

# SUNVISION

JULY 2008



## BEACH DAY

<<SUNWEAR THAT SIZZLES THE SUMMER>>

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## THE ELEMENTS OF SUN



I'm not a person who loves to lie in the sun. Truth be told, I find it incredibly boring. When I'm outside for an extended period of time, I'm usually participating in some kind of activity such as going for a bike ride or just walking the streets of Manhattan.

Recently, I was on vacation out west in Arizona and Colorado where I spent more time than usual in the great outdoors doing

some hiking and generally trying not to kill myself as I, for example, traipsed along the Colorado River Trail with a friend who is way more adapt than me at being in the great outdoors. As a result of being in wide open spaces, I encountered a myriad of weather conditions—overcast and drizzly, windy and hazy, and just plain blazing sun. I soon discovered that no matter what I was doing there was one common denominator: sunglasses were required.

Witness the photo of me in the Painted Desert. The wind was a tad strong and there was also a ton of dust and debris. Add into the scenario a cloudless sunny sky and you have the perfect recipe for a good pair of sunglasses. For me, it was a pair of polarized Oakleys with a slight wrap to keep out the sand (even more important for us contact lens wearers). But I also needed shades with a lighter tint (this time a Ray-Ban aviator) when I was hiking a trail in Red Rock State Park on a cloudy day so I wouldn't spend the whole time squinting.

I have written about the importance of a sunglass wardrobe in the past. But after this last trip I see that importance even more. One sunglass just wouldn't cut it for the variety of conditions I faced. People (i.e. your patients) tend to think of sunglasses as being a one size fits all product. But as you well know it's not. There are a variety of shapes, materials and lens tints that are designed to work optimally for specific activities and weather conditions.

And that's a message that needs to be relayed to them. Find out what they're up to not just this summer but also this coming fall, winter and spring. Chances are they participate in a variety of activities that call for more than one pair of sunglasses. Make sure both you and your customers are well schooled in the elements of sun.

—Jackie Micucci, *20/20* Executive Editor,  
jmicucci@jobson.com

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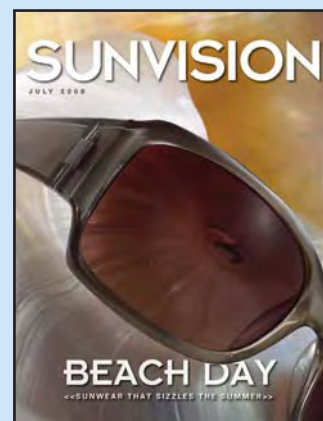
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**PUSH FORWARD,**

**Slyde**



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## Call of the Wiley

Understanding that the consumer increasingly plays a huge part in the eyecare scenario, **Wiley X Eyewear** has created three new marketing pieces for eyecare professionals with this endgame in mind. The three point-of-purchase thought and talk stimulators include a patient Passport to Healthy Eyes, an information brochure for dry eye sufferers and Lasik surgery patients, and a patient recall postcard.

The Passport to Healthy Eyes features top reasons patients should have an annual eye exam and includes vision care terms plus a blank area for recording a personal appointment reminder.

The three-panel brochure titled, "Wiley X: The Answer for Dry Eye Syndrome and Lasik Surgery Patients," describes the attributes of the Wiley X Climate Control Series sunwear with removable Facial Cavity seals. The Facial Cavity seals create a protective cocoon around the eyes, blocking out wind, dust and debris that can irritate and dry out sensitive

eyes. The brochure explains how the Climate Control Series is beneficial to anyone suffering from Dry Eye Syndrome or who has had Lasik Surgery.

The third ECP marketing tool is a patient recall postcard. Wiley X provides these to remind patients it's time for an annual eye exam.

Eyecare professionals interested in receiving these free marketing items should contact a Wiley X rep at (800) 776-7842. And while you are at it check out the latest eye-gear from Wiley X at [www.wileyx.com](http://www.wileyx.com).

