O.C Optics stores it acquired as part of its February 2007 purchase of the D.O.C chain.

Wal-Mart Stores again holds second place on the VM Top 50 list, and this year for the first time has the highest total number of U.S. optical locations. The retailing giant increased its eyewear/eyecare sales to an estimated \$1,335 million in 2007 through its 2,942 company-owned Wal-Mart Vision Centers and Sam's Club Optical locations. Including sales by the 229 Wal-Mart

Top 50 Share of U.S. Vision Care Market
(in millions)



Top 10 Share of U.S. Vision Care Market
(in millions)



* VM Estimate
** Source: VisionWatch

Vision Centers operated as leased optical departments by National Vision at year-end, VM estimates the aggregate Wal-Mart/Sam's optical volume for 2007 at \$1,476 million.

Luxottica's acquisition of perennial VM Top 10 player D.O.C Optics made room for a new entry into the Top 10 this year, For Eyes Optical. The Florida-based chain appears in ninth position among the VM Top 10, with estimated revenues of \$94 million generated by about 140 retail locations; For Eyes held the number 11 position on the Top 50 U.S. Optical Retailers listing published in May 2007.

However, SEE/Selective Eyewear Elements—the all-private-label chain launched 10 years ago by the Golden family, former owners of D.O.C—appears on the VM Top 50 list this year for the first time as a separate entity (at number 33), having generated an estimated \$16 million in sales through 20 retail locations during 2007. ■

VisionWatch Analyzes Total Vision-Care Market

NEW YORK—Improved technology for measuring vision-care products and services is providing a broadened view of the total eyecare marketplace.

Using the latest methods of analyzing the complete market, based on an in-depth study of consumer buying patterns, VisionWatch estimates the overall vision-care business at optical locations—including optical chains, other chains, independents with optical locations, leased optical spaces in department stores and mass merchant optical locations—at just under \$25.8 billion for calendar 2007. Those sales include money spent at all optical retail locations on the sale of either spectacle lenses (regular Rx and Rx sun), frames, contact lenses, sunglasses (plano and Rx), OTC readers, or revenues earned from refractive surgery or eye examinations. This number does not include sunglass clips, and reflects the dollars spent only by those U.S. residents 18 and older; it does not include retail dollars spent by/for those 17 years of age and younger.

VisionWatch, a joint venture of Jobson Optical Group and The Vision Council, is a continuous consumer study that interviews 100,000 consumers on an annual basis.

The information produced by VisionWatch provides not only a broad view of vision-related markets, but also fine details on specific areas of the market. ■



Viva

VIVA INTERNATIONAL GROUP

1-800-345-VIVA vivagroup.com



Key Players Ranked By U.S. Sales in Calendar 2007

2007 Rank	2006 Rank	Retailer	2007 Sales (\$ Millions)	2006 Sales (\$ Millions)	2007 Units	2006 Units	Comments
1	1	Luxottica Retail	\$2,680.0*	\$2,570.0*	2,918	2,841	VM 2007 sales estimate is for U.S. sales including revenues from 392 franchised Pearle Vision stores and 11 franchised D.O.C Optics units. Luxottica Group reported worldwide revenues for Luxottica Retail of €3,234M for FY 2007. Luxottica Retail businesses include LensCrafters (879 U.S. units, 72 units in Canada), Pearle Vision (379 company-owned U.S. units, 98 units in Canada) and Licensed Brands (805 U.S. Sears Opticals, 81 units in Canada; 296 Target Opticals; 156 BJ's Opticals), Sunglass Hut International (worldwide), OPSM Group (Australasia) plus stores in Europe, South Africa, China and Hong Kong. Luxottica Retail operates more than 6,000 optical and sunwear stores worldwide. Acquired D.O.C Optics (100 units) 2/07; Oakley (11/07). U.S. optical retail trade names: LensCrafters, Pearle Vision, Sears Optical, Target Optical, BJ's Optical, D.O.C Optics.
2	2	Wal-Mart Stores	\$1,335.0*	\$1,262.0*	2,942	2,755*	Worldwide optical units: 3,290 (includes 156 vision centers in Canada, plus 79 vision centers in the U.K., 79 in China, others). U.S. store count includes 2,472* company-owned Wal-Mart vision centers and 470* optical departments in Sam's Clubs. Optical retail trade names: Wal-Mart Vision Center, Sam's Club Optical.
3	3	Highmark Vision Holding/Retail Group	\$587.8	\$551.9	503	477	Optical retail trade names: EyeMasters, Visionworks, Vision World, Cambridge Eye Doctors, Hour Eyes, Dr. Bizer's Vision World, Dr. Bizer's Value Vision, Doctor's ValuVision, Doctor's Visionworks, Stein Optical, Eye DrX, Binyon's, Empire Vision Centers, Davis Vision Centers, Total Vision Care.
4	4	Costco Wholesale	\$458.4	\$397.0	374	362	Worldwide optical units: 504. Optical retail trade name: Costco Optical.
5	5	National Vision	\$405.0*	\$368.0*	473	465*	Includes 229 units in Wal-Mart, 32 in Fred Meyer, 40 in military installations, 3 free-standing Vision Center II and 169 America's Best Contacts & Eyeglasses. Optical retail trade names: The Vision Center (Wal-Mart), The Optical Shoppe (Fred Meyer), National Vision Optical, Vision Center II, America's Best Contacts & Eyeglasses.
6	6	Refac Optical Group	\$185.0*	\$170.0*	521*	501	Acquired BJ's Optical leases (156 units) 2/08. Optical retail trade names: J.C. Penney Optical, Sears Optical, Macy's Optical, Boscov's Optical, The Bay Optical, OptiCare Eye Health & Vision Centers, others.
7	10	Cohen's Fashion Optical	\$116.0	\$90.0	106	90	Sales include revenues from company-owned and franchised Cohen's Fashion Optical stores, plus General Vision Services stores.
8	8	EyeMart Express	\$95.0*	\$93.0*	75*	72*	Optical retail trade names: EyeMart Express, Vision 4 Less, Visionmart Express.
9	11	For Eyes/Insight Optical Mfg.	\$94.0*	\$88.0*	140*	140*	Optical retail trade name: For Eyes Optical.
10	9	Emerging Vision	\$90.1	\$92.0	158	154	Optical retail trade names: Sterling Optical, Site for Sore Eyes.
11	12	ShopKo Stores	\$80.0*	\$78.5*	131	131	Optical retail trade names: ShopKo Eyecare Center, ShopKo Express Eyecare.
12	16	Luxury Optical Holdings	\$71.0	\$60.0*	46	40	Acquired Palm Beach Eyes (1 unit) 3/08, Au Courant Opticians (3 units) 4/08. Optical retail trade names: Optica, Scene, Morgenthal Frederics Opticians, Davante, Lunettes, Classical Eye, Optica Elements.
13	13	Texas State Optical	\$66.8*	\$66.8	100*	100	All locations independent network affiliates.
14	14	Eyeglass World/Vision Care Holdings	\$66.5*	\$64.0*	63	60	Optical retail trade names: Eyeglass World.
15	15	Eyecare Center	\$66.0	\$62.0	52	52	Formerly Optometric Eye Care Centers.
16	17	Doctors Vision Center	\$56.2	\$56.0	56	63	Optical retail trade names: Doctors Vision Center, Tennessee Vision Associates.
17	18	Nationwide Vision	\$47.0	\$44.2	61	56	Optical retail trade names: Nationwide Vision, Nationwide Optique, Nationwide Laser & Eye.

2007 Rank	2006 Rank	Retailer	2007 Sales (\$ Millions)	2006 Sales (\$ Millions)	2007 Units	2006 Units	Comments
18	19	Henry Ford Optimeyes	\$46.2	\$43.8	18	18	Optical retail trade names: Henry Ford Optimeyes, Henry Ford Optimeyes Super Vision Center.
19	23	Clarkson Eyecare	\$32.8	\$27.9	37	27	
20	20	Optical Shop of Aspen	\$30.0*	\$30.0	21	20	Acquired by Luxottica Group 11/07. Optical retail trade names: Optical Shop of Aspen, OSA International, Emporio Optic.
21	21	SVS Vision	\$28.5*	\$28.5*	52*	52	Acquired by company management team 3/07.
22	22	Eye Centers of Florida	\$26.5*	\$28.0*	14	15	
23	28	Crown Optical	\$24.7	\$21.4	26	26	
24	27	Rx Optical Laboratories	\$24.3*	\$24.0*	43	42	Optical retail trade name: Rx Optical.
25	30	Allegany Optical	\$21.0	\$18.5	23	22	Optical retail trade names: Allegany Optical, National Optometry.
26	29	Wisconsin Vision	\$21.0	\$20.0	27	26	Optical retail trade names: Wisconsin Vision, Heartland Vision.
27	34	Eye Care Associates	\$20.5	\$16.5	13	12	Acquired Visual Concepts (1 unit) 1/07.
28	25	United Optical/Spectera	\$19.5	\$25.4	37	54	Optical retail trade name: United Optical.
29	31	Eye Health Vision Centers	\$18.8*	\$18.3	5	5	
30	32	Co/Op Optical Vision Designs	\$18.4	\$17.7	11	11	Optical retail trade names: Co/op Optical, Vision Designs by Co/op Optical, Co/op Optical Vision Designs.
31	35	Horizon Eye Care	\$17.0	\$16.4	6	6	
32	N	Eye Doctor's Optical Outlets	\$17.0	N	36	N	Optical retail trade names: Optical Outlet, Progressive Optical.
33	N	SEE/Selective Eyewear Elements	\$16.0*	N	20	N	Optical retail trade name: SEE.
34	33	Dr. Tavel Optical Group	\$15.2*	\$17.5*	19	22	Optical retail trade names: Dr. Tavel Family Eyecare, Vision Values.
35	39	Accurate Optical	\$12.3*	\$12.4	12	12	Optical retail trade names: Accurate Optical, H. Rubin Vision Centers.
36	37	The Hour Glass	\$12.1*	\$12.8	8	9	Optical retail trade names: The Hour Glass, Eye Savers, South East Eye Specialist.
37	41	The Eye Gallery	\$12.0	\$11.0	10	10	
38	38	The See Center/Group Health	\$12.0*	\$12.8*	14	15	Optical retail trade name: The SEE Center.
39	40	Standard Optical	\$11.5	\$11.1	17	17	
40	42	Rosin Eyecare	\$10.0*	\$10.0*	12	12	
41	45	Bard Optical/ J.A.K Enterprises	\$9.0	\$8.5	18	18	Optical retail trade name: Bard Optical.
42	46	Thoma & Sutton Eye Care Professionals	\$8.9	\$8.5	20	21	
43	44	St. Charles Vision	\$8.8*	\$8.5	8	8	
44	43	Optical Management Systems	\$8.6	\$8.8	10	10	Optical retail trade names: Riverfront Optical, Optiview Vision Centers.
45	48	Midwest Vision	\$8.6	\$7.4	18	17	Acquired Vista Eyes (1 unit) 6/07. Optical retail trade names: Midwest Vision Centers, Taft Optical.
46	47	Europtics	\$7.8	\$7.6	4	4	
47	49	Voorthius Opticians	\$7.6	\$7.1	8	8	
48	50	Fraser Optical	\$7.3*	\$7.0*	6	6	
49	N	Berris Optical	\$5.0	N	5	N	
50	N	Alvernon Optical	\$3.5	N	7	N	
Totals			\$7,042.2*	\$6,600.8*	9,304*	8,884*	

Source: VM's 2008 Top 50 U.S. Optical Retailers

When 2007 U.S. sales are the same for more than one company, the retailer with the fewest 2007 U.S. units is ranked first.

* = VM estimate. N = Not on last year's list. Note: U.S. sales include Puerto Rico.

Top 10 Snapshots

What optical's largest players plan for 2008



Luxottica Retail

U.S. Optical Sales: \$2,680M (est.)
U.S. Optical Units: 2,918

1 Luxottica Group's Luxottica Retail division, heading the VM Top 50 Optical Retailers list for the ninth consecutive year, operated 2,918 optical locations in the U.S. at the end of 2007 (that U.S. total includes 392 franchised Pearle Vision stores). Those U.S. optical locations generated estimated revenues of \$2,680 million in calendar 2007, up from \$2,570 million estimated for 2006.

Luxottica's 2007 retail expansion kicked off in February of last year with the acquisition of D.O.C Optics; 100 former D.O.C stores have since been rebranded as LensCrafters and Pearle Vision locations. Luxottica chief executive officer Andrea Guerra has said the company will continue to expand its retail base, although "more selectively," during 2008. Current plans call for 30 new LensCrafters stores this year as well as 54 remodelings or relocations. In addition, Luxottica Retail will open 30 new Target Optical leased vision centers during 2008.

On the other hand, Luxottica Retail dropped one of its Licensed Brands hosts this year with the expiration of its lease agreement with BJ's Wholesale; those 156 BJ's Optical locations were taken over by Refac Optical Group.

Wal-Mart

U.S. Optical Sales: \$1,335M (est.)
U.S. Optical Units: 2,942

2 Retailing giant Wal-Mart Stores opened about 187 more U.S. vision centers last year, ending 2007 with an estimated 2,472 company-owned optical departments in its Wal-Mart Super-Centers and discount stores, plus about 470 vision centers in its Sam's Club warehouse clubs, for a total of 2,942 company-owned optical locations (making it the largest U.S. optical retailer in terms of store count for the first time). Wal-Mart's optical revenues reached an estimated \$1,335 million last year, up from 2006's estimated \$1,262 million volume.

Now part of Wal-Mart's health and wellness segment, the retailing giant's optical operations draw more than six million patients annually, according to the company. Wal-Mart's four optical laboratories manufacture more than five million pairs of eyeglasses each year, 130,000 pairs per week.

According to Jeff McAllister, senior vice president of Wal-Mart Optical, the division's mission is to provide "affordable, quality eye health care and eyewear for an unbeatable value." That emphasis on eyecare as well as eyewear is part of Wal-Mart Stores' overall message of delivering health and wellness programs for consumers, brought to the fore by John Agwunobi, MD, senior vice president and president, health and wellness. Agwunobi says the chain's current goal is to "help people save money so they can live healthier," whereas in the past the "save money" element tended to be preeminent.

Early this year, Wal-Mart Optical signed an alliance with 1-800-Contacts for a new CL program for consumers, set to launch this fall.

Wal-Mart plans to open about 120 new optical locations during 2008, according to McAllister.

Highmark Vision Holding/Retail Group

U.S. Optical Sales: \$587.8M
U.S. Optical Units: 503

3 Highmark Vision Holding's retail group retains third place on the VM Top 50 Optical Retailers list this year, with combined retail sales from its Eye Care Centers of America (ECCA) and Empire Vision chains reaching just under \$588 million in calendar 2007, generated by 503 optical locations.

ECCA, which ended 2007 with 411 locations, moved to broaden its market penetration last year by entering the Chicago marketplace with its first Visionworks store there in February 2007; by year-end the chain had 19 locations in metro Chicago. The company plans to open 25 new stores this year—10 of them in the Chicago marketplace—and another 25 optical loca-

tions during 2009.

ECCA also started off this year with a major change in its executive suite: David Holmberg, former president of Cole Licensed Brands, took over as ECCA's chief executive officer on Jan. 1. Holmberg succeeded former CEO David McComas, who retired at the end of 2007.

Syracuse, N.Y.-based Empire Vision Centers, owned by Highmark subsidiary Davis Vision since 1995, currently operates 92 retail locations, having added two more optical stores during 2007.

Costco Wholesale

U.S. Optical Sales: \$458.4M
U.S. Optical Units: 374

4 Costco Wholesale slowed its optical expansion somewhat during 2007, adding just 12 new in-store, everyday-low-price Costco Optical vision centers last year, which brought its U.S. optical unit total to 374. (During 2006, Costco opened 26 warehouse clubs with optical.) Those new company-owned optical departments helped the membership-warehouse chain's revenues climb to \$458.4 million during calendar 2007, up from \$397 million the previous year.

Costco also continues to operate in the worldwide optical market, operating 130 optical departments in its stores outside the U.S. at the end of 2007, primarily in its warehouse clubs in Canada, Mexico and the U.K.

Costco's total worldwide warehouse-club store count reached 529 locations by the end of 2007; as of mid-April 2008, the company had already added another seven clubs. Costco executives have said the chain will open 20 to 23 new warehouse clubs (including relocations of four or five existing units) during its 2008 fiscal year, which closes on Aug. 31, down from last year's original projection of 35 to 40 new clubs in FY 2008.

During the past year, Costco Optical has modernized its two optical labs—near its Issaquah, Wash., headquarters and in San Diego—adding new robotic equipment.

