

# ADVANCE NOTICE

VOLUME 37—NUMBER 6

Two-Sided Edition!

JUNE 2018

## PROMOTE NATIONAL SUNGLASSES DAY ON JUNE 27TH!



Get your Practice on board to participate in this media event. National Sunglasses Day serves as a reminder that sunglasses are a *major health necessity* – whether it's sunny or cloudy, warm or cold – and spread the word that sunglasses and other UV-protective eyewear are key to protecting long-term eye health.

The Vision Council's website, [www.nationalsunglassesday.com](http://www.nationalsunglassesday.com), has web banners, social media tools, posters, health info and more for you to use for FREE to help promote National Sunglasses Day and the many benefits of sunwear.

Don't miss out on this opportunity to promote sunwear and educate your patients about UV protection!

### IDEAS TO PROMOTE SUNWEAR AND NSD 2018 IN YOUR DISPENSARY:

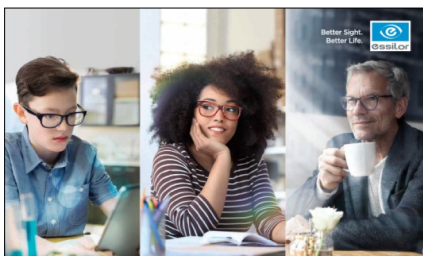
- Hold a themed event on June 27th and partner with local businesses for fun and cross-promotions
- Celebrate for the whole month of June with a special package price on sunwear when patients buy their indoor pair
- Share information about National Sunglasses Day via your website and social media outlets
- Encourage your followers to share photos of themselves in sunglasses leading up to and on June 27 using the official hashtags: #NationalSunglassesDay and #SunglassSelfie.
- Create a referral program to encourage patients to come in with their friends and family
- Find creative ideas to merchandise sunwear during the month of June—search online for inspiration!
- Make up buttons or t-shirts for your staff: "Ask me about my sunnies"



Visit [NationalSunglassesDay.com](http://NationalSunglassesDay.com) to download:

- Print-Ready Posters
- Web Banners and Graphics
- Circular Ad Graphics
- Social Media Images & Suggested Text
- National Sunglasses Day Logos

## ESSENTIAL BLUE SERIES™—BLUE LIGHT PROTECTION FOR EVERY PATIENT, EVERY DAY



### ESSENTIAL BLUE SERIES™

BLUE LIGHT PROTECTION FOR EVERY PATIENT, EVERY DAY

Essilor of America launched **Essential Blue Series™ lenses on May 1<sup>st</sup> 2018**. This launch expands the availability of Harmful Blue Light\* protection to ensure that everyone has access to our best vision possible, while helping to protect sight well into the future. Essilor's innovative *Essential Blue Series* lenses offer reduced exposure to Harmful Blue Light and superior clarity all in one lens.

With this launch, **we are moving Harmful Blue Light protection from being available on a limited number of designs, to becoming its own full-fledged category** like No-Glare or Photochromics.

To better enable the growth of this category and the industry, as well as to align our own production capacity with the demand for expanded availability, **Essilor will no longer systematically include blue light protection in Varilux® Digital Lenses**. *Essential Blue Series* lenses will now be an orderable option on *Varilux* lenses, traditional single vision, and digital Essilor PALs. Therefore, **lenses that are not specifically ordered as *Essential Blue Series* lenses**

**will revert to clear, and will no longer provide additional protection from Harmful Blue Light.**

You now have the choice to offer a standard clear lens, **or for an additional \$9 per pair**, an *Essential Blue Series* lens. It is our hope that in addition to developing a new category in the industry, this launch will help facilitate more practitioner-patient conversations around the value of blue light protection.

\*Harmful Blue Light is the blue-violet wavelengths found on the visible light spectrum between 415-455 nanometers and believed to be the most toxic to retinal cells.

