

EYECARE PATIENT
EDITION

FALL/WINTER 2018

SHAMIR RECREATING PERFECT

VISION[®]

INSIDE THIS ISSUE

- SHAMIR'S NEW INTELLIGENT LENS
- SPORTS & EYE SAFETY
- DOES DIET AFFECT YOUR VISION?



EVERYDAY • WORK • PLAY

EVERYDAY

Shamir Autograph[®] III

Experience a revolution in high definition optics and explore the possibilities of your vision.

Shamir Autograph III[®] wins Eyekite Readers' Choice Award

EYEVOTE
READERS' CHOICE 2016 & 2017



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ReCreating Perfect Vision[®]

shamirlens.com

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TODAY'S TRENDS

WHAT YOU'LL
FIND INSIDE

Today's trends aren't much different than those of the past, although we are seeing a culmination of "inter-decade" fashion and technology enhanced to fit today's needs. From angular frames to sun protection, it's all still relevant. Check out this issue of **ReCreating Perfect Vision®** for the latest on-trend tech and fashion.

SHAMIR
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INTELLIGENCE™

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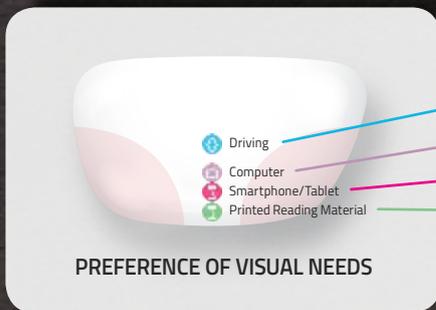
INTRODUCING The world's first intelligent progressive lens!

Shamir Autograph Intelligence™

— Designed to match your Visual Age™

Our latest research has shown that your visual behavior changes in relation to your Visual Age™.

Visual Age™ refers to the physiological age of the eye (the required reading power) and is generally correlated with your chronological age.