National Vision

U.S. Optical Sales: \$405M (est.)
U.S. Optical Units: 473

5 With a firmly held position in the everyday-low-price segment of the optical market and an eye toward the country's economic woes, National Vision has been expanding its high-volume America's Best Contacts & Eyeglasses chain, which it acquired from Consolidated Vision Group in August 2005.

Privately held National Vision operated 169 America's Best superopticals at year-end 2007, adding 58 locations since the acquisition. By the end of last year it also had leased opticals in 229 Wal-Mart stores (down from a high of 400 in 2001) and 32 Fred Meyer locations, as well as 40 vision centers on military bases and three free-standing Vision Center II stores.

The \$88 million America's Best acquisition has proved to be a major move in National Vision president and chief executive officer Reade Fahs' strategy to find additional revenue sources as the leases on the company's Wal-Mart and Fred Meyer vision centers gradually expire. America's Best maintains a strong marketing image in the discount optical market, advertising two pairs of single-vision eyeglasses plus an eye examination for \$69.95, and offering consumers membership in its EyeCare Club—discounts on eye exams and eyewear.

Refac Optical Group

U.S. Optical Sales: \$185M (est.)
U.S. Optical Units: 521 (est.)

6 With an estimated 521 U.S. optical locations—most of them leased eyewear departments hosted by various department-store chains—and estimated revenues of \$185 million for calendar 2007, Refac Optical Group entered a new market segment this year, taking over operation of 156 leased vision centers in BJ's Wholesale warehouse clubs. The BJ's locations, formerly operated by Luxottica Retail, gener-

Continued on page 40

EXCLUSIVELY DISTRIBUTED BY VIVA INTERNATIONAL GROUP

FEATURING SES 103



ESCADA

WWW.ESCADA.COM

Continued from page 38

ated an estimated \$36 million in revenues last year, and represent Refac's first move into the warehouse-club optical arena, under president and chief executive officer Dave Pierson.

Lower-than-expected first-quarter results this year from its major host, J.C. Penney, may slow Refac's expansion in Penney stores during 2008; this year J.C. Penney plans to open 36 new department stores, down from 50 opened or relocated stores during 2007. (Last August J.C. Penney announced plans to add 250 new locations between 2007 and 2011, 80 percent to 90 percent of them in its single-level, off-mail format, in which Refac's U.S. Vision operation began opening its first optical departments last fall.)

The protection of the host environment gives Refac an advantage over free-standing optical retailers: its leased vision centers are cushioned from a U.S. recession because most of its customers hold the host stores' proprietary credit cards, and can turn to those cards to make purchases if the credit limits on their general credits cards, such as MasterCard and Visa, are maxed out.

Cohen's Fashion Optical

U.S. Optical Sales: \$116M
U.S. Optical Units: 106

Cohen's Fashion Optical jumped three places to number 7 on the **VM** Top 50 Optical Retailers list this year, in large part because operations of 16 General Vision Services (GVS) locations under the same ownership were consolidated under the Cohen's corporate umbrella during 2007.

As a family-owned company with aggregate sales of \$116 million during calendar 2007, the 84-year-old Cohen's caught the attention of new investors. On Feb. 29, 2008, Bowling Green, Ky.-based Houchens Industries acquired the chain's franchise division. The purchase covered 106 Cohen's stores in the Northeast and Florida. Of those, the Cohen family retained 30 franchised optical locations: 14 Cohen's Fashion Optical locations and the 16 GVS stores, which are being converted to the Cohen's Fashion Optical format.

In addition, Cohen's has already opened four new stores this year; more locations are being explored in New York City and other markets, for a total of about 10 this year.

Robert Cohen, OD, president and chief executive of Cohen's, continues to direct and oversee daily operations of the business, along with Cohen's Fashion Optical's current management team.

EyeMart Express

U.S. Optical Sales: \$95M (est.)
U.S. Optical Units: 75 (est.)

Established as a discount optical retailer in 1990, EyeMart Express now operates approximately 75 locations across 16 Southern and Midwestern states; all its stores have on-site optical labs and offer one-hour eyeglass service. In calendar 2007 the chain's estimated annual revenues climbed to \$95 million—retaining its eighth-place position on **VM**'s annual Top 50 U.S. Optical Retailers listing.

Headed by founder Doug Barnes, OD—who had previously launched the Vision Express chain, then sold it to

Pearle Vision three years later—18-year-old EyeMart Express continues to stress its “everyday low price” philosophy in its marketing. The chain regularly advertises eyeglass deals such as single-vision glasses starting at \$38.74 per pair, as well as a free, “no questions asked” warranty offering free unlimited replacements on frames for a year after purchase.

For Eyes/Insight Optical Mfg.

U.S. Optical Sales: \$94M (est.)
U.S. Optical Units: 140 (est.)

For Eyes Optical is the Hialeah, Fla.-based For Eyes Optical chain, which did an estimated \$94 million in optical sales last year through an estimated 140 retail locations.

A privately held business since 1972, For Eyes Optical prides itself on being the first optical company to offer vision care consumers a high-value single package price combining frames and single-vision prescription lenses. Since its inception, For Eyes has committed itself to providing everyday low prices to its customers, according to company executives, and has continued to position itself as a value leader in the industry, offering two pairs of complete eyeglasses for \$99.

For Eyes has a significant number of store locations in major market areas on the East Coast, from Boston to Florida, and in the Midwest, with a large store concentration in the greater Chicago market area. For Eyes also has stores throughout California and operates a specialized health plan in California, For

Eyes Vision Plan, Inc. During 2007, the chain opened several new locations using a new store prototype design in Chicago, Virginia and Massachusetts. Company executives said For Eyes will continue to build store density in existing markets in 2008; they also plan to explore several expansion opportunities in new market areas.

Emerging Vision

U.S. Optical Sales: \$90.1M
U.S. Optical Units: 158

Emerging Vision—parent of the Sterling Optical chain—made a second major buying-group acquisition last year. With 12 company-owned stores and 146 franchised locations generating \$90.1 million in retail sales during calendar 2007, Emerging Vision—parent of the Sterling Optical chain—made a second major buying-group acquisition last year.

In August 2007, Emerging Vision acquired Canada's The Optical Group, a 525-member Canadian group, for \$3.6 million. That acquisition came on the heels of Emerging Vision's \$2.4 million acquisition of the 909-member Combine Optical Management buying group a year earlier. A new marketing campaign launched early in 2007 to attract potential franchisees also generated new franchised Sterling Optical stores in New York, Maryland and California during the course of last year.

In addition, the company saw a reworking of its top management team with the exit of Myles Lewis, chief operating officer, who resigned in July; at that time, chief marketing officer Sam Herskowitz took on additional responsibility as president of Emerging Vision's franchise division. Christopher Payan remains as CEO. ■■

Top 50 Optical Retailers Methodology

The **VM** Top 50 U.S. Optical Retailers report ranks the 50 leading companies in optical retailing, based on their revenues in calendar 2007.

The **VM** Top 50 report is based on a survey of all major U.S. optical retailers, including information reported directly by chains and independent retailers and practitioners, interviews with company executives, published corporate documents and knowledgeable secondary sources. A detailed questionnaire was sent to more than 150 leading U.S. optical retailers and eyecare practices to obtain this information; in addition, those retailers and practices were contacted by telephone to follow up on the questionnaire.

In cases where corporate policy prevented companies from reporting retail volume or other information, various methods were used to reach accurate estimates for them. The history of each business was carefully analyzed, and the most knowledgeable and relevant secondary sources consulted. Averages pertinent to the geographic and market situations of each retailer or practice were also developed to fit its store or office types in producing these estimates.

U.S. sales figures for the **VM** Top 50 include revenues from both company-owned and franchised locations (if applicable), managed-vision-care revenues and shares of

doctors' or laser-surgery fees. In short, U.S. sales represent all money a company derives from optical products and services in the U.S. and Puerto Rico. It is also important to keep in mind that sales volumes given on the **VM** Top 50 list reflect annual net sales, which may differ widely from retailers' comparable-store sales for the same year. The Top 50 Optical Retailers list published in this issue may also show a different aggregate sales total for 2006 from that published last year, since players on the list often change from year to year.

If two companies have reported or been estimated the same sales for the year, the one with the smaller number of locations is ranked higher, reflecting its higher sales per unit.

In cases where one retailer acquired another during 2007, the acquired company is listed separately if the acquisition took place during the fourth quarter, since sales earlier in the year are not attributable to the acquiring firm. When an acquisition took place before the fourth quarter, the acquired retailer's sales are combined with those of the acquiring company.

—Cathy Ciccolella, Senior Editor
Jennifer Zupnick, Senior Research Analyst
Beth Briggs, Research Analyst



Lagging Economy Gives Sales Boost To Mass Merchants, Warehouse Clubs

NEW YORK—With discretionary spending tight for many U.S. consumers during much of 2007, the nation's lagging economy may have helped the seven largest U.S. mass merchants and warehouse clubs with in-store optical departments increase their eyewear/eye-care revenues again last year. These everyday-low-price optical retail players may have been helped by economic pressures that are increasingly causing consumers to look for lower-cost alternatives for their discretionary purchases.

Whatever the reason, during calendar 2007 these national and regional retail players increased their U.S. optical revenues by an estimated combined total of about \$135.5 million. Their overall unit count grew last year as well, despite a reduction in leased-optical departments inside Wal-Mart stores operated by National Vision, as that company's lease agreements with Wal-Mart continue to expire.

Overall, this group of mass merchants and warehouse clubs generated combined optical revenues that totaled an estimated \$2,116.5 million for calendar 2007, nearly 7 percent over their estimated \$1,981 million in optical sales and services in 2006 (and a slightly lower growth rate than the prior year's 8 per-

cent increase over 2005). That aggregate 2007 volume took these giant retailers' share of the total VM Top 50 U.S. Optical Retailers' combined sales volume to 30 percent, versus a 29.2 percent share of the Top 50 total in the prior year.

During 2007, these powerful retail players together added an estimated 222 more optical locations—a slightly smaller unit increase than in 2006—moving their combined year-end count above the 4,000-unit mark for the first time, for a combined estimated total of 4,160 in-store vision centers.

As usual, retailing giant Wal-Mart showed the strongest growth in new store locations, adding an estimated 172 new company-owned vision centers in its supercenters and discount stores during 2007; Wal-Mart also expanded its Sam's Club optical departments by about 15 locations last year.

Wal-Mart's growth in optical—as well as its overall store growth—slowed a bit during 2007, however; during its latest fiscal year, which ended Jan. 31, Wal-Mart opened 191 supercenters (including 109 conversions or renovations of

traditional discount stores into supercenters), seven discount stores and 12 Sam's Clubs in the U.S.; in the previous year, the company added 279 U.S. supercenters, 15 discount stores and 15 Sam's locations.

Costco also has continued steady growth in sales and vision-center count, adding 12 more U.S. optical locations

scheduled to open during the rest of this year, as well as three more locations in the Shopko Express Rx format, one of those with optical.

One major shakeup in the mass merchant/warehouse club segment of optical retailing came in March when Refac Optical Group's U.S. Vision chain, which specializes in leased optical departments in department stores, took over the operation of the leased vision centers in BJ's Wholesale clubs from Luxottica Retail.

Luxottica executives had announced a month earlier that the company would allow its license agreement with BJ's Wholesale clubs to lapse. (Luxottica had inherited the BJ's Wholesale lease agreement when it acquired Cole Vision and Cole's Licensed Brands operation in late 2004.)

Luxottica retains its licensing agreements with Target Stores, however, and continues to expand that business as Target adds more Super Target locations.

Luxottica Retail opened 50 new Target Optical locations during calendar 2007; by the end of the first quarter of 2008, its Licensed Brands operation had already added another eight leased optical departments within Target stores.

—Cathy Ciccolella

These everyday-low-price retail players may have been helped by economic pressures that are increasingly causing consumers to look for lower-cost alternatives for their discretionary purchases.

during 2007; the warehouse-club operation has already opened three new units since mid-January, and expects to add 14 to 15 more by the time its current fiscal year closes at the end of August, according to company executives.

Aided by financing from owner Sun Capital Partners, Shopko Stores is looking to expand this year as well. The company has already opened one new location in late March, using a new store prototype that puts the optical department right up front; two others are

Leading Mass Merchants with Optical Departments

Rank 07	Rank 06	Mass Merchant (Operator)	2007 Retail Sales (\$ in millions)	2007 Units	Class	(Operator)	2006 Retail Sales (\$ in millions)	2006 Units
1	1	Wal-Mart Wal-Mart Corp. National Vision	1,356* 1,215* 141*	2,701* 2,472* 229	MM	Wal-Mart Wal-Mart Corp. National Vision	1,294* 1,146* 148*	2,540* 2,300* 240*
2	2	Costco Wholesale	458.4	374	WC	Costco Wholesale	397	362
3	3	Sam's Club Wal-Mart Corp.	120*	470*	WC	Sam's Club Wal-Mart Corp.	116*	455*
4	4	ShopKo Stores	80*	131	MM	ShopKo Stores	78.5*	131
5	5	Target/Super Target Luxottica Retail	56.4*	296	MM	Target/Super Target Luxottica Retail	50*	264
6	6	BJ's Wholesale Luxottica Retail	36*	156	WC	BJ's Wholesale Luxottica Retail	35.5*	153
7	7	Fred Meyer National Vision	9.7*	32	MM	Fred Meyer National Vision	10*	33*
Totals			\$2,116.5*	4,160*			\$1,981*	3,938*

Source: VM's 2008 Top 50 Optical Retailers

*=VM estimate

MM=Mass merchant

WC=Warehouse club

Viva International Group, Tel: 800-345-VIVA, Fax: 800-VIVA-FAX vivagroup.com FEATURING G NEWTON

GANT[®]
EYEWEAR

MANAGED VISION NEWS

NAVCP Elects New Officers, Sets Priorities for Year Ahead

By Cathy Ciccolella
Senior Editor

AMELIA ISLAND, Fla.—The National Association of Vision Care Plans (NAVCP) hosted a record attendance of 99 at its annual meeting here last month. During the meeting, the group elected new officers and directors, discussed the ongoing issue of developing a consistent industry message encouraging consumers to get regular eyecare and heard a key player in the profession of optometry discuss ODs' view of managed vision care.

The association continues to add new members and increase its visibility both inside and outside the eyecare/eyewear industry, according to Steve Ingram, the NAVCP's executive director since its



AOA president-elect Peter Kehoe, OD (c), checks out a membership plaque presented to him by the NAVCP's outgoing president, Rick Corbett, and incoming president, Liz DiGiandomenico.

founding. The group has picked up six new members since last year's conference, Ingram said: Always Care Benefits, MESVision, Co/Op Optical Designs, For Eyes, Kaiser Permanente and the American Optometric Association.

Continued on page 46

VSP Diversifies Into Dental Via Plan With Careington Int'l

SACRAMENTO, Calif.—VSP is making its first major move into dental care through a new Dental & Vision Savings Plan, administered by Careington International. The new plan, available to individuals and families, provides discounts on dental and vision care as well as the option to pay on a monthly basis.

"The Dental & Vision Savings Plan is a great way for individuals and their families to receive high-quality dental and vision care at an affordable cost," said Rob Lynch, VSP's president and chief executive officer. Lynch said the plan can aid "consumers who might have otherwise thought dental and vision care was not a possibility for them and their families."

Consumers who enroll in the new program can save 20 percent to 50 percent on dental services and 15 percent to 35 percent on eye exams and materials, according to VSP. Dental services include general cleanings, fillings and crowns; vision coverage offers eye exams, eyeglasses, contact lens fitting and evaluation, laser vision correction and more.

Enrollees also have the opportunity to join the Savings Plus Plan for \$2 more per month, featuring discounts on prescription drugs, chiropractic and alternative care, hearing care and aids, access to a 24-hour nurse hotline and long-term care.

Members of the plan are eligible to apply for a Dental & Vision Savings Plan credit card to manage healthcare-related expenses.

Said Barbara Williams, president and CEO of Careington, "This plan will allow us to better bridge the supplemental healthcare benefit gap, and help reduce the financial burden placed on consumers to provide dental and vision care to their families."

The Dental & Vision Savings Plan is now available nationwide, except in California, Florida, Illinois, Montana, New Hampshire, Vermont, Guam and Puerto Rico. ■

vision
390

"These lights are an asset to any optical retailer.
Our merchandise never looked better."

Bob Cohen, President, Cohen's Fashion Optical

We listened when one of the optical industry's leading retailers told us that the right lighting can be the difference between making a sale and losing one. Our lighting engineers heard the message and created a variety of lighting fixtures that will make a huge difference in your store.

These remarkable new lights show off frames perfectly - without harsh glare and shadows - and let customers see themselves beautifully. We call them Vision390. You'll call them a prescription for increased sales.