—James J. Spina



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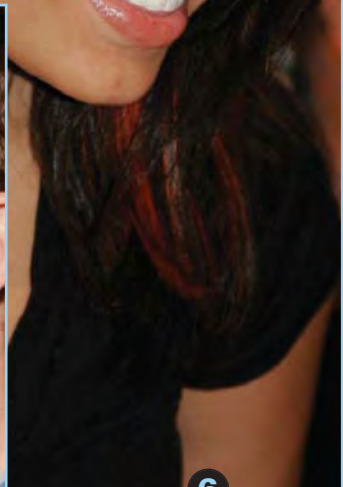
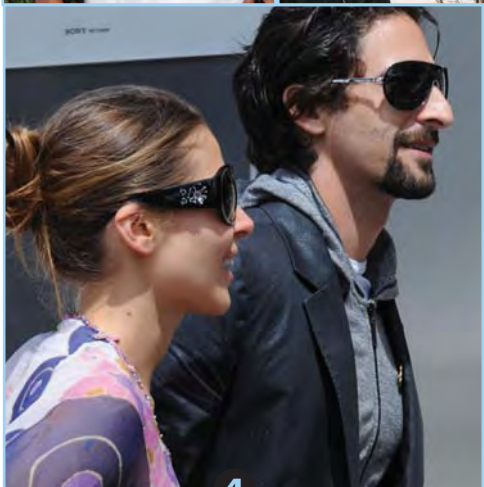
# hall of frames

**CATCHING RAYS** — Actor **Robert Downey, Jr. (1)** was recently hanging out with pal Tobey Maguire while wearing **Ray-Ban 3342**, from **Luxottica**...

**FOXY** — Academy Award winning actor **Jamie Foxx (2)** in the Tibere and “Transformers” star **Megan Fox (3)** in the Karima, both from **Lafont**...

**TAKING IT TO THE STREET** — In Cannes, Adrian Brody and Spanish actress, **Elsa Pataky (4)**, were seen strolling the streets while Elsa was wearing the new **Versace 4149**, from **Luxottica**...

**THE CHAMPIONS** — Getting tatted up thanks to **Revolution Eyewear** are Super Bowl XLII MVP quarterback **Eli Manning (5)** of the New York Giants in **Ed Hardy EHS015** and “American Idol” winner **Jordin Sparks (6)** in **Ed Hardy EHS008**.





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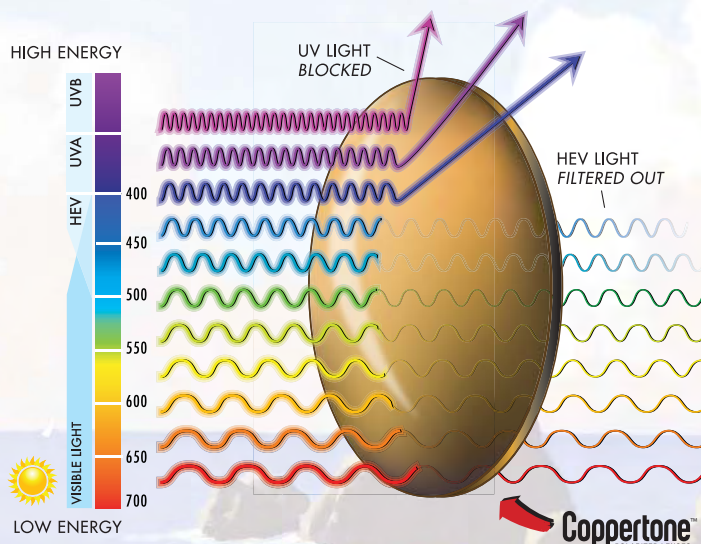


## SUN PROTECTION FOR YOUR EYES.

### INNOVATION AND PROTECTION

A leading American polycarbonate lens manufacturer unites with America's #1 suncare 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 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.