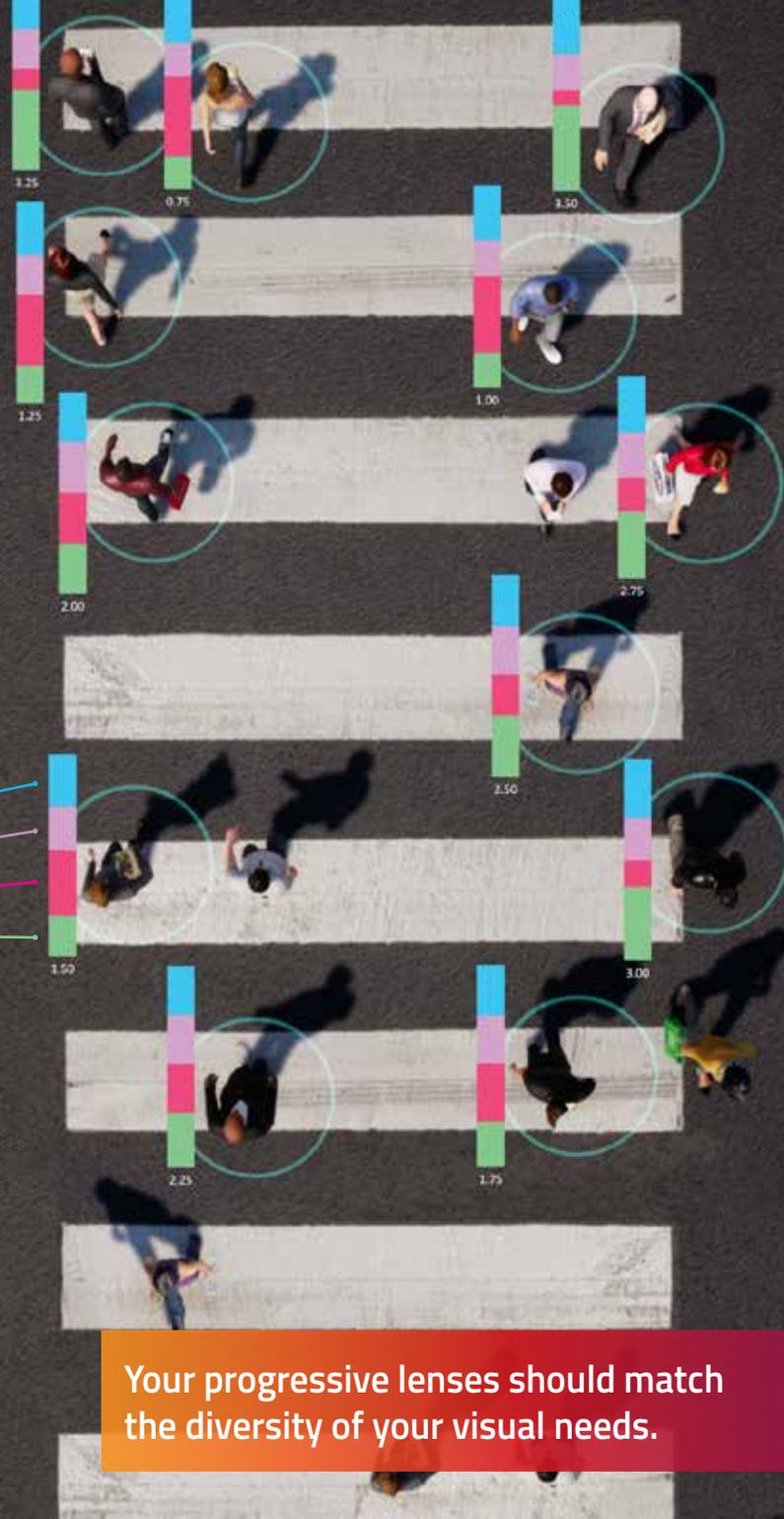


Shamir Autograph Intelligence™ provides you with a progressive solution that is unique and optimally suited to your visual behavior (needs) and Visual Age™, allowing for a personalized experience with no need to compromise on visual comfort.

So, rather than receiving a prescription solution that is the same as someone who is 10 years older than yourself, you receive a lens that is fine-tuned to your specific visual needs.

Shamir Autograph Intelligence™ has been specifically designed, utilizing consumer feedback, Big Data, and elements of Artificial Intelligence to ensure your visual experience aligns with your day-to-day visual needs, in all four key visual zones.

For more information visit
ShamirAutographIntelligence.com



Your progressive lenses should match
the diversity of your visual needs.