Vision390 fixtures –

- Avoid hot spots and unwanted shadows
- Virtually do away with glare
- Are "green" with dramatic energy savings
- Reduce your electric bills (they pretty much pay for themselves)
- Produce minimal heat

Best of all, they're made to meet the strictest standards in the US. They're clearly the right choice.

**TRY A LIGHT WITH
NO OBLIGATION.**

Yes, we'll send you a light to use for one month. If you're not thrilled with it, you can send it back and receive a full refund.

**FREE
STORE ANALYSIS.**

Send us your floor plan and our lighting consultants will create a personalized recommendation for your store.



ECO-LITE
PRODUCTS



Recycle AR Coated Lenses Into Sunglasses In 10 Minutes Or Less!

STRIP & TINT™

<p>1</p> <p>Load lenses into the plastic lens holder provided with the kit.</p>	<p>2</p> <p>Immerse lenses into the solution for only thirty seconds.</p>	<p>3</p> <p>Rinse well with cold water. Repeat the previous step if any AR coating remains.</p>	<p>4</p> <p>Immerse lenses into BPI® Lens Prep II™ for one minute.</p>	<p>5</p> <p>Immerse lenses into BPI® tints for seven minutes.</p>	<p>6</p> <p>Rinse lenses in BPI® Lens Prep II™ for one minute.</p>
--	--	--	---	--	---

BPI® SIX-STEP, EASY TO USE RECYCLING SYSTEM REMOVES ANTI-REFLECTION COATINGS AND ALLOWS LENSES TO BE TINTED IN ONLY A FEW MINUTES!



The BPI® AR Dry™ kit contains: Safety gloves and goggles. Plastic tank with integral lens holder. Operational and safety instructions. One pack of BPI® AR Dry™. One pack of AR Dry™ will remove AR and hard coating from 50 pairs of lenses. The solution will stay active for 6 months or more. This is a quick and easy way to remove damaged and scratched coatings from plastic lenses. The safety and usage instructions must be read and understood before the AR Dry™ is mixed or used.

BPI® AR Dry Kit™ \$89 SPECIAL

BPI® AR Dry Kit™ and safety instructions

*BPI® AR Dry Kit™ is to be used by trained and qualified laboratory personnel only. Requires special shipping.**

\$100 SAVINGS!

Buy any BPI® Lens Tinting Instrument and get a BPI® AR Dry™ Kit* at no charge.

ASK FOR: VM-MAY 08

50% SAVINGS!

When purchasing the second bottle of BPI® AR Dry™.

ASK FOR: VM-MAY 08

50% SAVINGS!

Buy one bottle of BPI® Spotless get the second half off.

ASK FOR: VM-MAY 08

FREE SHIPPING!

When ordering BPI ColorMax™ Dry lens tinting pills. Continental US only.

ASK FOR: VM-MAY 08

Call: **1-800-CALL-BPI** Fax: **1-888-CALL-BPI** Click: **callbpi.com**
 International - Call: **001-305-264-4465** Fax: **001-305-264-1467**

*Hazardous material shipping charges apply. All offers expire 31 May 08. © 2008 BPI. All specific names mentioned herein are trademarks of Brain Power Inc., Miami, FL. The following are registered trademarks with the US Patent Office, and with similar efforts in other countries: Transchromatic®, Solar Sun®, There isn't a lens we can't improve®, Safety®, Designed Spectrum®, Blue Barrier®, Brain Power Inc., BPI®, Buy now, save later®, Dry Hard®, FIK®, Spectracolor®, Safety®, Solar®, The Fit and Zupin®, The BPI® bottle shape and design are trademarks of BPI®. BPI® is not responsible for typographical errors. Offers subject to change without notice. Please consult the full product label for shipping charges, item availability and price are subject to change without notice. FREE SHIPPING, GROUND SERVICE, CONTINENTAL USA ONLY. ADV# 488 | VM/MAY08

ORDER ONLINE AT WWW.BRAINPOWERUSA.COM. CREDIT CARDS ACCEPTED.

The SunSensors family gets bigger...

bigger...

SunSensors®
HPC

High Performance Photochromic Coating

Coming in Polycarbonate

CORNING

Polycore

Corning and SunSensors are registered trademarks of Corning Inc., Corning, NY

Continued from page 43

Newly elected NAVCP president is Liz DiGiandomenico, senior vice president and general manager of EyeMed Vision Care; she succeeds former president Rick Corbett, chief executive officer and president of Superior Vision Services, who is now the association's VP of marketing.

Named first VP was Steve Brewer, senior VP, network development and strategic partners, for OptumHealth Vision. Re-elected as the NAVCP's secretary-treasurer was Jason Harrold, president of OptiCare Health Systems.

Three new directors were named to the NAVCP board: Richard Sanchez, president and CEO of Advantica EyeCare, is now VP-legislative affairs; Aspasia Shappert, CEO of MESVision, was elected VP-provider relations; and Pat Huot, business manager, managed vision care, for Transitions Optical, is now the NAVCP's VP-membership.

Looking ahead, DiGiandomenico said priorities for the association include continuing to work to influence public policy on eye health and vision issues, and recognition of the growing issue of vision wellness as related to overall health.

"When our clients talk about disease management and eye health, we're taking it to the next level," she said. "Health carriers today want to integrate vision with their health management systems."

The meeting included a look by Peter Kehoe, OD, president-elect of the American Optometric Association (AOA), at the challenges facing optometry in the

coming years. The AOA recently joined the NAVCP as an allied member.

Noting that 63 percent of the nation's ODs are AOA members, Kehoe said the profession's goal is to "improve the overall health of our society." Like the NAVCP's members, AOA members are focusing on wellness and prevention, he noted: "We're leaving the 'fix-it' mode, and are now into a public health and wellness mode."

Kehoe said some ODs are still uncertain of the value managed vision brings to their practices, citing a survey indicating that 67.3 percent of ODs felt managed vision increased patient traffic in their practices, while just 38.3 percent said it increased the practice's net income.

As the Baby Boomers age and demand for eyecare increases, "doctors will become very selective about their plan participation," Kehoe declared. "And optometrists will expect to earn a living from any plan."

The question of the eyecare industry, including the NAVCP's members, developing a unified message to encourage consumers toward regular eyecare came up several times during the meeting, with some disagreement about what "regular" care entails. Noted Ed Greene, chief executive officer of The Vision Council, "We need to find some industry statement we can all buy into, including the professions."

Next year's NAVCP meeting has been scheduled for April 15 to 17, 2009, at the Omni La Mansion del Rio in San Antonio. ■■

EYECARE NEWS

J&J VISION CARE SCHEDULES THIRD CEO PROGRAM

JACKSONVILLE, Fla.—Johnson & Johnson (J&J) Vision Care has scheduled its third Chief Executive Optometrist (CEO) program for Dec. 11 to 14. The CEO classes will be held at The Wharton School, University of Pennsylvania in Philadelphia.

J&J's first two CEO programs were held in June 2007 and January 2008.

Chief Executive Optometrist, an exclusive program from the Wharton School and J&J's Vision Care Institute, is designed to offer ODs the business skills necessary to maximize their practices' earning potential and take those practices to higher levels of success. The curriculum combines business strategies and tactics from Wharton professors with case studies and best practices from both Fortune 500 companies and eyecare industry experts.

Tuition for the program is \$3,500, including lodging and meals. Registration information is available at (800) 255-3932, or online at <http://executiveeducation.wharton.upenn.edu> (go to Open Enrollment, HealthCare).

AAO, ICO COLLABORATE ON GLOBAL EDUCATION

SAN FRANCISCO—The American Academy of Ophthalmology (AAO) and the International Council of Ophthalmology (ICO) are collaborating on efforts to enhance training and continuing education of ophthalmologists in developing countries.

Beginning this month, the AAO and the ICO will send the 2008 edition of the AAO's Basic and Clinical Science Course to 200 ophthalmology residency training programs in 61 countries, at no cost to the programs. The 13-volume course is a core educational component for residents, covering all aspects of ophthalmology. ■■

Introducing

Nikon lenswear®

If Our Name Doesn't Say It All
Our Technology Does

Thinnest lens material available—1.74 Index

...first introduced by Nikon in 2000

**Nikon Aberration Filter™ cancels progressive
lens distortions one lens at a time**

*...each digitally surfaced lens calculated using
Nikon's proprietary design engine*

**SeeCoat, the next evolution in scratch-resistant
anti-reflective coatings**

*...superior scratch resistance, longer-lasting
hydrophobic performance*

Available through Encore Optics
South Windsor, Connecticut

For more information on Nikon products please
contact Encore Optics at 866-833-2020.



Nikon Optical USA Inc.
1300 Walt Whitman Road
Melville, NY 11747-3064

Nikon is a registered trademark of Nikon Corporation.
©2008 Nikon Optical USA Inc.

LAUNCHES

A&A Optical Launches Cruz Rimless

By Deirdre Carroll
Senior Editor

The Cruz I-305 in gun (left) and the Cruz I-405 in brown (right) from the new Cruz Rimless collection from A&A Optical.

DALLAS—A&A Optical introduces the Cruz Rimless line for men. “Cruz was conceived to provide today’s men redefined style while combining comfortable fit and wearable fashion,” said Rodney Hayes, executive vice president of A&A

Optical. “The seamless look of the three-piece mount is a must for many executives and the shapes we have outfitted our collection with are boardroom dead on. This grouping is the perfect addition for Cruz as it continues to develop into the collection for your male patients.”
—Rodney Hayes, A&A Optical

Optical. “The seamless look of the three-piece mount is a must for many executives and the shapes we have outfitted our collection with are boardroom dead on. As an added feature, each temple has a highlight stripe of a tasteful complementary color. This grouping is the perfect addition for Cruz as it continues to

develop into the collection for your male patients.”
The Cruz line is designed to capture the spirit and complement the personal style of the sophisticated, fashion conscious man, by encompassing a unique mixture of colors, coatings, materials and shapes which connect with today’s modern man.

The Rimless collection offers a new, minimalist approach to eyewear styling, an approach that offers the wearer less weight with more style, comfort and fit. The new three-piece mount styles,

which will be marketed as a kit, feature four unique lens shape options with sleek, lightweight pure titanium temples.

The color palette includes rich, wearable colors like black, brown, gold and gun to create a variety of options for both work and leisure.

Merchandising materials include a Cruz logo plaque, 12-piece display and counter card, as well as Cruz ad slicks which are also available. The Cruz Rimless Eyewear collection for men is priced to the dispenser at \$59.95. ■■



Vision. Do you have it?



Let the Combobulator manage your workflow.

Directing Rx's to the proper location in your lab or even to outsourced manufacturing is key to minimal handling and optimum service. That's why the Optical Laboratories Association (OLA) awarded DVI's Combobulator an Award of Excellence and why our VISION software is the choice of successful labs everywhere. Contact us today for details.

Phone: 503.231.6606 Fax: 503.231.4943
6805 SE Milwaukie Ave. Portland, OR 97202
www.thedvi.com



SECOND LOOK

Kenmark Adds New Designs to the Dana Buchman Vision Line

LOUISVILLE, Ky.—The Kenmark Group has introduced eight new ophthalmic and three new sun styles into Dana Buchman Vision.

Each design captures the designer's timeless sense of style with details translated from her clothing line and offers modern shapes with decorative embellishments for the fashionable woman who likes to look and feel feminine everyday. The frames feature signature details and luxurious accents with several being progressive friendly.

Highlights of the new optical styles include the Florence, a modern shape featuring zyl overlay at the top brow and Swarovski crystals on the temples; the Ava, an almond shaped frame with a flat titanium front and thin temples; and the Hazel, a zyl frame front paired with a decorative diamond endpiece.

Sun standouts include the Carmel, an oversized wrap adorned with a decorative metal plaque and Swarovski crystals and the Seaside, a beautiful shaped zyl featuring a decorative metal jewelry-inspired linked trim on the temple.

All frames come with a 3-year warranty, cleaning cloth and a custom designed eyewear or sunwear case. The ophthalmic styles are priced to the dispenser between \$72 and \$82 and the sunwear between \$70 and \$74. ■■



The Carmel sun frame (left) and the Florence optical frame (right) from Dana Buchman Vision and The Kenmark Group.

PRIVATE | EYES[®]

THE PERFECT READER PROGRAM FOR THE EYE CARE PROFESSIONAL.



AR coated lenses • Polycarbonate lenses • Scratch resistant hard coated

QUANTUM[®] OPTICS

LAUNCHES

Sàfilo Bows Juicy Girls Ophthalmic Line

By Deirdre Carroll
Senior Editor

“Following the success of the Juicy Couture women’s sunglass and eyewear collections, as well as the Juicy Men’s collection, the Juicy Girls line was the next step in expanding the Juicy brand.”

—Dick Russo, Sàfilo USA



PARSIPPANY, N.J.—Sàfilo USA has launched the Juicy Girls ophthalmic collection.

“We are extremely excited to be offering our optical customers yet another option in children’s eyewear with the new Juicy Girls collection,” said Dick Russo, executive vice president of Sàfilo USA. “Follow-

ing the success of the Juicy Couture women’s sunglass and eyewear collections, as well as the Juicy Men’s collection, the Juicy Girls line was the next step in expanding the Juicy brand.”

The Juicy brand, which is extremely popular among women of all ages, felt it was important to round out the eyewear collection to make it available to young girls as well as the older Juicy customer, according to a statement from Sàfilo.

Silhouettes include a wearable soft rectangular shape, as well as some modi-

fied oval shapes, which were scaled down from the best selling shapes from the Juicy Couture women’s eyewear collection. The Juicy Girls collection offers four styles for girls aged 7 to 13 and features two plastic styles, the Julie and See You, and two plastic/metal combination styles, the Sunshine and Too Cool.

Detailing on the frames includes glitz and embellishments inspired by Juicy Couture jewelry and apparel. Iconic Juicy Couture symbols, like hearts and cherries from the charm bracelets adorn the temples of two styles, while the Juicy rainbow from the girls T-shirt collection and Juicy crown logo are featured on the other two styles. Fun colors are inspired by the Juicy Couture Spring 2008 palette, and include lavender, pink, khaki, brown, light brown, khaki aqua and olive crystal.

This Juicy Girls collection from Sàfilo USA is priced to the dispenser at \$55. ■



The See You (top) and Too Cool (bottom) frames from the new Juicy Girls ophthalmic collection from Sàfilo USA.

Vision. Do you have it?



It'll bring your job routing into focus.

Whether you process 100 or 10,000 Rx's a day, efficient automated job routing can mean a stronger bottom line. VISION software from DVI is the choice of successful labs who want state-of-the-art Rx processing with fast WIP inquiry, perpetual inventory and much more. Contact us today for details.

Phone: 503.231.6606 Fax: 503.231.4943
6805 SE Milwaukie Ave. Portland, OR 97202
www.thedvi.com



SECOND LOOK

Ray-Ban RX Releases Titanium and Memory Metal Styles

PORT WASHINGTON, N.Y.—Luxottica introduces new Ray-Ban RX styles featuring titanium and memory metal.

The new Ray-Ban RX additions mark the continued evolution of the Ray-Ban ophthalmic line. The collection now has nine new styles designed specifically with the U.S. consumer in mind. A good number of progressive-friendly designs and extended endpieces make this line perfect for the American buyer. The new styles continue Ray-Ban's reputation for quality, technology and craftsmanship by adding hypoallergenic titanium and memory metal styles.

Standouts of the collection include the RX 8613, a sleek full-rim rectangular shape crafted in flat titanium metal and zyl; the RX7501, a trendy women's style with a bowtie shape and open lightweight wishbone temple design; and RX7503, a simple rectangular men's frame with sleek flat temples.

These new style in the Ray-Ban RX line from Luxottica are priced to the dispenser between \$49.95 and \$91.95. ■

Memory metal styles, RX07501 for women (top) and the RX07503 for men (bottom) from the Ray-Ban RX collection by Luxottica.



Have you seen VM WebTV today?

www.VisionMonday.com

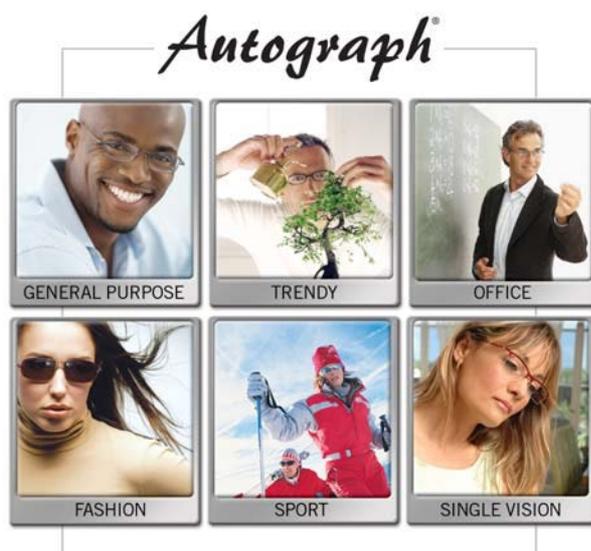
LAUNCHES

Shamir Enhances Personalized PAL Line

NEW YORK—Shamir Insight is expanding its Autograph line of progressive lenses with new enhancements that create a more personalized viewing experience for wearers. Last month at International Vision Expo East, Shamir executives unveiled the Autograph line extensions, which consist of five new lifestyle designs plus two new technologies.

