



Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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WHAT'S NEW

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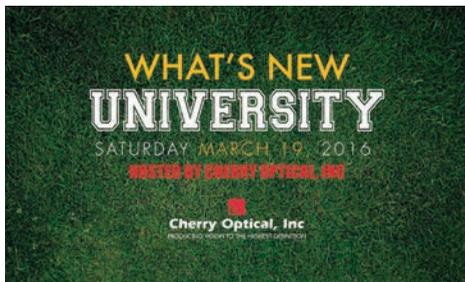
FULL MOON ALERT:

April 22nd



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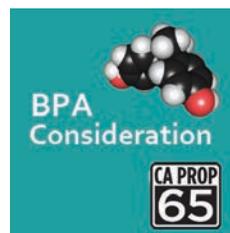


2016 WNU: Amazing Time!

We successfully produced another "What's New University" in March and would like to thank all of you that attended and participated to make this event an amazing success. The overall reviews on the courses were outstanding and the exhibit floor was packed. We'd like to give an extra thank you to all of the exhibitors, they did an awesome job in supporting WNU. WNU is an amazing example of the dedication of Independent eye care professionals. By working

to constantly improve our knowledge and skills, we can all grow and be successful together. Thank You from everyone at Cherry Optical, Inc.

"Duty to Warn" in 2016 – Proposition 65 in CA



Effective May 11th, when dispensing polycarbonate lenses in California, opticians will have to share this message:

"Warning: This product contains a chemical known to the State of California to cause cancer [or birth defects or reproductive harm, whichever applies]."

We can debate the actual, real-world health-risks associated with polycarbonate lenses, but that doesn't change the law or the fact that polycarbonate is made with the chemical bisphenol-A (BpA).

So what do we do? Cherry Optical, Inc has long been a fan of alternative lens materials over polycarbonate. We always figured the superior optical quality of Trivex (remember, polycarbonate has the lowest optical quality of all widely used lens materials) would win the day; not attorneys in California. But then again, there are a lot of attorneys in California. There is no better time than now to consider eliminating polycarbonate from your lens selection. The last thing you want is a patient asking why you didn't warn them about BpA in their lenses (or their child's lenses).

Trivex Lens Material – Add Another Feather to the Cap



Everything we've been able to research has shown PPG's Trivex lens material to be BpA free. So, add this to the list of reasons Trivex is a superior lens material:

- lightest weight
- outstanding optical quality (ABBE)
- extremely impact and crack resistant
- chemical resistant
- widely available

Overall, trivex provides a superior product to mass-merchant-preferred polycarbonate, is still one of the newest and clearest lens materials available and now, unlike polycarbonate, is BpA free.

NEW! Realtree by armouRx

Now available from Cherry Optical, Inc and armouRx; Realtree MAX-5 and APC PINK camo safety eyewear for men and women. There are 6 styles available that meet or exceed

ANSI Z87 requirements. Display kits are available now for \$110 and include a frame display to showcase all styles, 7 frames with 7 Realtree frame pouches and a Realtree hat in pink or green. Contact Customer Service today to order your Realtree kit.





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Visit our Facebook Page to view more pictures and share your WNU memories! Thank you again for joining us. :)



Power of Vision & Essilor Locators



Are you signed up for Essilor's Power of Vision? If you are not and want to be, please contact Customer Service or your Cherry Optical, Inc Sales Representative ASAP. The Power of Vision is a nationally

advertised consumer rebate program on Varilux, Transitions, Crizal and Xperio lenses. Essilor will be driving business to their websites which all include locators to help consumers find participating eye care professionals. (Crizalusa.com, Xperiousa.com, Variluxusa.com & Eyezenusa.com) All eye care professionals registered for PoV will be on all of Essilor's locators, regardless of sales volume for 3 months. After 3 months (starting April 1), there will be brand sales minimums to remain on the individual product site locators. If enrolled in "PoV, locations will not be removed from the PoV website – which is the site Essilor's advertising will direct consumers to utilize. Cherry Optical, Inc will be producing a "dashboard" to help our customers see their product utilization and confirm your listing on the sites.

Opening the Closed Loop

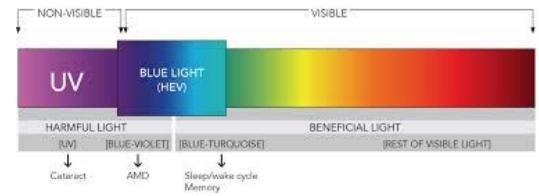
Parts of this are taken from information shared by The Vision Council. The Vision Council has been tracking over 40 bills relating to managed vision care in 2015-2016. While many of these bills "died" in their respective legislatures, 13 states have enacted or are working to enact measures that prevent managed care "insurance companies" (VSP, EyeMed, Spectera, Davis, etc.) from dictating which laboratories must be used to produce eyeglasses. There is also a bill in the US Congress (HR 3323) that is looking to do the same concept on a national basis. As many of you are aware, most of the highly-profitable managed care programs require that you use contracted laboratories, or in some cases, laboratories fully-owned by the actual managed care provider, to fabricate eyewear for your patients. This creates 'closed-loop' systems that control pricing and limit an Independent eye care



professional's ability to select products, service level and quality or product being delivered. Sound like something you'd like to see in your state? If so, we encourage you to reach out to your state professional organizations along with your state and national representatives. You can trust there is some big-money trying to block these bills from ever seeing the light of day, so if you want progress you'll need to make a few calls and send a few letters.

Blue Light – Opportunities and Who Knows?

Blue Light continues to be a big buzz in the eye care industry and it is getting very interesting. Essilor



will be announcing the rollout of Smart Blue Filter (SBF) lenses at Vision Expo East. According to Essilor, SBF will block the most harmful blue light while also being perfectly clear. SBF will be available in all Varilux digital freeform designs at no additional cost and also available in their new Eyezen 2.0 series of lenses. SBF can be combined with Previncia to provide added blue light protection.

While color-free blue light filtering is interesting, we've learned recently that Transitions lenses have always blocked blue light. Interesting...

In terms of customer and professional feedback, we've found that the Blutech lenses consistently get the higher remarks when compared to anti-reflective treatments such as Crizal Previncia or Hoya Recharge. While there certainly is truth to Blutech's science, the color of the Blutech lens surely provides an additional, instantly-perceived effect on the wearers. The jury is out on whether eye care products will be the main defender against blue light or if the technology world will address it themselves. There are already a number of free apps that can reduce blue light on electronic devices by shifting the color spectrum and/or reducing the intensity of displays. Additionally, I (Adam) believe that screen manufacturers will incorporate SBF-like technology into their displays in the near future.