Shamir **Autograph Intelligence™**

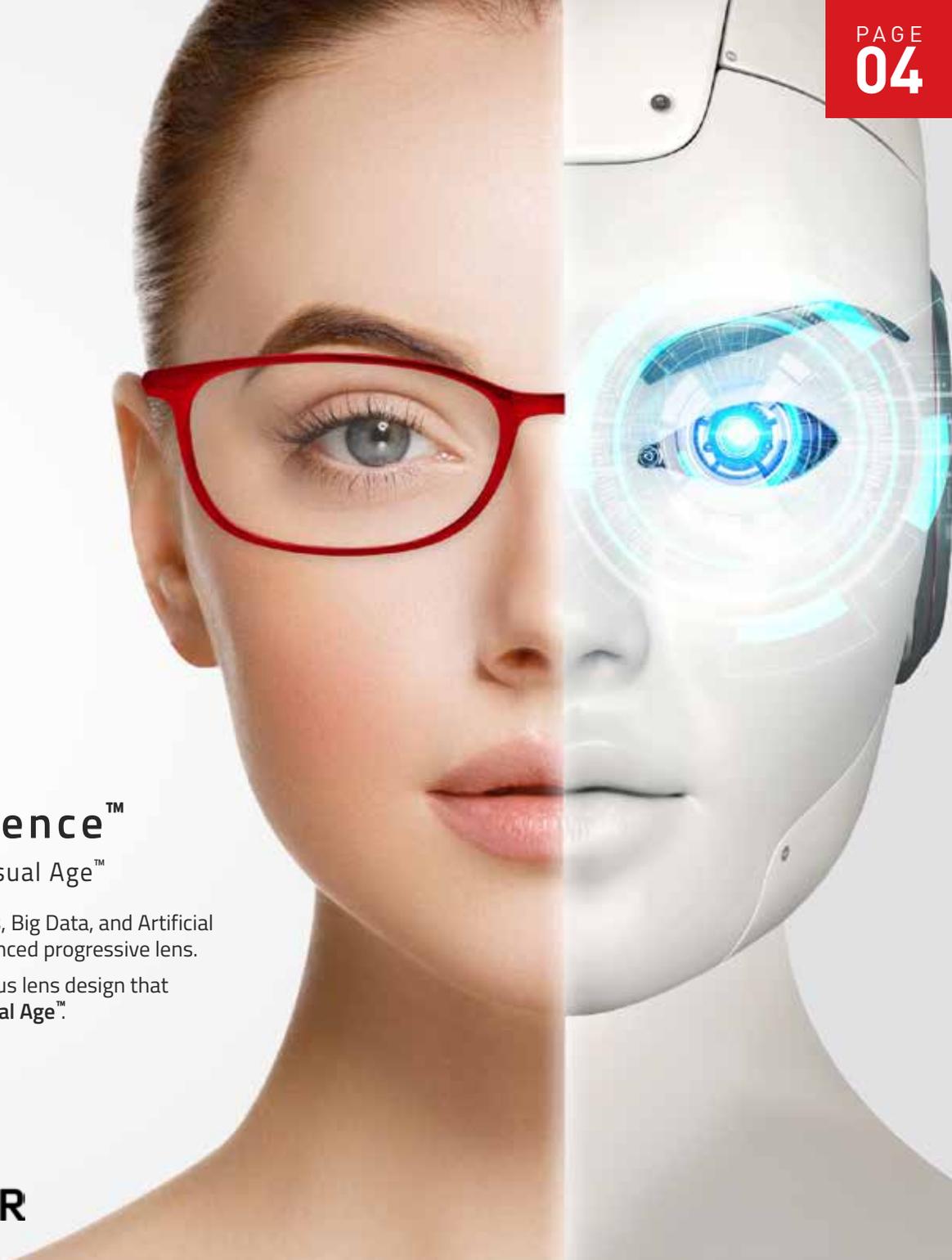
— Designed to match your Visual Age™

Harnessing today's cutting-edge technologies, Big Data, and Artificial Intelligence, Shamir introduces it's most advanced progressive lens.

Shamir **Autograph Intelligence™** is a continuous lens design that optimally matches your visual needs and **Visual Age™**.



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PLAY

Shamir Attitude III® - Fashion

Sun lenses for all of your outdoor needs



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WHAT YOU NEED TO KNOW

UV EXPOSURE

Knowing the facts about ultraviolet (UV) rays can shed some light on protecting your skin and eyes. The effects from exposure to UV accumulate throughout our lifetime and can cause cataracts, macular degeneration, temporary vision loss and skin cancer.

There are many common misconceptions about the importance of sunwear and how excessive UV exposure can damage your eyes. In The Vision Council's report, *Protection for the Naked Eye: Sunglasses as a Health Necessity*, it was found that:

66% Americans don't protect their eyes on cloudy or rainy days.

58% Americans don't identify a connection between sunburned eyes and exposure to UV.

65% Americans don't see any correlation between exposure to the sun and cataracts.

65% Americans don't identify a link between exposure to UV and age-related macular degeneration (AMD).

It's time to rethink the importance of sunwear, and why it is important all year long. Perfect for any pair of sunglasses whether they're big, flashy fashion frames, sporty wrap frames, or anything in between, **Shamir Attitude III® - Fashion** is the ideal progressive lens for day-to-day outdoor use.



YOUR EYEWEAR

WARDROBE

People see your face before they see your feet ...

So why do we spend so much time and money on shoes and ignore the most obvious wardrobe essential?

Put your best foot forward with eyewear designed for different occasions and activities. With the exception of flip flops on a beach vacation, a single pair of shoes does not satisfy every need. The same holds true for your glasses! Start building your eyewear wardrobe to look absolutely fabulous from head to toe!