**For more Essential Blue Series info and availability, visit [www.advanceoptical.com/library](http://www.advanceoptical.com/library)**

## ESSILOR VISION FOUNDATION IS HELPING CHILDREN SEE CLEARLY

**Did you know that it's estimated that one in four children has a vision problem that affects their ability to learn?**

According to the Centers for Disease Control and Prevention, vision impairment is one of the most prevalent disabling conditions among children in the United States. Vision impacts every aspect of a child's life, from learning, confidence and social interaction to participation in activities such as sports, art and music. **The good news is 80 percent of vision impairment can be prevented or cured.**

Essilor Vision Foundation is committed to helping all children see clearly, but we know we cannot do it alone. That is why EVF developed an **in-office donation campaign intended to inspire parents, patients and optometrists' staff to adopt the cause of vision and give them an opportunity to raise awareness and funds** by providing them with a cause marketing kit. The kit includes materials to promote the cause of vision, resources to fundraise for the cause, and marketing materials to help ODs promote their charitable efforts. Ninety percent of every dollar raised through the in-office campaign supports critical vision initiatives. Donations go directly to helping fund local programs providing vision exams and glasses for children in need, as well as educating the general public on the importance of eye health care for children. In addition to helping children, participating ODs may benefit from the fact that promoting a cause is good for business. **An Essilor Vision Foundation survey found that 61 percent of customers would choose an eye care professional who supports a charitable cause over one who does not.**

"Essilor Vision Foundation helps to provide over 250,000 pairs of glasses to people in need annually, and through our partnership with eye doctors around the country, we can ensure that the millions of children in the U.S. who need vision correction can receive care," says Kim Schuy, President of Essilor Vision Foundation. "By participating in the donation program, eye doctors are helping give children the tools they need to succeed in school and in life."

**Practices can enroll in the in-office donation campaign by visiting [evfusa.org/bettersightenrollment](http://evfusa.org/bettersightenrollment).**







This kit is designed for your Practice to help educate your patients and staff about the need for vision services in the U.S. and provides them with an opportunity to help provide vision care to kids in the U.S. who would otherwise go without.



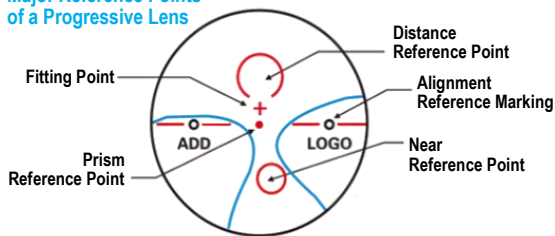
**Enroll today at [evfusa.org/bettersightenrollment](http://evfusa.org/bettersightenrollment)**

**and More!**

## HELP US, HELP YOU—Helpful Tips to Expedite Your Rx's and Keep Your Patients Seeing Their Best!

Here is a helpful refresher chart on the anatomical layout of a progressive. This chart can be used on all progressives whether conventional or digital. It charts the major points of reference and where they are located.

### Major Reference Points of a Progressive Lens



- **Distance Reference Point:** Place that circle on the reticle of your lensometer to check distance power. If the power is NOT read precisely at that circle, you will read the power, cylinder, axis incorrectly.
- **Alignment Reference Marking:** The 180 line
- **Near Reference Point:** Place that circle on the reticle of your lensometer to check the full near power.
- **Prism Reference Point:** The optical center of your lens and the ONLY spot you check for prism whether it is prescribed prism, or the result of surfacing prism thinning. Never check for prism in the Distance Reference Point.
- **Fitting point:** The point where the seg height was taken.

## WE THE PEOPLE! GETTING TO KNOW YOUR ADVANCE OPTICAL



**Stephanie Reyes**  
Customer Service  
4 years serving our customers

|  |   |
|--|---|
| <b>Job Responsibility:</b>                             | Customer Service  |
| <b>The best part of your job?</b>                      | Developing great working relationships with our customers |
| <b>Favorite Food?</b>                                  | My Mom's homemade apple pie                               |
| <b>Favorite Movie?</b>                                 | <i>That's My Boy</i>                                      |
| <b>Place in the world you'd most like to see?</b>      | Tasmania  |
| <b>Hobbies, favorite activities in your free time?</b> | Interior decorating, painting, shopping                   |