



# New York Minute

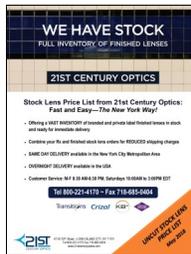
June 2018

## 21st Century Optics is in the Stock Market!



Tel 800-221-4170 ~ Fax 718-685-0404

- Offering a VAST INVENTORY of branded and private label finished lenses in stock and ready for immediate delivery
- Combine your Rx and finished stock lens orders for REDUCED shipping charges
- SAME DAY DELIVERY available in the NYC Metropolitan Area
- OVERNIGHT DELIVERY available in the USA
- Customer Service: M-F 8:30 AM-6:30 PM; Sat. 10:00AM to 3:00PM EDT



## 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.21stcenturyoptics.com/document-center](http://www.21stcenturyoptics.com/document-center)**

## National Sunglasses Day is June 27th—Your Opportunity to Promote Sunwear!

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!



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**

## The 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.