### PROTECT YOUR PATIENTS



### 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.





# A MATTER OF CHOICE

## PRESENTING PHOTOCHROMIC SUN LENS OPTIONS

By Andrew Karp

Since Corning introduced PhotoGray glass lenses in 1964, patients have enjoyed the convenience of photochromic, or variable tint, lenses.

Beginning with the introduction of Transitions lenses in 1990, plastic photochromic lenses have steadily gained acceptance with dispensers and eyeglass wearers.

Today, eyeglass wearers can choose from a variety of photochromic, glass and plastic lenses that can satisfy almost any lifestyle or performance requirement. Continual innovation on the part of several optical companies has led to greatly improved photochromic performance, particularly with photochromics that can function as sunwear. The newest generation of photochromic products offers faster activation and fade rates (darkening and lightening), less temperature sensitivity and an expanded range of lens designs, materials, coatings and colors. Several distinct brands have emerged in the past few years, each based on a different photochromic technology.

Photochromic lenses offer comfort and convenience, and can provide a viable alternative to a traditional sun lens under average sunlight conditions. For many outdoor activities where light conditions are constantly changing such as mountain and water sports, photochromics prevent the wearer from having to carry multiple pairs of eyewear.

To effectively dispense photochromics, it's important

for ECPs to understand the trends of the market and be better equipped to judge the opportunity each patient presents. Learn the best methods to describe each type of photochromic lens and know the add-ons that are most compatible with it.

### DEMOGRAPHICS

Who wears photochromics? According to VisionWatch, a consumer survey conducted by Jobson Optical Research and The Vision Council, men account for about 55 percent of photochromic lenses wearers and women about 45 percent. About 12 percent are between 18- and 34-years-old; about 50 percent are over 55. Roughly 25 percent of photochromic lens wearers have anti-reflective coating on their lenses. Of those who do not wear photochromics, 35 percent said they would purchase the lenses when told of the benefits.

### THE MARKET OPPORTUNITY

Photochromic lenses are premium, high-performance products. As such, they are proven practice builders that offer patients good value, protection from UV radiation and convenience.

According to VisionWatch, photochromic lenses represent a nearly \$1 billion opportunity for the U.S. optical industry. Out of the 75 million people who pur-

*Continued on page 14*



# Intrigue



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by angel



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Continued from page 12

chase eyewear each year, 35 percent say they would purchase photochromics, but only 14 actually do purchase them. That's a 21 percent difference.

If you multiply .20 by 75 million, that's potentially 15 million pairs of lenses sold per year. If a pair of photochromic lenses sells for \$65 more than a non-photochromic pair of lenses, you multiply that cost by 15 million pairs and come up a total of \$975 million in photochromic lens purchases. Why shouldn't your store or practice get a piece of that market?

### DISPENSING PHOTOCHROMICS

As with any premium lens product, it's essential for doctors, dispensers and staff to know the fitting and dispensing differences between photochromic lens products. Eyecare professionals must become familiar with the uses of each product, its advantages and limitations and how it can best meet patient needs.

### PRINCIPAL PHOTOCHROMIC TECHNOLOGIES

There are three principal photochromic lens technologies: imbedded film, in-mass and surface treatment. Here are brief descriptions of the pluses and minuses of each technology as well as examples of lens brands that incorporate the technology into their products.

#### IMBEDDED FILM

##### Attributes

- 100 percent UV protection
- Single color dye, uniform density
- Polycarbonate
- Photochromic behind front cover so flat top or any lens style possible
  - Fast fading

##### Limitations

- Available in poly, one source
- Dyes are temperature sensitive
- Dye fatigue may discolor lenses over time

**Examples:** Vision-Ease LifeRx

#### IN-MASS

##### Attributes

- 100 percent UV protection
- Single color dye, uniform density
- Glass, plastic and mid-index materials
- Photochromic throughout the lens, continuous surface lenses
- Newer lenses, fast fading