“Groundbreaking is the one word that we can use to describe the exciting new updates to Autograph,” said Raanan Naftalovich, CEO. “The research and development team in Israel has been working hard to perfect the Autograph line to ensure wearers receive the most precise, personalized lens, made to fit their frames and how they wear their glasses.”

Naftalovich said the Shamir Autograph lens itself has been updated with a variable lens design for minimum fitting heights starting from 1mm and up. The new line extensions are Autograph



Attitude, which provides patients with a premium wrap progressive with optimal zone widths and clear, distortion-free viewing; Autograph Office, a personalized occupational lens; Autograph Single Vision, which allows single-vision patients to experience personalization in a fully aspheric back-surfaced lens; Auto-

graph Single Vision Attitude, which provides a customized lens for wrap frames, without the distortion found in many progressive wrap lenses.

Shamir also introduced As-Worn Technology, which fine-tunes a patient's Rx by calculating vertex distance—the distance between the lens and the eye; pantoscopic tilt—the angle at which the frame sits on the patients face; and panoramic angle—the angle of the frame itself. Submitting these three measurements along with the patient's Rx allows Shamir's Prescrip software to adjust the prescribed Rx to better suit the patient as he or she wears the frame.

Shamir's second new technology, FreeFrame Technology, takes into account the patient's frame choice, adjusting the design of the lens by dynamically increasing or decreasing the

corridor length to match the frame and fitting height. Also, by moving the reading zone to the exact location in relation to the patient's selected frame, FreeFrame Technology ensures each

“Groundbreaking is the one word that we can use to describe the exciting new updates to Autograph.”

—Raanan Naftalovich, Shamir

patient receives wide reading areas with full add for any frame shape or structure.

Shamir also introduced Shamir DLT (Direct Lens Technology), a new line of semi-finished, aspheric/atoric back-surfaced progressives. According to Naftalovich, Shamir will offer the DLT line as an alternative to bridge the gap between its standard semi-finished and Autograph lines. The DLT line consists of Shamir CreationDLT, Shamir PiccoloDLT, Shamir AttitudeDLT and Shamir OfficeDLT. ■

PUZZLED BY THE E-BUSINESS MARKETPLACE?



We Solve the Puzzle!

Before you spend another dime on your web site, e-business initiative, or Internet marketing strategy, contact Jobson Internet Solutions. JIS, a division of Jobson Medical Information, has designed, developed, hosted and maintained many of the leading web and e-commerce properties in eye care.

Don't fall into the trap of building a website with someone who doesn't understand your business operations or your customers' online behavior.

Why JIS? Because we understand the unique needs of your business and your customers' Internet habits.

Leverage our industry insight and technology experience.

We deliver:

- High-value, cost-effective, cutting-edge websites
- Best of breed online marketing and e-business strategies
- Customized e-commerce solutions designed to add value to your business

Contact JIS today to solve your e-business puzzle. At JIS, we don't simply provide services; we produce successful measurable outcomes.

Visit us online at www.jis.jobson.com
or call Joe Savarese or Hunter Noell today
for a free consultation: 203-557-0839



**TAKE
ADVANTAGE
OF OUR FREE
CONSULTATION!**

Astucci

Closing the case on style

Here comes the Sun !!!



AS95 Jacquard \$1.95

AS113 Jelly Bean \$1.70



S9T Lt. Smooth \$1.50

AS179 Lt. Smooth \$1.75

AS505 Selected \$1.75



AS113 Driver \$1.85

AS87 Mesh \$1.95

Sunglass Cases on Sale

Prices for 10 Pieces per item

Additional 15% Off for 100+ Pcs. per Style



B701 XX Large \$2.45

B15H Semi Hard w/Zipper \$1.50

AS87 Lt. Smooth \$1.50



AS179 Distressed Smooth \$1.95

AS508 Leopard \$1.95

1-800-291-8528

WWW.ASTUCCI.COM

For Custom Made Cases Call:

Astucci U.S. NY : 212-725-3171 Astucci Intl. HK : 852-2366-2667

SECOND LOOK

McGee Group Adds 'Pure Fun' to Vera Bradley Collection

MARIETTA, Ga.—The McGee Group introduces the "Pure Fun" grouping to the Vera Bradley optical collection, offering fun and fashionable frames for the young at heart.

The VB-3025 is a full rim handmade acetate frame with a modified oval eyeshape. The style features designs inspired from the Vera Bradley Daisy Daisy

pattern with epoxy filled metal accents on the outside of both temples and is offered in two colors, purple and amber with the Daisy Daisy pattern.

The VB-3026 is a semi-rimless metal frame with handmade acetate temple tips and features a tri-oval eyeshape with integrated spring hinges and adjustable nose pads. The temples are accented with a foil transfer application of the Vera Bradley Yellow Bird and Pinwheel Pink patterns, which also appear on the handmade acetate temple tips. This frame has a laser etched Vera Bradley logo on both outside temple tips and the Pinwheel Pink pattern features a pink Breast Cancer Foundation ribbon. The Vera Bradley Pure Fun grouping from The McGee Group is priced to the dispenser at \$59.95 and comes with coordinating Vera Bradley cases. Accounts who purchase both styles will receive a free Vera Bradley jewelry case in a Spring 2008 pattern. ■■



The Vera Bradley VB-3026 frame in the Pinwheel Pink pattern with matching case from McGee.

SECOND LOOK

Zyloware Corp. Unveils Gloria by Gloria Vanderbilt Collection

LONG ISLAND CITY, N.Y.—Zyloware has released a new eyewear collection for women, Gloria by Gloria Vanderbilt.

Zyloware first partnered with Gloria Vanderbilt in 1976 to release the first American designer eyewear brand. Today, the Gloria Vanderbilt Eyewear collection remains a successful brand for Zyloware and is the longest-running eyewear license worldwide.

The Gloria by Gloria Vanderbilt collection is designed for the woman who faces the everyday challenge of balancing work and family. She knows the current fashion trends, but keeps her wardrobe and accessories timeless and within budget.

The line is inspired by the famed designer and embodies the virtues of the popular women's brand. The frames are designed for women 25- to 45-years old who require impeccable styling and quality at a sensible price. The direction is a versatile, comfortable fit via metal, plastic, and semi-rimless styles with a balance of both fashionable and enduring elements.

The line comes with a new tagline, "See Life in New Ways," and is priced to the dispenser at \$34.95. ■■

The GG 4002 in burgundy (top) and the GG 4004 in claret (bottom) part of the new Gloria by Gloria Vanderbilt collection from Zyloware.





Techno try

It is seamless - it is indestructible - it is Techno
- weightless - in beta titanium - screw-less -
- essential on an almost invisible line
- balanced on the face - design

To look at the future with glasses of an exclusive
originality

Introducing
CoppertoneTM
POLARIZED LENSES

Protect Your Eyes with America's Most Trusted Suncare Brand



LifeRxTM, Tegra[®], Continua[®], Outlook[®], Illumina[®] and SunRx[®] are trademarks or registered trademarks of Vision-Ease Lens. The Coppertone logo and the Coppertone Girl and Dog Device are trademarks of Schering-Plough HealthCare Products, Inc. used by Vision-Ease Lens under license. ©2008 Schering-Plough HealthCare Products, Inc. All Rights Reserved. ©2008 Vision-Ease Lens. All Rights Reserved.

VISION-EASE LENS
PRODUCT FAMILY //



SUN PROTECTION FOR YOUR EYES.

INNOVATION AND PROTECTION

A leading American polycarbonate lens manufacturer unites with America's #1 sun care brand to deliver a lens that satisfies increasing demand for greater sun protection. Coppertone polarized lenses protect beyond UVA and UVB light — guarding against harmful high energy visible (HEV) light. Coppertone polarized lenses help protect the delicate skin around the eyes against the UV rays. Exposure to UV rays may contribute to premature skin aging caused by sunlight. Coppertone polarized lenses provide added protection against UV and HEV light which may contribute to the development of common sunlight related maladies such as cataracts and macular degeneration.

Sign up Today!

MARCH 1ST - JUNE 30TH



CASH REWARDS:

Win up to \$20.00 instantly for every pair of Coppertone polarized lenses you sell.

MONTHLY PRIZES:

Your chance at a Yamaha Waverunner, Sunfish Sailboat or a Kayak Package for two.

GRAND PRIZE:

Vacation for four to the Atlantis Resort on Paradise Island (\$10,000 value).

➔ For details, registration and official rules contact your Vision-Ease sales representative or log onto www.vision-ease.com

QUALITY AND LEADERSHIP

Vision-Ease Lens follows the highest optical standards in the lens industry. All lenses are manufactured under strict ISO 9000 guidelines and inspected to an industry-leading 2.0 AOQL quality standard for greater processing efficiencies for our customers. With 47 lens technology patents and over 75 years of proprietary technology, Vision-Ease Lens is the leading American manufacturer of premium quality polycarbonate and polarized lenses.

Make sure your patients are getting the best lenses on the market and you are getting the best support for your business. Choose Vision-Ease Lens — the innovation leader.



The Skin Cancer Foundation recommends this product as an effective UV filter for the eyes and surrounding skin.



Meets AOA specifications for blockage of UVA and UVB rays.

SECOND LOOK

Modo Bows Sun Collection for Spring/Summer '08

NEW YORK—Modo has added seven new styles to their Sun collection for Spring/Summer 2008.

Modo's original concept of matching a sophisticated frame with highly-engineered lenses remains in these new, chic designs. All of the frames are hand-crafted in Japan and feature innovative details, like the incorporated, almost invisible spring hinge on the temples. The lenses feature Modo's exclusive M-DO technology, developed in Japan, on CR39 lenses, which are available in gradient or polarized with a multi-layered hand lamination process to make them clear, lightweight and impact resistant.

Ranging in names from Alberto to Monica to Giada, the Modo Sun collection is named after Italian actors from Cinecitta, Italy's Hollywood of the 50s, further emphasizing the timeless feel of the frames, as well as Modo's Italian heritage. The new styles include the Valentina, an oversized, glamorous acetate that features deep, textured colors and gradient lenses, bringing a markedly retro feeling, which is also revisited by the flat fronts of Guido and Ginevra. The Alfredo is an acetate that adds a modern twist to a classic, timeless design.

The new styles in the Modo Sun collection are priced to the dispenser between \$110 and \$138. ■■



The Camilla in red (top) and the Valentina in black (bottom) from Modo's Spring/Summer '08 Sun collection.

SECOND LOOK

Viva Releases New Gant Styles for Both Men and Women

SOMERVILLE, N.J.—Viva International Group introduces "Lap of Luxury," a new optical group from Gant Eyewear for men and "Majestic Splendor," the latest optical duo for women.



The G Lowell for men (top) and the G Alise and G Trude for women (below) from Gant Eyewear and the Viva International Group.

The men's group is inspired by some of Manhattan's most famed hotels known for their unsurpassed architecture and attention to detail. The G Lowell features a flat metal rectangle front that complements handcrafted acetate temples which feature masculine metal treatments on the endpiece. The G Newton is similar to the G Lowell but with a semi-rimless flat metal front.

The women's grouping features structured details coupled with an elegant profile and hand-made acetate temples accented with a vivid display of marbled colors. The GW Alise features a semi-rimless flat metal, modified rectangle front that blends with metal endpieces. The GW Trude features a full-rimmed metal front design with a wider and straighter rectangle front profile.

A new assortment of POP materials is available to complement these new releases from Gant and Viva International and the styles are priced to the dispenser between \$59.95 and \$62.95. ■■

From VisionMonday
VMail
Extra

Instant Access!

Whether you are on the road or right at home, the only twice-weekly electronic newsletter for the optical industry is now delivered right to the palm of your hands! VMail Extra's PDA friendly format gives you portable access to the optical industry so you can stay connected!

Same great features, more portable than ever!

- Delivered to your inbox twice weekly – Monday and Thursday.
- Reports up-to-the minute news in the optical industry.
- Reports breaking news as it happens.
- Financial news from OptiStock.
- Reports on Who, What, Where, When and Why.
- Full access to current archived articles, web-only features, continuing education, classifieds, the new WebTV and much more on VisionMonday.com.

83¢ per edition

You'll receive more than 104 issues...that's less than 83¢ per edition (\$85.95 per year) for all the news you need to stay well-informed about the optical industry. Do not be left out! Other optical professionals are now receiving VMail Extra and so should you!

To subscribe to VMail Extra, go to www.visionmonday.com

For additional subscription information, email: vm-info@jobson.com. Contact us for bulk subscription rates.



Are You In The “O” Zone?

Free Lens Series

- Is digital surfacing accurate to 100th of a diopter
- Available on any lens style
- Includes your favorite anti-reflective coating from Three Rivers Optical



If you're looking for quality lens options for your patients with bifocal needs, step into Three Rivers Optical's "O" Zone. Our "Free" Lens Series offers one-of-a-kind bifocal designs that fill a void in the optical industry. With our unique, patented "Round Seg" technology, your patients will experience the best in bifocal lenses.

TR O Seg – Is a patented lens design created to fill a void in the optical industry. You can now get a lined bifocal in polycarbonate or any resin material in an add range from .50 to 5.00. The softness of the bifocal line is cosmetically pleasing and virtually unnoticeable when worn. The seg size is customizable from 10mm to 45mm.

TR O Blended Seg – Is a lens design created to bridge a gap in the optical industry. For the first time you can now get a blended bifocal in all materials. Add range from .50 to 5.00. The unique blend zone is narrow and easy for patients to adapt to. A great alternative for patients who just can't wear a progressive or do not want a line.



Get in the "O" Zone today. Call Us Today for Your Patient's Bifocal Needs.

Three Rivers Optical • 800.756.2020 • www.threeriversoptical.com



SECOND LOOK

Lacoste Offers Limited Edition Styles to Mark 75 Years

MORRIS PLAINS, N.J.—This year marks the 75th anniversary of the Lacoste brand and to celebrate they have launched a capsule collection of sunwear from Charmant USA, featuring the original logo with a contemporary twist.

For men, the 12431 sunglass, available in white, black and brown, is a dynamic shaped frame with a vintage touch. A metal bar integrated on the top rim, as well as the double bridge and the metal ring on the solid acetate end tips, provide a sporty, elegant look. Filigree metal temples and a tone-on-tone logo embossed on the temples exemplify understatement.

The soft angular model 12622 for women projects an image that is both classic and fashionable. The double-layered acetate in black, white or beige with a silver metal crocodile inlet on the temple emphasizes brand consciousness, while the metal ring on the end tip highlights the brand's sporting heritage.

Both styles feature the silver grey three-ball anniversary logo and are priced to the dispenser at \$60. ■■



The Lacoste men's sunglasses 12431 in black (top) and the women's 12622 in white (bottom) from Charmant USA.

SECOND LOOK

Kaenon Polarized Bows 2008 Collection

NEWPORT BEACH, Calif.—Kaenon Polarized has released its 2008 Collection. Highlights include eight original frames for men and women featuring the company's patented SR-91 polarized lens technology.

The new releases include the Kabin, a unisex frame molded from TR-90 with Variflex nose pads; the Lewi, a lightweight, maximum coverage frame made of injection-molded TR-90 with ergonomically engineered paddle-shaped temple tips; and the unisex Baton, a compact, ultra-light, super-strong TR-90 frame with a narrower fit and tall, load-spreading temple tips for smaller to medium size face shapes.

Also new are the Burny, a progressive and performance-minded take on classic style with distinctive temples, custom stainless-steel hinges and logo detailing for men and women; the Leila, an Italian-crafted piece for fashionable women who desire premium optics, comfort and sexy style; the slightly oversized Calais, featuring sophisticated street appeal with elegant lines and distinctive inlays on the temples; and the Zaza, a "contemporary-vintage" oversized frame crafted in Italy for the fashion-conscious woman looking for the ultimate in luxury performance.

The all-new Spindle Series, a family of featherweight, retro-inspired, semi-rimless metal frames is also available. The soft rounded corners of the S1 offer a conservative look; the harder edges of the S2 offer greater coverage and an edgier feel; and the S3 is Kaenon's modern reinvention of the classic aviator.

