Here’s one for you: Athleisure Eyewear

From Wikipedia: Athleisure is a trend in fashion in which clothing designed for workouts and other athletic activities is worn in other settings, such as at the workplace, at school, or at other casual or social occasions. Athleisure outfits are yoga pants, tights, and leggings that "look like athletic wear" and are characterized as "fashionable, dressed up sweats and exercise clothing." The idea is that gym clothes are supposedly making their way out of the gym and becoming a larger part of people's everyday wardrobes. Certain articles of clothing and footwear are, and these include tight-fitting elastic yoga pants, leggings, zip front or hooded sweatshirts, and lace-up or slip-on tennis shoes.

So now that we all know what Athleisure is; can we think of some examples of eyewear that would complement an Athleisure lifestyle? We can! Eyewear examples include large fashionable wrap Sunwear, frame styles with a bit of a sporty elegance, stylish flashy-mirror coatings and, of course, sports Sunwear. Examples of lenses that support Athleisure needs include all the Transitions options and Trivex lens material. Designs available include Shamir Attitude III Sport & Fashion and Cherry Optical, Inc’s HD WRAP SV. The aforementioned mirrors can be added to nearly all lens material and come in many color combinations.

Cherry Optical, Inc has the tools and availability needed to help you exceed your Athleisure lifestyle patients’ needs.

Leave Polycarbonate for the Strip Mall Opticals

While Essilor-Luxottica (don’t forget they are the same company now) schleip poly through their internet and retail stores; Independent practices have a much better alternative for patients wanting optical clarity, lightweight comfort, and thinness; PPG’s Tribrid & Trivex lens materials.

<table>
<thead>
<tr>
<th>Material</th>
<th>Index</th>
<th>Specific Gravity</th>
<th>ABBE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trivex</td>
<td>1.53</td>
<td>1.11 g/cm³</td>
<td>46</td>
</tr>
<tr>
<td>Poly</td>
<td>1.58</td>
<td>1.21 g/cm³</td>
<td>29</td>
</tr>
<tr>
<td>Tribrid</td>
<td>1.60</td>
<td>1.23 g/cm³</td>
<td>41</td>
</tr>
</tbody>
</table>

• Trivex is lighter than polycarbonate
• Trivex has far superior optical quality compared to polycarbonate
• Tribrid is thinner than polycarbonate
• Tribrid has much better optical quality than polycarbonate

And these are just some of the benefits – trust us – there are many more. Cherry Optical, Inc recommends that leading Independent eye care professionals provide their patients with superior optical quality with better performance. We recommend Trivex & Tribrid.

August 21st - Eclipse Eye Safety

The only safe way to look directly at the un eclipsed or partially eclipsed sun is through special-purpose solar filters, such as “eclipse glasses” or hand-held solar viewers. Homemade filters or ordinary sunglasses, even very dark ones, are not safe for looking at the sun. To date five manufacturers have certified that their glasses and viewers meet the ISO 12312-2 international standard for such products. Learn more and educate your patients here: https://eclipse2017.nasa.gov/safety.
NEW! Eyezen+ 0

The current Eyezen+ designs provide accommodative relief in the bottom of each lens to help defend against digital eye strain. The accommodative support increases with each design (1, 2 or 3) and each is recommended based on the patient’s age (18 to 50 years old). The Eyezen+ 0 design will be recommended for patients under 18 years old. Similar to the Eyezen+ 1, 2, and 3 designs, the Eyezen+ 0 design will be digitally surfaced and optimized to a patient’s Rx to provide outstanding distance vision. However, the Eyezen+ 0 design does not contain accommodative relief. Don’t forget to include your patient’s fitting height! For Eyezen+ 0, eye strain relief will be provided by the Smart Blue Filter™ feature’s ability to decrease exposure to Harmful Blue Light by at least 20%.

Cherry Optical, Inc.’s Eyezen+ promotion is doing outstanding! We encourage all of you to take advantage of this promotional pricing period to get experienced with Eyezen+. A reminder that all Eyezen+ orders processed between now and the end of August that include a Crizal treatment are discounted by $15.00! The discounted price makes Eyezen+ equal in cost to a standard single vision lens. The addition of Eyezen+0 in the program means that there is now an Eyezen+ lens for every patient.

Contact Customer Service at (920) 469-2559 or your Cherry Optical, Inc Sales Representative for more information on this promotion and Eyezen+ lenses.

NEW! IOT Camber Steady

New from IOT and Younger Optics; Camber Steady – the latest evolution in the Camber lens series. Camber Steady is a Dual-Side personalized lens. This lens design incorporates strict control of the mean power reducing the lateral distortion and swim. Camber Steady lenses provide wearers better peripheral vision while enjoying maximized visual fields. IOT and Younger have been working diligently to deliver this new design that will provide the best overall performance available in the Camber designs. We encourage you to experience Camber Steady for yourselves. Contact your Sales Representative or Customer Service for pricing and availability.

NEW! IOT Camber Mobile

Also new from IOT and Younger Optics; Camber Mobile. Mobile was developed specifically for users of electronic devices (I think this means everyone on Earth). It provides wider near and intermediate visual fields with a smooth transition that allows wearers to change focus easily with minimal impact on distance vision. This enhancement is delivered with IOT Smart Add technology. Smart Add designs are slightly softer to deliver more comfortable reading by minimizing head movements and supporting correct ergonomic posture. Camber Mobile is available in a wide variety of materials and is ready for you to try today.

Crizal Prevencia – Seeing is Believing

Ok. So, maybe the color of Prevencia in action isn’t the most beautiful thing. But, favorable reviews of wearers continue to pour in for Crizal Prevencia’s blue filtering abilities. Essilor says that their proprietary blue light filtering lens technology, called Light Scan, deflects harmful blue violet light by 20%. I (Adam) am a convert. My first perceptions of the treatment were not positive. But considering I have 3 x 27” monitors in front of me for hours on most work days, I find my Prevencia lenses to be soothing at the very least. Cherry Optical, Inc is now processing the Prevencia treatment for lenses on-site 4 x times per week allowing us to control the quality and service level. We encourage you to give this blue filter technology a try if you haven’t already done so.

Croakies – Available Through Cherry Optical, Inc

Here’s a little reminder to check out your selection of high-quality sports retainers. Through Hilco (who now owns the brand), we can provide the full availability of Croakies. Rx Sunwear is expensive. Offer your patients a solution to keep them on their person. Check out www.croakies.com for examples of all the great styles and options.

Transitions 7 in Ultra-Thin 1.74 Index Material

Do you have a patient that wants Transitions lenses and an ultra-thin lens material? Then order Transitions in 1.74 material. Cherry Optical, Inc has an extremely wide variety of lens designs available in both Gray and Brown. Our availability of 1.74 in clear and Transitions is expansive. Want thin? 1.74 is it.

Looking for an Alternative – SEIKO Superior

We’ve had a good number of Independent practices looking for alternative branded progressive lens designs (given the industry news). The fine folks at SEIKO would like you to consider their Superior designs. SEIKO Superior is an “ultra-personalized lens” that features three options (Balanced, Near-priority, and Far-priority), 11 options for corridor lengths, 51 options for near zone inset and 21 options for the frame pantoscopic tilt. It is available in a vast variety of materials and coatings with add powers from 0.50 to 4.00. Speak with Customer Service or your Sales Representative for more information on SEIKO Superior.