##### Limitations

- No poly/high-index plastic
- Dyes are temperature sensitive
- Dye may fatigue and discolor lenses over time

**Examples:** Rodenstock Colormatic, Corning PhotoGray Extra, Corning PhotoBrown Extra, Corning SunSensors, Signet Armorlite InstaShades, molding systems

#### SURFACE TREATMENT

##### Attributes

- 100 percent UV protection
- Multiple dyes, uniform density
- Front surface photochromic, lens or coating
- Continuous surface lenses
- Poly, high-index faster fading

##### Limitations

- Multiple manufacturers required
- No poly/high-index flat tops
- Dyes are temperature sensitive

**Examples:** Transitions Optical products

#### PHOTOCHROMICS FOR SUN

Photochromics are described by light transmittance (the percentage of light they allow to filter through the lens). While most of the standard photochromics have a range of 25 to 90 percent, some so-called "outdoor" photochromics have transmittance ranges as low as 11 percent at full activation and as low as 40 percent indoors. Unlike standard photochromics, "outdoor" photochromics often start out darker when indoors and in turn, provide greater sun protection when outdoors.

Traditional photochromic lenses are clear indoors and darken outdoors in UV light, making them ideal for most everyday situations. However, visual needs change throughout the day or during special activities, meaning no eyewear is going to be ideal for every situation. The ability to adapt to changing lighting conditions makes photochromic technology an excellent addition to sunwear (particularly for activities such as biking).

Adding photochromic technology to sun lenses can dramatically enhance a person's overall sun lens experience. One example of this technology is the Activated by Transitions line by Transitions Optical. Like all Transitions



lenses, lenses that are Activated by Transitions provide 100 percent UV blockage and darken to optimize visual performance in variable light conditions to help protect eye health and well-being for the future. However, lenses that are Activated by Transitions are not clear indoors.

Oakley offers both prescription and non-prescription Activated by Transitions lines. Oakley Iridium Activated by Transitions prescription lenses have a mirror flash coating in three colors: black, emerald and gold. The lenses offer a slightly tinted appearance in the inactivated state and achieve a minimum of 89 percent light absorption when exposed to sunlight. The non-prescription Oakley Activated by Transitions sunglass lenses are available in two performance colors including Oakley's VR50 and Black Persimmon. As UV light exposure increases, the base lens darkens automatically to maintain a precisely tuned level of light transmission—from overcast/flat light to bright sun—ensuring visual acuity is optimized.

Younger Optics offers Drivewear lenses Activated by Transitions, the first polarized photochromic lenses to darken behind the windshield of a car. In low light, the lenses take on a high contrast green/yellow color designed to minimize glare and maximize useful light information reaching the eye. In daylight (behind the windshield of a car), they change to a copper color,

which reduces glare and excess visual light and provides good traffic signal recognition, highlighting reds and greens. Finally, in outdoor conditions, they become a dark reddish-brown color, providing maximum comfort in high-light conditions by filtering excess light so the eye does not become saturated.

#### DISPENSING TIPS

Here are six easy-to-remember tips for dispensing photochromic lenses:

- 1) Though a challenge, keep apprised of all the photochromic choices and the manufacturers' recommendations for their handling.
- 2) Keep samples of all the photochromic colors.
- 3) Show the lenses in both the bleached and activated states. Try to activate them in natural sunlight, if possible.
- 4) Explain the value-added benefits of photochromics.
- 5) Learn what the patient's performance expectations are. Explain how the lenses will address those expectations.
- 6) If there are some patient requirements that cannot be met, say so. More often than not, the need for a second pair of glasses should be illustrated.