The Kaenon Polarized line is priced to the dispenser between \$89.50 and \$149. ■■



The Leila in black opal (top) and the Zaza in tortoise (bottom) from Kaenon Polarized 2008 collection.



A Sterling Franchise Can Take You to the Next Level

Want to supercharge your optical business by belonging to a national chain? Or do you simply dream of being your own boss? Here's your chance!

A Sterling Optical franchise gives you:

- Big-company savings and buying power
- National and regional cooperative advertising
- A comprehensive system for easy operation
- Promotions that build traffic and increase profits
- Point-of-sale customer retention programs
- Access to exclusive group vision plans

We have buyers ready in NY, NJ, PA, MD, VA and CA!

Call Scott Finn today at 1-800-856-9664 to learn more about franchising opportunities with Sterling Optical!

www.sterlingoptical.com



Shamir Launches New Aspheric/Atoric Back-Surfaced Lenses

NEW YORK—At last month's International Vision Expo East, Shamir Insight executives unveiled a new line of enhanced semi-finished progressive, Shamir DLT (Direct Lens Technology). Positioned as an alternative to bridge the gap between Shamir's standard semi-finished and Autograph lines, the DLT line offers patients better back-side optics than standard back-surfaced semi-finished lenses, at a reasonable value, according to the company.

Utilizing existing semi-finished Shamir designs (such as Creation, Piccolo, Office and Attitude), the DLT line incorporates an aspheric/atoric back-surface, which complements and enhances the effectiveness of the front design. The Shamir partnering lab takes Shamir's existing semi-finished product and grinds the patient's Rx and a special aspheric grid onto the back surface of

the lens with a computer-driven, diamond-point, lathe instrument, resulting in minimized peripheral aberrations.

"The DLT line is ideal for patients who are having trouble adapting to progressive lenses, because of the highly reduced distortion," said Raanan Nafatalovich, CEO. "Our field research has told us that there is a demand for a middle-tier lens with better performing optics, but at a reasonable price. With the DLT line, we are giving the market a perfect solution, patients can look forward to improved optics and appreciate the affordable value."

Shamir's DLT line will consist of Shamir CreationDLT, Shamir PiccoloDLT, Shamir AttitudeDLT, Shamir OfficeDLT. All materials currently available in these semi-finished designs will also be available in the DLT line, which will be released in Summer 2008. ■■

Mondays LOOK EVEN BETTER

We've Made **More Enhancements** to VisionMonday.com!

NEW Look...
Feel...
Functionality!

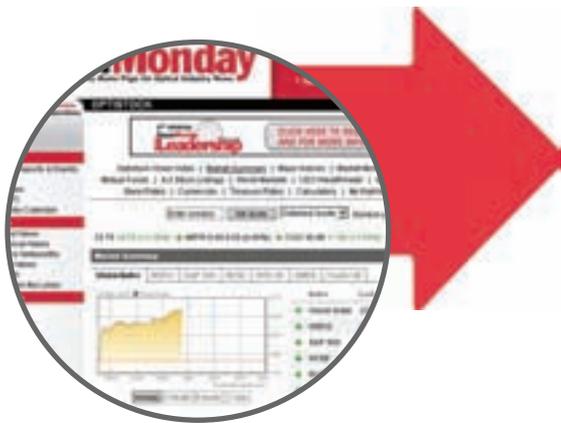


VisionMonday WebTV

The industry's only video network has been enhanced to give you easier access to the latest industry topics! Watch, learn and listen to what industry manufacturers have to share with you on channels including frames, special events, progressive lenses, lens coatings and treatments, finishing equipment and practice management.

NEW FEATURES:

- ▶ View the Video of the Week
- ▶ View videos directly from YouTube.com



OptiStock

Get the latest stock quotes, financial and investment news for publicly traded vision care companies, featuring live prices and the OptiStock Index.

NEW FEATURES:

- ▶ Live Scrolling Ticker of OptiStock Index
- ▶ User-friendly organization of market topics for easier navigation

**OPEN FOR
BUSINESS 24/7!**

Please call **Bill Scott** for advertising information **(212) 274-7131**



VisionMonday.com

fashion

By Deirdre Carroll

F.Y.EYE

When your mother is a former Chanel model and your career pedigree includes a stint as accessories editor at British Vogue it isn't surprising that you would then go on to open one of the most successful and glamorous accessories houses of our day. And that is exactly what Tamara Mellon, founder of Jimmy Choo, has done.

While at Vogue, Mellon noticed a lack of style and variety in the existing accessories market and recognized the potential. In 1996, she approached shoe couturier Jimmy Choo, who created bespoke shoes for elite clients in the East End of London, with the idea of launching a ready-to-wear shoe company.

Twelve years later, Mellon continues to take an active role in the running of the business as president ensuring that her vision of a quality, luxurious and fashionable product is maintained and continues to evolve with the expanding needs of the business. That evolution has led to the launch of the first Jimmy Choo eyewear collection in partnership with The Sàfilo Group. F.Y.Eye discussed this new development with Ms. Mellon, whose company now provides luxe, glamorous accessories for women from head to toe.

1 What are the most important influences on your design work?

I am inspired mostly by art and travel and on a personal level by my daughter Minty.

2 Describe the ultimate Jimmy Choo woman.

The Jimmy Choo woman has no particular age but has a confident attitude, a sense of style, glamour and sexiness.

3 What's been the greatest challenge in interpreting the Jimmy Choo design philosophy or perspective into an eyewear line?

Since the Jimmy Choo woman is independent, glamorous and sexy, it was crucial to incorporate that into the eyewear by creating sexy provocative designs that ultimately relates back to the product and the world of Jimmy Choo.

4 What are some of your favorite pieces or characteristics of the eyewear collection?

I love them all. The JJ frame seduces with its sexy shape wrapping around the face in a knotted "snake" effect, a detail echoed in Jimmy Choo's sandals for Spring Summer '08. The Lou frame with its ornate oval hinges adds a glamorous effect and is offered in alluring hues. The Rock,



designed for a sophisticated, strong woman, is chic and embellished with Swarovski crystal studs like many iconic Jimmy Choo bags.

5 What is the best advice anyone ever gave you?

Feel the fear and do it anyway. ■■

LAUNCHES

Sàfilo Unveils the Jimmy Choo Ophthalmic Collection

By Deirdre Carroll
Senior Editor

PARSIPPANY, N.J.—The Sàfilo Group and Jimmy Choo have launched a collection of ophthalmic frames for Spring Summer 2008.

"The Jimmy Choo ophthalmic collection offers both a modern edge and a vintage feel as does our recently launched sunwear line," said Dick Russo, executive vice president of Sàfilo USA. "The Jimmy Choo brand is synonymous with luxury and glamour and has built an extremely loyal female following over the past decade for its shoe and handbag collections. We expect a similar love affair with our Jimmy Choo eyewear collection."

The collection offers seven modern optical styles designed for women; five plastic styles and two plastic/metal combinations, in a variety of vintage, round and oval, classic rectangular, rimless and semi-rimless shapes.

The characteristic and distinctive details are discreetly eye-catching, with styles that offer unique cut-out temples with Jimmy Choo logos or signature hardware, drawing inspiration from Jimmy Choo shoes and handbags.

Metal styles range in tones of dark



A Jimmy Choo ophthalmic ad image featuring style JC01.

ruthenium/onyx, brown pearl, silver pearl and gold pearl; while plastic styles include classic tones of black, brown, havanna, gray, brown/deep red and champagne.

The Jimmy Choo optical collection includes style numbers JC01, JC02, JC04, JC05, JC13, JC14 and JC16. Four more styles have been added to the collection this month.

Logo detailing, inspired by the

"The Jimmy Choo brand is synonymous with luxury and glamour and has built an extremely loyal female following over the past decade for its shoe and handbag collections. We expect a similar love affair with our Jimmy Choo eyewear collection."

—Dick Russo, Sàfilo USA



brand's modern day hardware design elements, includes the oval metal ring, the small visible studs and the round logo plaque.

POP for the collection includes counter cards, posters, banners, logo, plaque, counter tray, 1-place highlighter, 3-place display, 10-place display and mirror. The Jimmy Choo ophthalmic collection from Sàfilo is priced to the dispenser between \$95 and \$100. ■■



The Jimmy Choo JC10 optical style from Sàfilo.

Thank You for Making Eye Rock a Success!



Give the Gift of Sight extends a special thank you to the pioneering sponsors of the first annual Eye Rock concert in New York City on April 10, 2008.

This special night brought together 30 optical industry professionals and showcased their musical talents in a lively and fun-filled rock concert. All proceeds from ticket sales benefited Give the Gift of Sight, a family of charitable vision care programs offering free eye care and eyewear to millions in need around the world.

• Star Sponsor •



• Spotlight Sponsor •



• Curtain Call Sponsor •

CIBA Vision Cooper Vision Ocuco, Inc.
Younger Optics Advanced Medical Optics

• Encore Sponsor •

Charmant Eyewear by ROI Gadge USA
HOYA Vision Polycore Professional Image
Optical Training Institute

We would also like to thank the OffAxis band, Bad Habits, and all our entertainers.

OffAxis Band

Steve Santinelli, Santinelli International
Steve Wheaton, Santinelli International
David Salk, Eclips
Andy Karp, Jobson Medical Information LLC
Robert Shanbaum, Ocuco
Bill Gerber, Global Impact Group/GIG
Calvin Howell, Polycore Optical USA
Jonathan Schwartz, HOYA Vision

Guest Performers

Randy Adams, Allergan
Paul Shyer, Eastern States Eyewear
Maribel Lee, Luxottica Retail
John Vaught, National Vision
John Alofs, ROI Eyewear
Joe Santinelli, Santinelli International
Shane Lindsey, TopCon Medical Systems
Dr. Gary Gerber, The Power Practice

Miles McLennan, Allergan
Jason Shyer, Eastern States Eyewear
Bob Stein, National Vision
Gerry Ludwin, Optical Training
Eric Lindquist, Specialty Lens Corporation
Steph Hamilton, TopCon Medical Systems
Mike Cooper, Trisupreme Optical



The Eye Docs of Rock, Bad Habits



Steve Santinelli, Gerry Ludwin and Andy Karp during the Off Axis Set



Right to left: Dr. Gary Gerber, Bob Stein, Gerry Ludwin, Eric Lindquist, Steph Hamilton

Bad Habits, The Eye Docs of Rock

Jules (Mike) Raies, OD
Pat Dollenmayer, OD
Tony Fenton, OD
Ken Kuhn, OD

Mark Schindler, Universal Music & Video Distribution

We look forward to a bigger and better event next year



GIVE THE GIFT OF SIGHT
A LUXOTTICA GROUP INITIATIVE

If you are interested in becoming an Eye Rock sponsor in March 2009, contact Susan Knobler at 513-765-6248 or sknobler@luxotticaretail.com.
If you are interested in performing, contact Steve Santinelli at 631-731-1317 or ssantinelli@santinelli.com.

HIGH VISIBILITY

ADIDAS EYEWEAR has won two Red Dot design awards for their Agilis and Suria frames.

Red dot honors companies that exemplify design quality and forward thinking; past winners include

Apple, Mercedes-Benz, Sony and Philips. "Red dot is one of the most highly regarded international

design competitions in the world," said Jeff Ravreby, Adidas' U.S. brand manager. "The fact that we won awards

for both performance and fashion exemplifies how consistent, versatile and innovative our design team can be

across all categories."

All of this year's winners

will be displayed

in the Red dot design

museum in Germany...



Danica Patrick in the Kaenon Polarized Calais.

KAENON POLARIZED since the

brand's inception, Patrick has been col-

laborating with the company on product

design and branding since 2003 and

was wearing a prototype of the Kaenon Polarized

new Calais sunglass during the race weekend in

Japan. "From the day I met Danica, I believed she

would achieve history and transcend her sport,"

said Steve Rosenberg, company founder. "Huge

IndyCar Series driver

Danica Patrick made

history at the Indy

Japan 300 on April 19,

as the first woman to

ever capture a major auto racing victory. Wearing



The Rudy Project's Zyon Sailing frame.

congratulations go to Danica, her very supportive family

and her team on their monumental achievement"...

The **RUDY PROJECT'S** Zyon Sailing frame with

ImpactX Polarized Photochromic Grey Lenses has been

recognized by the editors of *Outside Magazine* for a

2008 Gear of the Year award. With comprehensive

reviews of more than 300

proven products, *Outside*

Magazines Gear of the

Year awards honor the

very best in adventure gear, from sports equipment,

tools, and gadgets to footwear, outerwear, and sun-

glasses. The Zuma helmet from Rudy Project was also

recognized by *Outside Magazine* for their 2008 Killer

Value Award.



The Adidas Suria.

BOLD FACE

Robert Downey Jr. and Terrence Howard wear **Robert Marc** sunglasses in the recently released action film,

Iron Man. Downey,

the reluctant and

flawed hero of the

film, wears the

RM719 (shown), while Terrence Howard, as his Air Force

colonel best-friend, wears

the RM727...

Teenage heartthrobs, whose

music is inspired by an eclec-

tic musical range, The Jonas

Brothers are currently on the



road promoting their "Look Me in the Eyes" tour and Nick

Jonas, the youngest of the three, is doing it in style in his

Karl Lagerfeld KL610S sunglasses from **Marchon**...

Kevin Spacey wears the

ClearVision Adam opti-

cal frame in his upcom-

ing HBO TV movie

Recount, where he

plays Ron Klain, vice

president Al Gore's

chief of staff, during the controversial recounting of the

votes for the 2000 U.S. Presidential election. The movie

is set to air during the 2008 Presidential election...

A glowing and pregnant Jessica Alba has been seen



around town in L.A. running

errands wearing the best-sell-

ing Chloe Mimosa sunglass-

es from **L'AmY America**...

And there must be a connec-

tion between pregnancy and

glamorous oversized sunglasses because rocker mom,

Gwen Stefani, who is expecting her second child with

husband Gavin Ross-

dale, has also been

seen out-and-about

wearing the Jimmy

Choo JJ sunglasses

from **Sàfilo USA**.





SUN TRENDS

All Seasons Polarized Sunwear



www.i-dealoptics.com
1-800-758-6249

i-deal
optics
good looking prices



CONTACT LENSES

Acuvue Oasys Now With Hydraclear Plus in Plano Lens

JACKSONVILLE, Fla.—VISTAKON, a division of Johnson & Johnson Vision Care, Inc. announced that Acuvue Oasys with Hydraclear Plus is now available in a plano lens for therapeutic use (8.4 mm base curve), and will be promoted to eye-care professionals by the VISTAKON Pharmaceuticals, LLC sales force.

The U.S. Food & Drug Administration (FDA) granted an additional indication for Acuvue Oasys in October, 2007, approving the lens for therapeutic use as a bandage lens for certain acute and chronic ocular conditions. Acuvue Oasys for therapeutic use can also provide vision correction during healing if required. FDA approval of Acuvue Oasys for therapeutic use as a bandage lens includes the following acute and chronic ocular conditions:

- For corneal protection in lid and corneal abnormalities such as entropion, trichiasis, tarsal scars and recurrent corneal erosion.

In addition, it is indicated for protection

where sutures or ocular structure malformation, degeneration or paralysis may result in the need to protect the cornea.

- For corneal pain relief in conditions such as bullous keratopathy, epithelial erosion and abrasion, filamentary keratitis, post-keratoplasty.

- For use as a barrier during the healing process of epithelial defects such as chronic epithelial defects, corneal ulcer, neurotrophic and neuroparalytic keratitis, and chemical burns.

- For post surgical conditions where bandage lens use is indicated such as post refractive surgery, lamellar grafts, corneal flaps, and ocular surgical conditions.

- For structural stability and protection in piggy back lens fitting where the cornea and associated surfaces are too irregular to allow for corneal rigid gas permeable lenses to be fit.

For more information, call (800) 843-2020 or go to www.ecp.acuvue.com. ■

CooperVision 'Shares the Vision' in Regional Program

FAIRPORT, N.Y.—CooperVision has continued its support of the Association for the Blind and Visually Impaired-Goodwill Industries of Greater Rochester (ABVI-Goodwill) through the Share the Vision program. Over the past year, CooperVision has donated more than \$17,000 to the program, which helps support residents of the Greater Rochester and Finger Lakes region who lack access to professional eyecare services.

"The Share the Vision program with CooperVision is another example of the type of public-private partnership that is so vital to the ongoing success of our organization," said A. Gidget Hopf, Ed.D., president and CEO of ABVI-Goodwill. "We are so grateful to CooperVision and to the program's participating eyecare professionals for their very generous support of our mission."

On a quarterly basis, CooperVision donates 2 percent of its contact lens sales

from participating practices to ABVI-Goodwill The Share the Vision program, designed to help promote the importance of maintaining good eye health, and to enhance preventive vision and eyecare services offered to those in need throughout the community. Currently, more than 61 local optometrists are signed up.

