Blue Polarized – From Vision Ease

To meet growing consumer interest in polarized lens color options, Vision Ease has released polycarbonate blue lenses. Blue lenses are ideal for active consumers looking to enhance visibility for tennis, golf and improve vision in hazy and snowy conditions. Additionally, the blue offers the ability for patients to customize their look while also protecting their eyes from UV energy and glare. Cherry Optical, Inc has polycarbonate blue polarized available in a wide variety of lens styles, including freeform designs.

What’s Hurting Our Eyes This Week?

With blue light getting all the hype lately, it can be easy to forget some of the basics. Eyecare Business magazine shared a statement that 87% of respondents to a survey knew that skin is damaged by the sun, but only 9% knew that the sun can damage the eye. This is crazy! First, who are the 13% of people that don’t know that the sun can damage your skin? Crazy. A solid takeaway from this survey is the need to educate your patients about UV protection and the benefits of Sunwear.

Study Concludes Tells Us What Already Know

A recent study by Janice McMahon, OD, Illinois College of Optometry and The Vision Council concluded that vision is better with anti-reflective lenses. No shock here. Analysis of patients in the study showed AR lenses were preferred for comfort and clarity in all trial conditions and improved clarity in glare testing. Looking for another takeaway? Be sure to focus on the visual benefits of anti-reflective coatings. Over the past 10 years, the industry marketing has focused on scratches, cleaning, fog, Blue Light, reflected UV light, static and other crazy talk that patients don’t want to comprehend. The most important thing to educate patients on regarding why they need anti-reflective lenses is to let them know it makes their vision better.

Cherry Optical, Inc’s Raptor Lens Gains Momentum

As the major hunting seasons are concluding, participants in our Raptor Lens Trial are really enjoying their lenses:

• “Excellent depth of vision in the woods or shaded areas.”
• “Better set your smart phone alarm as you will think it’s still light enough to hunt past legal hunting hours.”
• “Really liked its color change during dark to light and back to dark. Sunshine or daylight hours.”
• “Noticed I would wear them in the dark, before and after sunrises, plus indoors. Big improvement from lenses of this type from the 90’s. Also prevents the infamous ‘stick in the eye’ when walking in the woods in the dark.”
• “In the fog they were amazing. I will keep them in the truck for use during next early morning fog conditions.”

Raptor Lens is an exclusive product trademarked by Cherry Optical, Inc. The unique lens technology is available in a wide range of materials and lens designs.
Google AdWords Works – At a Cost

Excerpts from Samantha Toth, Inneractive Media: Google AdWords is a powerful business advertising tool. This highly targeted advertising is great for most any business, but it can be intimidating to get started. AdWords advertising is done on a pay-per-click basis. You only pay for the people who actually click on your ad. AdWords only shows your ads to people who are searching for companies like yours and using the keywords you setup. Google has a number of tutorials to help guide you through the process. You may find that your advertising dollars can go further than you thought.

Cherry Optical, Inc has been utilizing an AdWords campaign for nearly 2 years with solid success. Our budget is not large, but the results are well worth the investment as we are able to get our name in front of eye care professionals researching wholesale optical laboratories. Like any advertising, you need to find the right mix for your needs and establish a plan for at least 12 months before you can really gauge results and value.

2 out of 3 Ain’t Bad

In a recent patient survey by X-Cel Optical and Transitions Optical, 2 out of 3 patients likely to purchase photochromic lenses would select the Graphite color. Transitions Graphite lenses have the highest preference of any Transitions color. The iconic G-15 coloration provides outstanding performance in all light conditions. Contact Customer Service at 920-469-2559 to learn about the material and design availability of Transitions Graphite.

Camber Lenses Continue to Gain Momentum

The combination of IOT technology and Camber lenses are one of the fastest growing products at Cherry Optical, Inc due to the positive reviews from patients and professionals. The Camber lens’ variable base curve offers distinct advantages over digital progressive lenses made from a spherical lens blank:
- Dramatic reduction of oblique astigmatism (blur) in all visual zones.
- Full individualization and customization available according to prescription, lifestyle and frame choice
- Increased magnification in reading zone
- Reading zone easier to find.

Cherry Optical, Inc offers Camber H45 (balanced), Camber H65 (distance oriented) and Camber S45 (near orientated) designs in a wide variety of material and color options. We’d like you to try Camber lenses for your next eyewear and share your reviews with us.

What’s New with What’s New University

So far we’ve sent out our Save the Dates, Refer a Friend, and Course Requests. Are you in the loop? Don’t miss out on our communications!

Sign up here:
http://gem.godaddy.com/signups/154110/join

The deadline for Speakers is this Friday, December 4th. Please ensure you have submitted your course list and contact information to be considered.

Exhibitors, information will be sent out soon. Budgeting for next year? Contact us early and we’ll send out a form.

Attendees, just keep doing what you’re doing. Get excited, stay excited, tell your friends, tell your mom, do what it takes to help us spread the word. Don’t forget to RSVP on Facebook. You’re already invited, let us know who you want to see at the event.

Have you seen our new website? Take a peek!
www.whatsnewu.com

Cherry Optical, Inc will be closed December 25th to celebrate the holiday.
Wishing you and yours a Merry one!