By following these simple suggestions, you can make photochromics a growing part of your sun lens and sunglass business. ■

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# SUN SPOTS (FACTS AND FIGURES ABOUT CONSUMER SUNWEAR TRENDS)

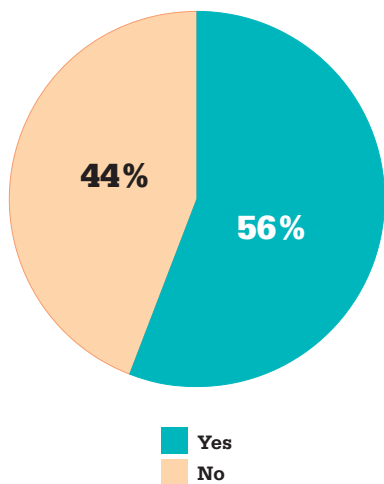
*Fashion history has witnessed oodles of trends that have been unhealthy and at times, rather dangerous—whalebone corsets, tanning beds, big, poofy '80s hair-dos (I kid, kind of). Sunglasses are one trend that is not only perpetually stylish (just look in any fashion magazine, any year—it's clear that they've got selling and staying power), but also beneficial to the wearer. Stay informed with these findings from Jobson Optical Research so you can keep the eyes of the world fashionably healthy.*

*—Melissa Arkin*

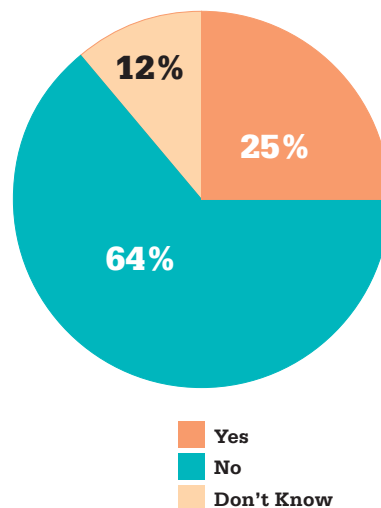
## METHODOLOGY

This sunwear study was run in April 2008 as a custom study appended to the large scale continuous consumer-based VisionWatch study. The sample was 4,034 respondents. All respondents are over 18 and live in the United States. For more information about how to run your own survey, please contact Jobson Research at (212) 274-7164.

Have you ever heard of a disease called Age-related Macular Degeneration, also referred to as AMD?



Has your eye doctor ever explained what causes Age-related Macular Degeneration?\*



**Almost half (44.1 percent) have never even heard of Age-related Macular Degeneration. Maybe that's because eye doctors of 63.9 percent of respondents who have had an eye exam within the past six months failed to inform them about the disease. Knowledge is power—and in this case being informed could be crucial to preventing AMD.**

\*Asked only to those who had an eye exam in the last six months



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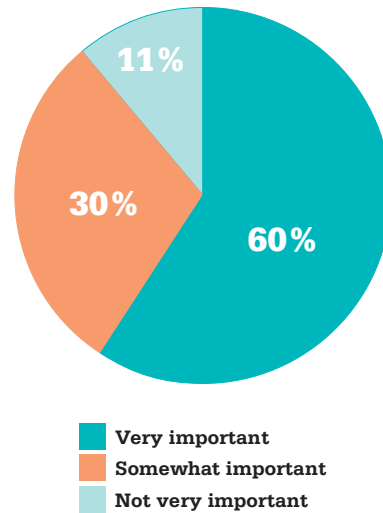
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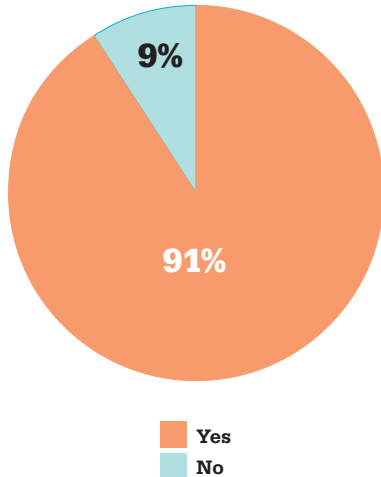
# SUN SPOTS (FACTS AND FIGURES ABOUT CONSUMER SUNWEAR TRENDS)

How important is it to you that your sunglasses have UV protection?