"CooperVision understands just how important it is to receive regular eye exams to help maintain optimum vision and eye health," said Tom Shone, president, CooperVision USA.

Share the Vision proceeds will benefit ABVI-Goodwill's Project Eye Care outreach program. More than 4,000 individuals have received treatment through Project Eye Care since it began in 1995. ECPs interested in joining the Share the Vision program should contact Karen Napondano of CooperVision at (800) 341-2020. Participation is free, but eyecare practitioners must be enrolled. ■

The leader in AR now
makes surfacing and finishing fly.

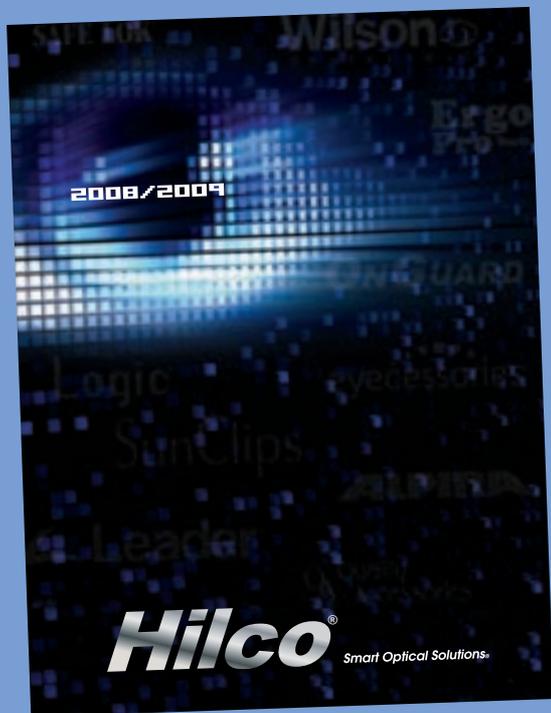


Call today for more information on iCoat's coating, surfacing and finishing services: **800.832.2628**
icoatcompany.com

 **COAT**
Making lenses better.

THE DISPENSER'S MOST INDISPENSABLE TOOL

The **Hilco**[®]
2008/2009 catalog
is now available!



Contact us at **(800) 955-6544**
to order your copy if you haven't
already received it in the mail!

NEWS VIEWS

COLA Hosts Annual Spring Meeting

EL CAJON, Calif.—West Coast optical laboratories and vendors gathered at the Sycuan Resort here for the California Optical Laboratories Association (COLA) annual spring meeting. At the President's Reception and Dinner, Terry Yoneda, sales representative for Younger Optics, was presented with the 27th annual West Coast Good Fellow Award. The Good Fellow is presented alternatively each year to a West Coast lab employee and a vendor for his or her contributions to the optical industry and an "all around good fellow."

Yoneda started with Younger in 1994 and before that worked for Hoya. "I've been in the optical industry over 30 years now. I would probably still be working in a liquor store if it wasn't for that very first opportunity in the optical industry," said Yoneda in

his acceptance speech.

The highlight of the vendor presentations on day two was a digital surfacing forum with a panel of industry representatives including Laurie Badone of Seiko Optical Products, Raanan Naftalovich of Shamir Insight, Bruno Salvadori of Signet Armorlite, Keith Cross of Younger Optics and K.C. Haffey of Essilor of America. Unlike other panel presentations, there were as many comments from the floor as there were from the panel members.

When the issue of machinery cost for optical laboratories was raised, it was Matt Schmidt-Wetekam, principal owner of Perfect Optics in Vista, Calif., who offered a solution. "Just like a coating center, you can have a freeform center for other labs. Right now, Perfect Optics makes freeform lenses for 20 other labs," explained Schmidt-Wetekam.

Steele Young from Satisloh added, "We are in the early stages of eliminating the old way of making lenses. Satisloh is mak-

ing a hybrid machine that can process both standard and freeform lenses."

Mike Everhart, DAC Vision suggested, "Throw away the laps. Throw away the cylinder machines. Freeform is more than just for PALs. It's a better manufacturing process."

Panelist Raanan Naftalovich, Shamir Insight, summed up the discussion with an iPod metaphor. "The music will continue to play but on a different machine."

—By Christie Walker



Laurie Badone, Seiko and Chip Heavican, DAC, together at the COLA event.



(L to r) Glenn Phelps, Express Lens Lab, Gary Peterson, PSI, and Bill Ball, DVI, gather to honor the West Coast Good Fellow.



West Coast Good Fellow, Terry Yoneda (II), accepts his award from Richard Sellinger, Vision-Ease.



Outgoing president, Keith Grossman (II), Empire Optical accepts a thank-you plaque from incoming president, Tim Steffey, Sunstar Optical.

Optical Services International Holds Winter Meeting

ST. KITTS, West Indies—Optical Services International, a leading association of independent wholesale laboratories, recently completed their winter meeting at St. Kitts, West Indies.

Steve Kodey with The Vision Council started the meeting with a 2007 market overview and outlook. The discussion led to the development of new programs for 2008.

Donna Vernier and Scott Betcher with Transitions Optical, debuted an exclusive OSI program for 2008. It will be presented to the marketplace in late second quarter of this year.

A new ECP practice building program was discussed and will be available later in the year. Each participating office will be given step-by-step programs to build their business.

"This was an excellent and productive meeting," said Dana Weeks, president of Optical Services International. "The upcoming programs that the ECPs will have access to through OSI members are



At the OSI meeting in St. Kitts, West Indies are, left to right, Scott Betcher of Transitions, Dana Weeks of OSI, Jeramie Register of Opti-Matrix, Dale Parmenteri of Balester Optical and Jim Evans of NEA Optical.



Donna Vernier of Transitions Optical and Dale Parmenteri of Balester Optical enjoying some down time during the meeting.

some of the best we have ever offered."

OSI Members will hold their next meeting in conjunction with Vision Expo West in October. ■■



eastwest eye conference

October 2 - 5

2008

cleveland convention center

- Premier Optometric Conference in the Midwest
- Over 250 hours of education for ODs, Opticians, Allied Eye Professionals
- Exhibit Hall with the latest and best presented by optometry's vendor friends
- Exclusive Friday Night Party at the Rock and Roll Hall of Fame
- Major sponsorship by Alcon, CIBA Vision, CooperVision, Diversified Ophthalmics, Vistakon

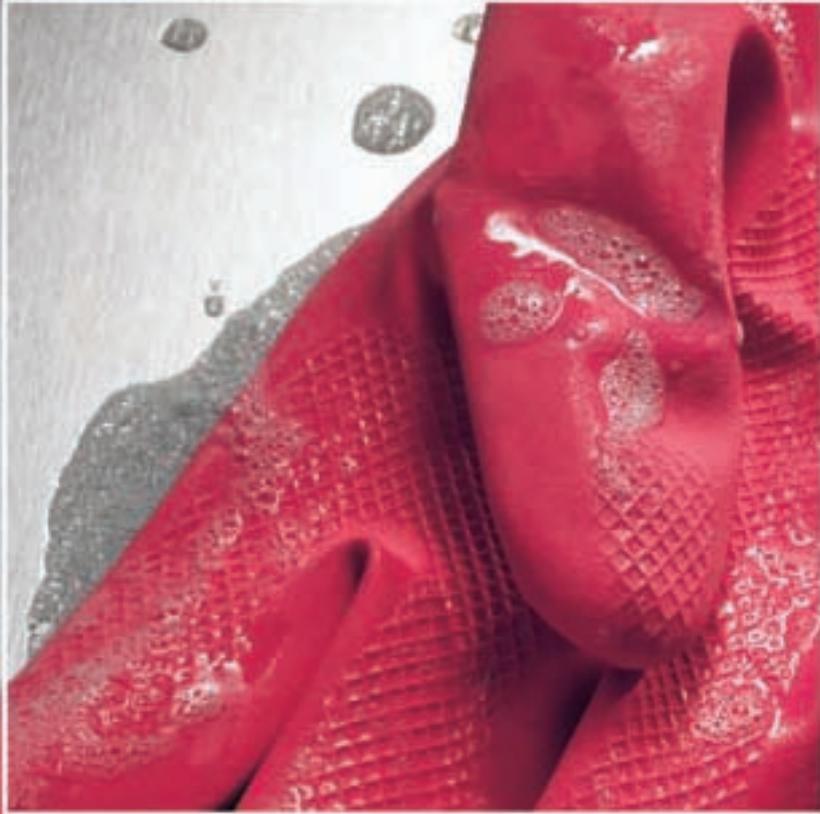
for registration information:

800-999-4939 • info@ooa.org • www.eastwesteye.org

EastWest Eye Conference • P.O. Box 6036 • Worthington, OH 43085

See the Video of the Week

www.VisionMonday.com



**Lose the gloves,
gain productivity.**



G4 cleaning and hardcoating system

The G4 is the first system to combine a scratch resistant spin coating process with an automated steam cleaning system. Equipped with dual lacquer capability and VCA interface, the G4 allows for automatic choosing of tintable and non-tintable lacquers. No need to stop the process, glove up and clean lenses by hand. By eliminating the hand-cleaning step, the G4 increases yield and productivity, processing up to 100 jobs per hour. The automated process makes this a one-man operation and reduces cost. Goodbye gloves, hello results.

VM MARKETPLACE

Advertising Information: (800) 983-7737 • Fax: (610) 854-3780

Help Wanted



Shamir Insight Inc.

the USA sales, marketing and distribution center for Shamir's Premium Occupational & Progressive lenses. **Account Executives** wanted for the following territories:

- Los Angeles, CA
- Connecticut/Bronx, NY
- San Francisco, CA
- Louisiana/Mississippi
- Dallas Fort Worth, TX
- West Texas/New Mexico

• Also Available: Web Programmer position – San Diego, CA

Proven experience in the optical lens industry required

SII offers an excellent compensation package with benefits including 401K!

Fax resume to Joyce Hornaday 858-444-3844
or e-mail: jhornaday@shamirlens.com

Help Wanted

INDEPENDENT MULTI LINE SALES REPRESENTATIVE

Gary Scott LLC distributors of **Oliver Goldsmith Sunglasses** is seeking experienced independent sales representatives for the Southeast and Midwest USA. Candidates should have prior experience selling to high end optical stores and/or boutiques. Send resume and references to garyscottoptics@aol.com



CNC Eyewear

Stylish Eyewear at Affordable Pricing

IMAGE **ABS** **TI wear**

- Private Label • Metal Frames as low as \$5.00
- Stainless Steel & Acetate frames as low as \$24.95
- Flexible Titanium frames as low as \$24.95
- One year warranty on all frames

— Independent Sales Representatives wanted for all territories —

Call today for your free catalog.
phone: 866-756-4262 • fax: 570-719-0436
e-mail: info@cnceyewear.com

Well-established importer of optical frames seeking

Account Executive Representative

to service or call on major retailer/labs/distributors. Domestic and International.

Great opportunity

Fax resume to **718-633-5231**
or e-mail lydrew@aol.com

EXTRA COMMISSION!

Supplement your existing sales with a complete line of optical supplies, equipment and lenses. Introduce to your existing clients. Nothing to carry except a catalog. Short resume to don@superoptical.com or 800-543-7376.

Business Opportunity

RETAIL STORE
Hurst, Texas

Midway between Dallas and Fort Worth
30-year history
2400 sq. ft. — No Debt

Priced to Sell
214-750-5793

Independent Sales Representatives Wanted

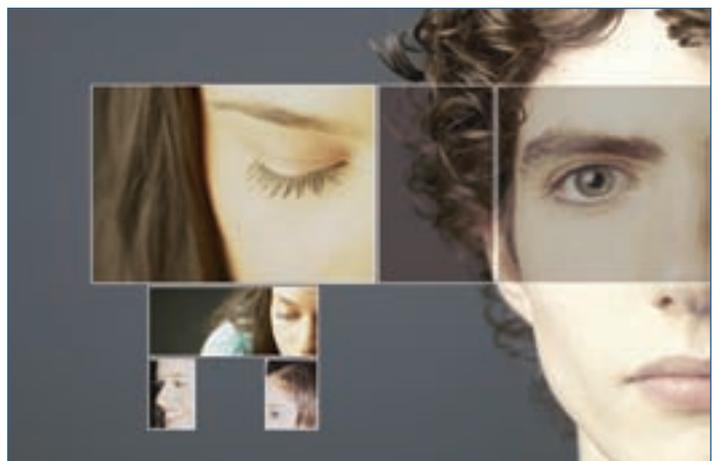
Based in Watkinsville, GA. Tifosi Optics designs and distributes technologically-advanced sports optics worldwide.

Tifosi Optics is seeking motivated candidates to call on existing and potential account base in their territory to promote Tifosi Optics plano and RX sunglass models. **Responsibilities:** Generate new business in territory. Increase volume and profits in territory from previous year sales in same territory and meeting or exceeding quarterly sales goals. Conduct clinics and training on Tifosi Optics product to optical staff. Position reports to National Sales Manager.

Territories Available: IL, IN, New England, N. CA, S. CA, TX

Qualifications: Overall knowledge of optical industry. Bring existing relationship with optical accounts and buyers to set appointments for Tifosi Optics presentations. Must have excellent communication skills and be able to communicate with inside staff on a regular basis about existing business and new prospects.

Send resume to:
Adam Brim
National Sales Manager
Adam@Tifosioptics.com



Need help?
Want to inform clients of your products or services?
Extend your reach and get results when you place your classified ad in print and online.

Call Phil or Al
800-983-7737
FAX: 610-854-3780

www.VisionMonday.com



VM MARKETPLACE

Advertising Information: (800) 983-7737 • Fax: (610) 854-3780

Merchandise Offered

Premium Microfiber Cloth

Buy 1200 Pieces Printed, get 200 Free!
Buy 1800 Pieces Printed, get 300 Free!
on Premium or Ultra Cloths

Amount	Unprinted	Custom Printed
1200+	19 cents each	24 cents each
600-1100	30 cents each	35 cents each
300-500	35 cents each	43 cents each
100-200	40 cents each	59 cents each



5¢ Upgrade to the Ultra Microfiber Cloth

- Add only 5 cents per piece to advertised prices
- Customize your own microfiber cloth
- Cloths are 6" x 6"
- New Microfiber cloth display only \$14.95 with order!



Stormin' Norman's® Optical Supplies

Call to Order!

Mention Code VMMA08
1.800.288.4512 Fax:
561.995.9531
Info@snoptical.com
www.storminnormans.com

Stock Lenses!

No Minimum • Volume Discounts

CR39 Fast Tint	\$1.42 pr.
AR CR39 HMC	\$3.75 pr.
Polycarbonate Tintable	\$3.79 pr.
AR Polycarbonate HMC	\$3.79 pr.

Polarized Plano Lenses

1-5 pairs....\$13.95 6 pairs+....\$11.95

*Multiple specials/discounts may not be combined. Must mention coupon code at time of order. While supplies last. May be withdrawn at anytime. Offer good until June 16, 2008. Please call for details.

Frame Displays.com
The eyewear display experts™

Let us design your optical dispensary or design it yourself with our quality display products

MTE 12 Lockable & open Mini-Tubix rods by concept-s

MTE 18 Rotating displays

Wall mount acrylic display panels

MTE 24 Y-clip & custom rod

Countertop displays

Browse & order online at www.framedisplays.com **Call toll-free: 877-274-9300**

Free shipping on orders over \$150, enter code VJM77 Excludes freight shipments

SOFT CONTACTS • SOFT PRICES

Bradford Optical, Inc.

800.435.5535

www.BradfordOpticalInc.com

LANE SPECIAL - \$9,995.00

AO Custom or Marco Combo Unit (3 arms)
 AO Phoropter
 B&L or Marco Keratometer
 Burton or Mentor Slit Lamp
 AO or Marco Projector w/mount, slide & screen

Belrose Refracting Equip. Co.
 For The Finest Equipment "In-Sight"
 3734 W Oakton St., Skokie, IL
800-875-5235
www.belroserefracting.com

\$AVON
 eyewear

"The Brand Name Liquidators"
 Hand Picked Designer Frames For Less

800-758-6249
www.savoneyewear.com

ALL DESIGNER FRAMES \$16 OR LESS

That's right! Contact us and find out why we've become "America's largest surplus designer frame distributor"

Del Rey Optical
 Phone: 866. 289. 3937
 Fax: 310. 306. 7885
www.delreyoptycal.com
 E-mail: sales@delreyoptycal.com

View Online Classifieds at

www.VisionMonday.com

VM MARKETPLACE

Advertising Information: (800) 983-7737 • Fax: (610) 854-3780

Lenses

National Lens

America's Leading Discount Lens Distributor

Phone: 1.866.923.5600 • Fax: 1.866.923.5601

www.national-lens.com

Now Available
Single Vision Finished Spectacle Lenses
Call For Details

It's no secret that the cost of contact lenses continues to rise. **Practitioners who wish to remain competitive need a competitive edge in their contact lens purchases. It's my pleasure to introduce you to National Lens. At National Lens, our mission is to offer our customers the highest quality products at the most competitive prices. We are committed to a higher level of service and offer a huge in-stock inventory that ensures same day shipping for most orders. We do not backorder lenses.**

Remember, our goal is to help you achieve greater margins through strategic buying opportunities. We gladly accept Visa and MasterCard for your convenience and look forward to hearing from you.