Most people who were asked how important it was that their sunglasses have ultra-violet protection expressed that it was important to some degree. UV protection on sunglasses was a major selling point for over half (59.5 percent) of respondents, who deemed it "very important" and over one-fourth (29.2 percent) said it was "somewhat important." Only a small percentage (11.3 percent) reported that UV protection was "not very important" to them at all.

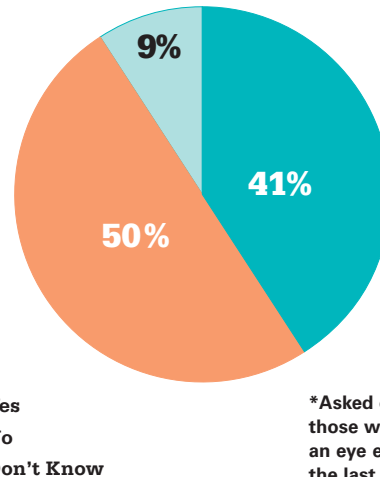


Are you aware that UV rays can damage your eyes?



The majority of respondents (91.4 percent) were aware of the potential damage that ultra-violet rays can have on the eyes. These people are in the know about UV.

Has your eye doctor ever spoken to you about the dangers of UV rays?\*



While a fair amount (40.6 percent) of respondents who had an eye exam in the last six months had been informed by their doctors about the dangers of UV rays, half of the respondents (50.1 percent) did not hear about the damaging rays from their doctors and one-tenth (9.4 percent) didn't know whether their doctor had told them about UV rays or not.

\*Asked only to those who had an eye exam in the last six months





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# SUN, SURF, & SEE

What if we told you there was a magic charm that made you **ALWAYS** feel like your life was a beach? Well, sunglasses can easily do that. Surf's up. The sand is glistening like a zillion jewels. And the best shade in sight is the one on your face. So here's our take on what trends sun will be "resorting" to this season.

—James J. Spina



**Modern Art**  
The latest color trend in frames is a spray of color blocking accenting rather than dominating the primary color of the sunglass. It is especially effective on the new sun brigade of bold, square retro-fitters.

Jessica Simpson/Colors in Optics



**Tan Lines**  
Brown zyl flowing through to crystal is easily one of the season's most powerful trends and it translates best in aerodynamic sport shaping.

Wiley X



**Sky King**  
Does anyone need reminding that Ray-Ban literally invented the aviator? Have a great flight.

Ray-Ban/Luxottica Group





**Shell Game**

Shimmering metal takes on new meaning as the delicate and shell-like engraving adds a beautiful reflective temple pattern.

Dana Buchman/Couteur Designs/  
A Division of Kenmark Group



**Femme Fatal**

Oakley continues to find new ways to evolve the sport look in a way that demonstrates the wild and elusive power of women.

Oakley



**Not-So-Secret Identity**

That W followed by an X denotes a logo now legendary in stylish sunwear. Iconic status takes time but this brand has certainly arrived.

Wiley X



**Star Fishing**

The momentum of skin art as it translates to sunwear adornment reaches bold heights with every single Hardy release. So let your sunwear shout as it shades.

Ed Hardy/Revolution Eyewear



**Striation Day**

Fine black to crystal striations add to the sleek sweep of this sporting bid from Madame Lafont.

Lafont



**Brand Identity**

Nothing seems to satisfy particular consumers more these days than distinctive yet somehow mysterious branding that seems at once highly personal yet teasingly exotic.

Angel/FGX International



# BEACH #C H D A Y

The summer is officially here so it's time to hit the beach. Whether hanging out at the shore or going lakeside or hiking by the river everyone needs the best eye protection from the elements. Take a look at what's eye-shore for sun styles during the high season.

—Jackie Micucci

Photographed by  
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JESSICA SIMPSON J600  
from Colors in Optics



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