Please accept our invitation to start saving money today. Call, fax or ORDER ONLINE. All orders received by 3 p.m. EST are shipped

*NEW LOWER PRICES

the same day, **FREE** 1st class when available. Mention this ad and get a free gift with your first order.

*NEW LOWER PRICES

Spring 08	Low	Lower	Lowest
Bausch & Lomb	1 to 5	6 to 10	11 & Over
PureVision	*26.00	*25.25	*24.50
SOFLENS 38	11.95	11.75	11.25
SOFLENS 59	9.25	8.95	8.75
SOFLENS MULTIFOCAL	28.95	28.75	27.95
CIBA VISION	1 to 5	6 to 10	11 & Over
COLOR BLENDS	23.95	23.75	21.95
FOCUS 1-2 Week	13.95	12.95	10.95
FOCUS MONTHLY	15.95	14.25	13.25
FOCUS NIGHT & DAY	41.75	40.75	38.50
FOCUS DAILY 90 PK	33.95	32.95	31.95
02 OPTIX	15.75	15.25	14.75

Spring 08	Low	Lower	Lowest
CooperVision	1 to 5	6 to 10	11 & Over
EXPRESSION - OPAQUE PLANO	*21.95	*20.95	*19.95
BIOMEDICS PREMIER	*15.95	*13.95	*12.25
BIOMEDICS XC, 38% & 55%	*15.95	*13.95	*12.25
FREQUENCY 55%	12.45	12.35	12.25
FREQUENCY 55% ASPHERIC	12.45	12.35	12.25
Z4 & Z6	15.95	13.95	11.95
Johnson & Johnson	1 to 5	6 to 10	11 & Over
ACUVUE 2	13.90	13.75	13.50
ACUVUE ADVANCE	17.95	17.75	17.50
ACUVUE OASYS	22.50	21.75	21.25
IMPRESSIONS COLORS <small>HOT NEW ITEM</small>	19.95	19.75	18.95



Just A Small Sampling of Our HUGE Selection!



Equipment & Supplies

Equipment & Supplies

Florida Frames

100 frames for \$90⁰⁰

other package deals for designer frames available

100 Frames 90¢ a frame

Please call 772-480-1324 for details.

SG-X Generators

Large and small reclaim tanks
All coburn model cylinder machines
Step-one & step-one lite wax blockers
Complete gerber coburn mini labs
LOH Toromatic SL generator
Will buy your used Coburn and LOH equipment
Pat McCoy Optical Equipment
We buy and sell all brands of optical equipment
(800) 637-5472 or (507) 372-2877
Email us: mccoy@frontiernet.net

New Auto Groover
Now cuts smaller sizes!
\$695

New Slider PD Meter
\$299

Premium Hand Edger
Bevel Groove & Chamfer
\$450

Call for more great deals!
Grimes Optical Equipment
800-749-8427
grimesoptical.com
Finishing Equipment & Supplies

View Online Classifieds at

www.VisionMonday.com

Get your message out there
... in print and online ...
And get results.

Call:
800-983-7737

Fax:
610-854-3780

www.VisionMonday.com



VM WHERE TO FIND IT

Advertising Information: (800) 983-7737 • Fax: (610) 854-3780

The following is a list of suppliers' toll-free numbers for quick access to all of your optical needs. This is a paid service of Vision Monday.

ACCESSORIES

Astucci
Closing the case on style

Leading manufacture of custom designed cases. Large stock of Hard and soft cases.

Available for custom printing.

800-291-8528 • FAX: 718-752-9858

E-Mail: sales@Astucci.com

Website: www.Astucci.com

For custom made cases:

385 Fifth Ave. 15th FL.

New York, NY 10016

212-725-3171 • FAX: 212-725-3236

Astucci Hong-Kong

Fax: 852-2367-6123

sales@astucci.com.hk



**STORMIN' NORMAN'S
OPTICAL SUPPLIES**

Full Service Optical Supplies,
Accessories, Promotional Items &
Private Label

800-288-4512 • 561-995-2400

FAX: 561-995-9531

CASES

Astucci
Closing the case on style

Leading manufacture of custom designed cases. Large stock of Hard and soft cases.

Available for custom printing.

800-291-8528 • FAX: 718-752-9858

E-Mail: sales@Astucci.com

Website: www.Astucci.com

For custom made cases:

385 Fifth Ave. 15th FL.

New York, NY 10016

212-725-3171 • FAX: 212-725-3236

Astucci Hong-Kong

Fax: 852-2367-6123

sales@astucci.com

FRAMES



**STORMIN' NORMAN'S
OPTICAL SUPPLIES**

Full Service Optical Supplies,
Accessories, Promotional Items &
Private Label

800-288-4512 • 561-995-2400

FAX: 561-995-9531

INSTRUMENTS



**STORMIN' NORMAN'S
OPTICAL SUPPLIES**

Full Service Optical Supplies,
Accessories, Promotional Items &
Private Label

800-288-4512 • 561-995-2400

FAX: 561-995-9531

LENSES



Your global partner for high-quality lenses. We specialise in Polarized, SunSensors and clear lenses in Polycarbonate, Hard Resin and Hi Index.

**POLYCORE OPTICAL
Singapore**

Tel: 65-6747-6677

Fax: 65-6744-3664

E-mail: pos@polycore.com

www.polycore.com

USA

Tel: 888-645-7788

Tel: 1-775-850-2050

Fax: 1-775-850-2060

E-mail:

customerservice@polycore-usa.com



**STORMIN' NORMAN'S
OPTICAL SUPPLIES**

Full Service Optical Supplies,
Accessories, Promotional Items &
Private Label

800-288-4512 • 561-995-2400

FAX: 561-995-9531

MANUFACTURERS



SUN DESIGNE LTD.

is your OEM/Private label source for reading glasses, sunglasses, frames, and accessories. Buy direct from the factory! Call Jack Taber (800) 322-6748 • FAX: (203) 758-2156

www.sundesigne.com

PACKAGING

Astucci
Closing the case on style

Leading manufacture of custom designed cases. Large stock of Hard and soft cases.

Available for custom printing.

800-291-8528 • FAX: 718-752-9858

E-Mail: sales@Astucci.com

Website: www.Astucci.com

For custom made cases:

385 Fifth Ave. 15th FL.

New York, NY 10016

212-725-3171 • FAX: 212-725-3236

Astucci Hong-Kong

Fax: 852-2367-6123

sales@astucci.com.hk

SUPPLIES



Factory-Direct Savings on Frames, Lenses, Cases and Accessories

Clam Shell hard cases!

100% micro fiber cleaning clothes!

Over 400 frame models at low cost!

Over 40 types of lenses including high index and 5 new finished

extended range lenses!

Phone: 800.423.5175

Web site: www.LBI.biz

Astucci
Closing the case on style

Leading manufacture of custom designed cases. Large stock of Hard and soft cases.

Available for custom printing.

800-291-8528 • FAX: 718-752-9858

E-Mail: sales@Astucci.com

Website: www.Astucci.com

For custom made cases:

385 Fifth Ave. 15th FL.

New York, NY 10016

212-725-3171 • FAX: 212-725-3236

Astucci Hong-Kong

Fax: 852-2367-6123

sales@astucci.com.hk



**STORMIN' NORMAN'S
OPTICAL SUPPLIES**

Full Service Optical Supplies,
Accessories, Promotional Items &
Private Label

800-288-4512 • 561-995-2400

FAX: 561-995-9531

Extend your reach and get results when you place your classified ad in print and online.

**Call Phil or Bonnie
at 800-983-7737**

FAX: 610-854-3780

www.VisionMonday.com

SOMETHING
SHORT
THAT'S
SIMPLY
HUGE.



KODAK Precise Short™ Lens

AWARD-WINNING DESIGN FOR
SMALL FRAMES



- Direct Digital Surfacing ensures pinpoint accuracy is direct from the designer's specs to the mold.
- Horizontal symmetry in the distance and peripheral areas provides superb binocular vision.
- Smooth power progression produces visual quality similar to a single vision lens.
- "Swim" effect is reduced, speeding up adaptation.
- Fitting heights as low as 13mm are ideal for fashion frames.

BROTHERS'
OPTICAL
LABORATORY, INC.

WWW.BROTHERSOPTICAL.COM
(800) 531-3112

Kodak
Licensed Product

Kodak and the Kodak trade dress are trademarks of Kodak, used under license by Signet Armorlite, Inc. Precise Short is a trademark of Signet Armorlite, Inc. ©2008 Signet Armorlite, Inc.

IT'S YOUR BUSINESS

Is Employee Blogging The New Headache?



Hedley Lawson, Jr.

Web surfing and e-mail are no longer the only problems employers now face regarding the Internet. Recently, unhappy employees have been using the Internet to unload their personal views about their employer as well as disclosing trade secrets and confidential information. As a result, companies are increasingly taking the initiative to address blogging in their own employment practices.

A blog is a Web page on which its owner can post information and opinions, much like an online diary. Easy-to-create and an effective way to spread information, it is no surprise that blogging is on the rise. One popular blog Web site, Myspace.com, started as a platform for California musicians to network, but today is a social network with tens of millions of members. Some companies even host employee blogs as a marketing tool, increasing publicity by moving the company higher on search engines.

As effective as blogs can be for promoting publicity, they can be equally damaging to a company's reputation. A blog can become a platform from which an employee can publicly air or publicize information that their employers might not want others to know.

Once a blog is posted, it is almost irretrievable. Therefore, much to an employers' concern, a potentially racist, sexist, discriminatory comment or one that discloses confidential information is left to circulate the Internet for a very long time.

So what can and should you do? Consider developing a policy that will help avoid controversial blogging before it starts or gets out of hand.

Confidentiality. Describe what an employee may or may not disclose, such as company and customer information.

Respect of dignity. The policy should include a statement that the blogger should respect the dignity of others and refrain from posting personal information about coworkers or managers.

Identification. Are employees permitted to reference the company in their blog?

Facilities. Can employees use company facilities to work on their blogs? Are employees permitted to read and post messages to blogs during their work time or from the workplace?

Monitoring. State that the company monitors its facilities, e.g., Internet, computer systems, network, etc. for compliance with this policy and monitors the use of its name and trademarks on the Internet.

Discipline. What discipline measures will be used if the employee violates the policy? Note: employers should reserve the right to decide the appropriate level of discipline in any given circumstance up to and including the immediate termination of employment.

Hedley Lawson brings 25 years of optical industry experience to Jobson Medical LLC with more than 10 years as a contributing editor to VM. Lawson writes a quarterly Human Resources and Business column for Lab Talk magazine and is the Contributing Editor of VM's E-Newsletter Business Essentials.

Don't miss out on **Vision Monday's** e-edition of *Business Essentials* providing monthly updates on day-to-day management issues for optical ECPs and retailers. To subscribe to *Business Essentials*, go to www.visionmonday.com, click on the *Business Essentials* button and go to the *Subscribe to Business Essentials* option in the newsletter. Current and past issues of *Business Essentials* are available by visiting the **VM** Web site at www.visionmonday.com.



Have you seen VM WebTV today?

www.VisionMonday.com

Style: *St. Moritz CARLENA*
Color: *Black, Red, Silver*
Size: *50-18-135*



ST. MORITZTM

EYES

www.LBI.biz 800.423.5175

EDITORIAL

Rock On, Eye Rock



Andrew Karp
Group Editor
Lenses & Technology

It was a moment to savor. There I was, standing on a spot-lighted stage in a New York City nightclub, playing guitar in a kick-ass band made up of other optical rockers. The audience consisted of hundreds of friends and industry colleagues who danced and cheered for song after song. For me, a part-time, middle aged musician, I was living my rock 'n' roll dream.

This was the scene at Eye Rock, a benefit concert for Luxottica's Give the Gift of Sight Foundation that took place last month. The first-time event was a huge success by any measure. Thanks to the generous support of 22 optical com-

panies plus ticket sales, the sold-out show netted \$65,000 for the Foundation.

More than just fulfilling the dreams of the musicians who donated their talents, Eye Rock will help fulfill the dreams of many people who will benefit from Give the Gift of Sight's work.

Since 1988, the organization has provided free vision care and eyewear to underprivileged people across North America and also in developing countries worldwide. Anyone who has seen photos or heard stories about how grateful these needy people are for being able to see better can't help but be moved.

Yet the money generated by Eye Rock won't go too far. "It will only pay for one of our international missions," said Susan Knobler, the foundation's executive director. "That's just for transportation and equipment costs, not even

payroll," she added. "We have 19 more trips that still need funding in order to help 24,000 people in eight days with eye exams and recycled glasses." That's not even counting the 20 weeks of missions the group undertakes each year to provide new eyewear and eye exams to needy people in North America, Knobler noted.

Although the Foundation is glad to accept donations anytime, Knobler said it is already planning, together with Eye Rock's producer Steve Santinelli, to put on another show in Spring, 2009 in New York.

"We'll do an even bigger and better show at Vision Expo East next year," she promised.

That's good news for optical's rock 'n' roll fans and musicians, as well as for Give the Gift of Sight's many beneficiaries. Rock on, Eye Rock!

What's Online @ VisionMonday.com

About visionmonday.com

VisionMonday.com has an innovative, new look. Content from our most recent issues is organized by topic and category, making it easy to find the information you need fast. And **VMail Extra** Subscribers have access to **VM's** comprehensive archives via a new search engine powered by Google. We have also added a downloadable PDF version of the current issue of **VM**.

Slide Show:

In anticipation of Expo, more than 400 optical 'rockers' turned out at NY's famous China Club for the first annual Eye Rock benefit concert, with proceeds being donated to the Give the Gift of Sight Foundation. Optical industry aficionados marveled at their peers' musical versatility as they played everything from the blues to rock and roll. Check out pictures of concertgoers and the bands in action, only at visionmonday.com.

WebTV



Tune into **Vision Monday's WebTV**, for fresh content updated weekly, now featuring **YouTube Videos**, selected by **VM's** editors and updated regularly, **WebTV** is the industry's first video network where you'll find all of your current favorites. Watch informative videos covering every facet of the eyecare industry. Current channels highlight: Scene & Heard optical editorial coverage. Optical Events, Educational Video Press Releases, Progressive Lenses, Lens Coatings & Treatments, Finishing Equipment, Frames, and Practice Management Technology.

New & Noteworthy

An increasing number of independent labs are acquiring the capability to produce digitally surfaced progressive lenses in-house. Some labs are even making it their primary thrust. Read the full story as part of **VM's** complete Modern PALs Report.



VM Live Poll

Check out **VM's** latest **Live Poll** where we ask readers, "What is your company doing to 'Go Green?'" Vote and make your voice heard. The poll is located at the bottom of the **Vision Monday** homepage at www.visionmonday.com.

VisionMonday

Senior VP, Editorial Director **Marge Axelrad**
Executive Editor **Mary Kane**
E-News Managing Editor **Amy Grech**
Senior Editors **Cathy Ciccolella, Deirdre Carroll**
Group Editor, Lenses & Technology **Andrew Karp**
Layout Editor **Natalya Gerzhgorina**
Art Director **Iris Johnson**
Contributing Editors
Jackie Micucci, Gloria Nicola, James J. Spina, Melissa Arkin, Christie Walker
Circulation Manager **Renee Oechsner**
Production Manager **David Herman**
VP Advertising Sales **Dennis Murphy**
Regional Sales Managers
Amanda Churchill, James DeMatteis, Vincent Priore
International Sales Offices
Young-Seoh Chinn, Korea, jesmedia@unitel.co.kr;
Sho Harihara, Japan, sho.ymi@fine.ocn.ne.jp;
Mary Ng, Asia, mnjobson@netvigator.com;
Jochen Reinke, Germany, Austria, Denmark, Switzerland, Benelux, Scandinavia, Liechtenstein, jreinke@reinke-pr.de;
Asa Talbar, Israel, talbar@talbar.co.il;
Cecilia Zanasi, Italy, France, Spain, United Kingdom, Cecilia@studiozanasi.it.
Director of Education and Training
Mark Mattison-Shupnick
Director of Marketing, Education and Training
Nancy Ness
Creative Director **Monica Tettamanzi**
Creative Services Designers **Barbara Winters, Debbie Silva**
Marketing Manager **Christine Yeh**
Marketing Coordinator **Amanda Jensen**
Jobson Optical Research Int'l Managing Director
Gerry Fultz

Jobson
Optical Group

VP/Optical Retail Group Publisher
William D. Scott
VP/Marketing/Publisher 20/20
Jim Vitkus
Senior VP/President Professional Publications Group
Richard Bay
VP/Publisher/FRAMESdata
Tom Lamond
VP/Operations/FRAMESdata
Judith Michael

Jobson
Information Services

Chief Executive Officer
Marc Ferrara
VP/Human Resources
Lorraine Orlando
Corporate Production Director
John Anthony Caggiano
VP/Circulation Director
Emelda Barea
Senior VP/Operations
Jeff Levitz
To order reprints of any articles or ads that appeared in this issue contact
PARS International 212-221-9595 or jobson@parsintl.com

Jobson
Medical Information LLC

MAIN EDITORIAL & SALES OFFICES:
100 Avenue of the Americas, New York, NY 10013-1678
(212) 274-7000; fax: (212) 431-0500
e-mail: visionmonday@jobson.com

CLASSIFIED ADVERTISING DEPARTMENT:
Account Representative **Heather Brennan**
2570 Boulevard of the Generals, Suite 220
Norristown, PA 19403, (800) 983-7737;
Fax: (610) 854-3780, E-mail: info@valleyforgepress.com

VISION MONDAY (ISSN 1054-7665) is published monthly except for March and August, which have two issues, by Jobson Medical Information LLC, 100 Avenue of the Americas, 9th Floor, New York, NY 10013. Periodicals postage paid at NY, NY, and additional mailing office. **Postmaster:** Send address changes to **VISION MONDAY**, PO Box 2024, Skokie, IL 60076-7924. Subscriptions: One-year rates (US): 1 year, \$79. Foreign (Air Mail): to Canada/Mexico, \$225; all other countries, \$332. Two-year rates (US): \$143; to Canada/Mexico, \$359; all other countries, \$584. Three-year rates (US): \$201; to Canada/Mexico, \$538; all other countries \$906. Subscriptions payable in US dollars. Payment must accompany order. To subscribe write: **VISION MONDAY**, PO Box 2024, Skokie, IL 60076-7924. For customer service call: (877) 529-1746; Canada and international: (847) 763-9630. Allow 4-6 weeks for subscription to begin. Canadian international publication permit #0427705.



Check Your Eye See Clearly.



© 2008 Jobson Medical Information LLC, 100 Ave. of the Americas, NY, NY 10013-1678. Reproduction without express written consent of the Publisher is prohibited. Jobson Medical Information LLC publishes **VISION MONDAY** and **Vision Monday Show Daily**. Notice: Jobson Medical Information LLC does not accept responsibility for the advertising content of the magazine nor for any claims, actions or losses arising therefrom. Products and services advertised in this publication are not endorsed by, or in any way connected with, Jobson Medical Information LLC. We make every effort to report manufacturers' news accurately, but we do not assume responsibility for the validity of news claims. EyesWay content is developed, sourced and reported by the editors of EyesWay, the international news portal. Vision Monday provides that content to its subscribers as part of an exclusive news exchange agreement.

True Business Intelligence is a Theory of Relativity.

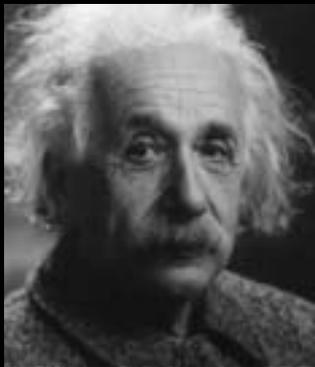


image courtesy of the Library of Congress,
LC-USZ62-60242

Einstein once said that the sign of intelligence is imagination. With the changing landscape of the optical marketplace, you need to think creatively to stay ahead. That's why you need **JOBSON OPTICAL RESEARCH** – the leading thinktank of the optical world.

E=MC²

We've got **15 years of experience** from some of the **sharpest minds** in the business. We have a deep **understanding of how to survey the market**, interpret and **analyze data**, and **make recommendations** you can use in terms you'll understand.

With our extensive database, we can **target demographics** to provide you with a specific market you want to explore.

Plus, our work is **comparable over time**. We can help you keep track of business climate changes, the effectiveness of an ad campaign, or test new product awareness before and after it launches.

Once the research has been conducted and delivered, you'll get **quality customer service** from our staff of research professionals.

And we have a **variety of products** and services to fit every need and every budget.

Keep **Jobson Optical Research** on your mind . . . because you don't have to be Einstein to have business intelligence.

Jobson OPTICAL
RESEARCH

Business Intelligence you need
Business Intelligence you can use

- Jobson Research Custom Studies
- VisionWatch • Census and Census Maps • Viewpoint • The InSight Series
- U.S. Optical Retailer Report & Directory • Jobson Research Consulting Services

For more information please contact:

Jennifer Zupnick TEL: (212) 274-7164 EMAIL: jzupnick@jobson.com

Beth Briggs TEL: (212) 219-7825 EMAIL: bbriggs@jobson.com

Alcon's First Quarter Sales Rise

HUENENBERG, Switzerland—Alcon, Inc. (NYSE:ACL) reported global sales of \$1,536.4 million for the first quarter of 2008, an increase of 16.2 percent compared to the first quarter of 2007, or 9.4 percent excluding the impact of foreign exchange fluctuations.

Net earnings for the first quarter of 2008 increased 24 percent to \$429.4 million, compared to \$346.2 million for the first quarter of 2007.

“Our strong results for the first quarter came from continuing market share gains for our major pharmaceutical brands, our strong performance in Japan with several new pharmaceutical products, rapid growth in sales of our advanced technology intraocular lenses, and the continuing contributions of our international operations, especially those in emerging mar-

kets,” said Cary Rayment, Alcon’s chairman, president and chief executive officer.

Operating income increased 24.1 percent to \$500.1 million, or 32.6 percent of sales, a 2.1 percentage point improvement over the reported results for the first quarter of 2007. This increase in operating income reflected higher sales volume in 2008 and charges of \$32.7 million related to the impairment of the company’s refractive assets in 2007. In addition operating expenses, which included the WaveLight integration and shared service center costs, grew at a slower rate than sales, according to Alcon.

International sales rose 25.6 percent to \$864.4 million in comparison to the first quarter of 2007, or 12.6 percent excluding exchange, with emerging markets sales increasing 28.6

percent, or 17.6 percent excluding exchange. Sales in the U.S. increased 5.9 percent to \$672 million. Pharmaceutical sales grew 13.3 percent, or 7.8 percent on a constant currency basis, to \$628.4 million.

Surgical sales rose 20.2 percent or 12 percent on a constant currency basis, to \$697.9 million. Sales of intraocular lenses increased 23.6 percent to \$260.9 million, primarily driven by the global increase in sales of the AcrySof IQ aspheric intraocular lens and a 71.6 percent increase in sales of the company’s advanced technology intraocular lenses, AcrySof ReSTOR Aspheric and AcrySof Toric, according to the company. Consumer eyecare sales increased 12.1 percent, or 6.2 percent on a constant currency basis, to \$210.1 million. Sales of CL disinfectants grew 12.2 percent. ■

NovaMed Posts 39 Percent Q1 Gain

CHICAGO—NovaMed (Nasdaq: NOVA) posted net revenues of \$33,813,000 for the first quarter ended March 31, 2008, up 11 percent from \$30,568,000 in the prior year first quarter. Net revenue from surgical facilities grew to \$27,415,000, up 13 percent from \$24,277,000 in the prior year first quarter, according to NovaMed.

Operating income increased 14 percent to \$8,288,000. Income from continuing operations in

the first quarter of 2008 was \$2,136,000 compared to \$1,533,000 in the prior year first quarter, a 39 percent increase.

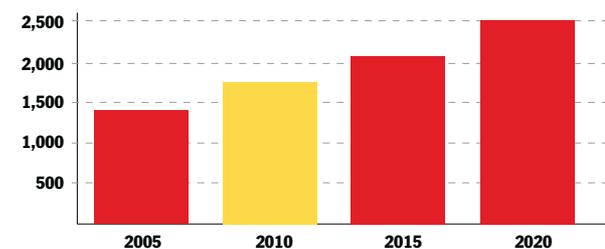
Same-facility net revenue growth was 3 percent for the quarter. Net cash provided by operations was \$4,020,000 in the first quarter of 2008, up from \$337,000 in the prior year first quarter. Same-facility net revenue grew 3 percent. Total surgical procedures increased 9 percent to 32,835.

“We are very pleased with NovaMed’s overall financial performance for the first quarter of 2008, particularly our growth in earnings per share and cash flow,” said NovaMed CEO Thomas S. Hall.

“Today, at NovaMed we are very focused on driving margin improvement and cash flows by constantly striving to optimize our operations at both the surgery center and corporate levels,” Hall said. ■

DATA POINT

Global View of Vision Correction Buyers



The optical industry is in a period of extraordinary growth. Between 2005 and 2020, while the world’s population is expected to increase by 16.8%, the number of people wearing eyewear, contact lenses or who have had vision correction surgery, is projected to increase by 78.9%, from 1.4 billion in 2005 to 2.5 billion in 2020. The growth rate of buyers will be four and a half times greater than the world’s population growth.

In only 15 years, the number of new customers will be the equivalent of adding seven new markets each the size of the market in the U.S. This impressive growth will be fueled by both demographics and economics.

Source: The World Market for Vision Correction 2005-2020, Richard Chaffin and Michael Schaus

BY THE NUMBERS The latest figures

16.8%

Between 2005 and 2020, the world’s population is projected to increase by 16.8%.

39%

The 20 countries with the highest per capita incomes in 2005 had 39% of the world’s eyewear buyers.

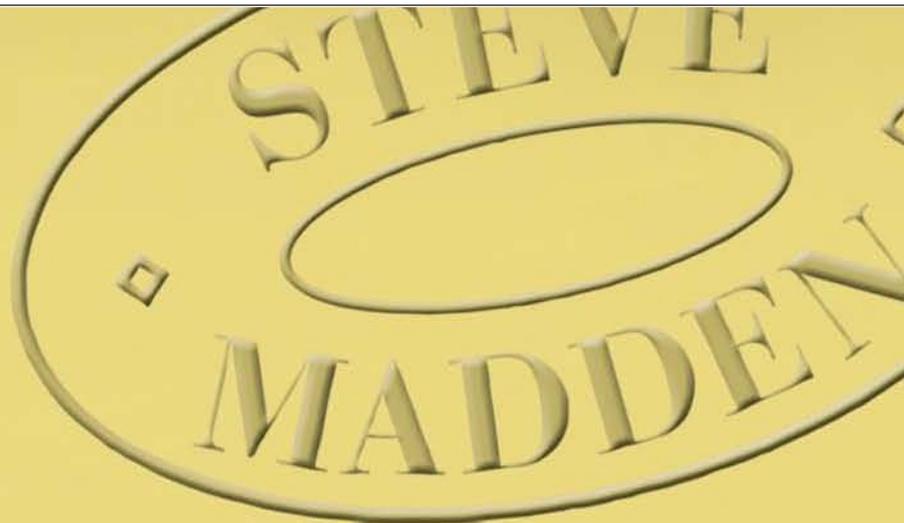
19%

The number of U.S. buyers* will increase 19% from 183.4 million in 2005 to 218 million in 2020.

79%

U.S. high-end buyers* will increase 79% from 68.2 million in 2005 to 122.2 million in 2020.

Source: The World Market for Vision Correction 2005-2020, Richard Chaffin and Michael Schaus
*Includes buyers of vision correction devices (traditional eyewear or contact lenses) plus those who have had corrective eye surgery.





New Lumina™ Premium Polish Pad

Available Lumina™ Shapes



N
3" (76 mm)
7 leaf



NN
3" (76 mm)
7 leaf



Y
3¼" (83 mm)
7 leaf



P
3½" (89 mm)
7 leaf

Description:

Low-Tack for bare laps

PDR0700N	3" – 7 leaf
PDR0700Y	3¼" – 7 leaf
PDR0700P	3½" – 7 leaf

Hi-Tack for QR II-C base pads

PDR0708NN	3" – 7 leaf
PDR0708Y	3¼" – 7 leaf

Features:

- Exclusive fiber design provides exceptional polishing results.
- Precision textile backing imparts exceptional strength and uniformity.
- Highly conformable, yet durable for meeting any polishing requirement.
- Offered in "Low-Tack" (bare lap) or "High-Tack" (base pad) adhesives.

Benefits:

- Pad surface employs a mixture of fiber lengths and densities that place the polish where you need it – on the lens surface.
- New and improved textile backing provides strength and durability, while reducing slurry carry-out.
- High-density fiber design stands up to extended polishing times without losing flock, thereby reducing slurry contamination.
- Available in "Low-Tack and "High-Tack" adhesives for bare laps or base pads respectively.

www.dacvision.com

USA Toll-Free Phone: 800.800.1550

USA Toll-Free Fax: 800.421.3398

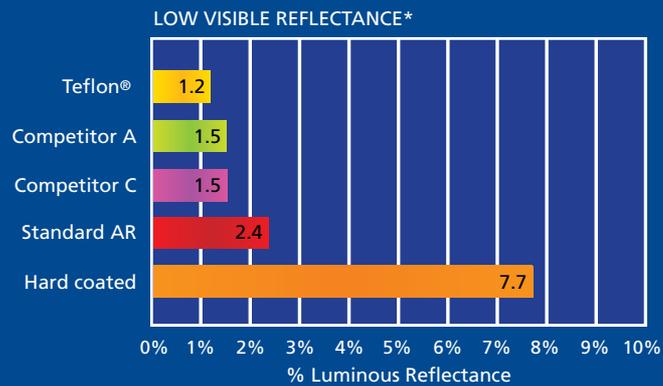
Phone: 972.677.2700

Fax: 972.677.2800

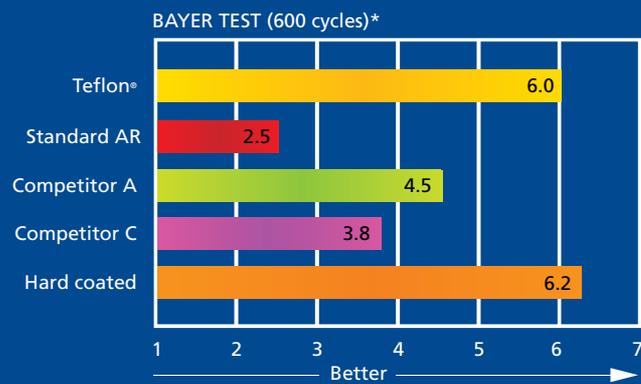


Breakthrough AR performance.

EXTRAORDINARY CLARITY Up to 50% less reflectance than ordinary AR.



PROVEN TOUGHNESS Superior COLTS Bayer abrasion test rating of 6.0.



10 TIMES EASIER TO CLEAN Super-hydrophobic and oleophobic.



**Become a Teflon®
Clear Coat Lenses
Certified Practice**

The Certified Practice Program provides you with everything you need to grow your AR business:

- A listing on our ECP referral service at www.solateflon.com
- In-office Teflon® Clear Coat Lenses training for your staff
- Our exclusive Teflon® Clear Coat Lenses merchandising kit

Sign up today. Contact your SOLA or ZEISS representative or visit www.solateflon.com/certified/

**Teflon® Clear Coat Lenses:
Clear. Tough. Enduring.
Now 10 times easier to clean.**



**Teflon®
CLEAR COAT LENSES**

**NOW Available on
ZEISS, SOLA and AO Lens Designs**



www.solateflon.com

HOYA

*Splendor
of Spain*

APRIL 1 - DECEMBER 31, 2008

SUNSHINE, SIESTAS
AND SANGRIA...

SPAIN IS CLOSER THAN YOU THINK!

In HOYA's Splendor of Spain promotion we'll be rewarding lucky ECPs with a trip for two to majestic Spain – plus other 'magnifico' prizes. All you have to do is sell our award-winning HOYALUX® iD™ or our HOYALUX iD LifeStyle™ lenses – now available in Transitions® VI. That's right. You could be packing your bags for a fabulous, all-expense paid trip to Spain!



HOYASPLENDOR.COM

Contact your HOYA Sales Representative
or Authorized HOYA Distributor for more details.
Qualifying products available at all authorized HOYA distributors.

Qualifying Progressive Lens Designs:



©2008 HOYA Corporation. All rights reserved. HOYALUX is a registered trademark and iD and iD LifeStyle are trademarks of HOYA Corporation. Transitions and the seal are registered trademarks of Transitions Optical, Inc. Official Rules and Regulations available at HOYASplendor.com