EVERYDAY



WORK



PLAY



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SINGLE VISION

DIGITAL LENSES

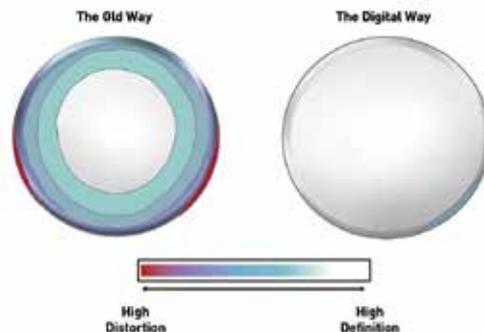
Personalization isn't only for progressive lens designs anymore, the visual benefits of digital, **Freeform**® lenses are available for today's single vision patients!

The world around us is digital – with technology, we have the most mega pixels, highest resolution and the most unique tools that connect us quickly and clearly. Vision has kept up with the trend – especially single vision!

Today's most advanced technologies are incorporated in digital, **Freeform**® single vision to ensure that each patient's view of the world is the clearest it can be. With digital manufacturing and by incorporating as-worn measurements, single vision lenses are extremely precise for each wearer.

Imagine a world where your lenses allow you to see more, when the prescription you previously had did not. This is the success behind the **Shamir Autograph**® III – Single Vision.

The Difference is Clear with Digital*



*Simulation of distortion in a single vision lens.



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WORK

Shamir Relax™

A fatigue relief solution for
single vision lens wearers



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SWITCHING DISTANCES

VISUAL FATIGUE

When you reach the end of the day, do you ever notice that your eyes feel tired? You likely spend a good portion of your day looking at computer screens, your smartphone, and other devices, but it isn't likely that you realize these behaviors are what cause your eyes to tire.

Our eyes work hard to keep up with us throughout the day – and it is easy to forget that! When you spend most of your day switching your focus between various digital devices, our eyes are constantly focusing and refocusing all over the place. This wears out all of your eye muscles and results in that tired feeling you have in your eyes, or what is better known as visual fatigue.

A simple solution to combating this issue is wearing a fatigue relief lens throughout the day, such as Shamir Relax™. This lens sets out to relieve stress on your eye muscles, and ultimately cuts down on how hard those muscles have to work by 30%. A specialty lens, like Shamir Relax™, that directly tackles this common problem is all it takes to experience visual relief throughout your entire day.



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WORK

Shamir **Computer**™



Shamir **WorkSpace**™

See the office in a whole new light
by defining your work environment.



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KEEP THE
OFFICE IN
perfect
FOCUS



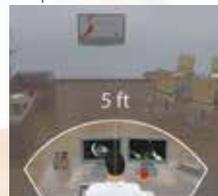
When it comes to vision in the workplace, our needs are very different than those of our day-to-day activities. At work, depending on your career, more time throughout your day is spent focusing on items that tend to be at a closer distance. This could be due to more time reading paperwork, being on the computer, cutting a client's hair or performing surgery. Our work environments generally require that we have clear vision at working distances of 1½, 2½, and out to approximately 10 feet, based on our job requirements.

Since we don't generally use/need far distance for the majority of occupations, occupational lenses are designed to provide the best optics for all the necessary near and intermediate tasks we do while we're on the clock.

Enough about "why?" let's look at the options...

Up to 5 ft. – Shamir Computer™

FIG. A
Shamir Computer™: Excellent vision for close tasks with an optimal depth of field up to 5 ft..



Shamir Computer™ is perfect for any task performed within 5 feet. Providing a wide field of near and intermediate vision, Shamir Computer™ is the lens for you if you concentrate on paperwork, work with small tools, or stare at a computer for the majority of your day. Shamir Computer™ offers a far greater depth of field than that offered by conventional reading lenses. (Fig A)

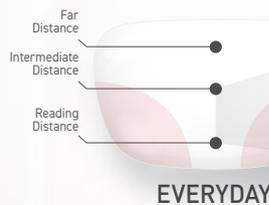
Up to 10 ft. – Shamir WorkSpace™

FIG. B
Shamir WorkSpace™: Excellent vision for close tasks or mid-distance viewing with an optimal depth of field up to 10 ft..



Shamir WorkSpace™ is the best solution when your work priorities are both mid-distance and near viewing. It offers a greater depth of field, up to 10 feet. Promotes clear vision whether you need to focus on your desk, across the room or while moving around your workspace. (Fig B)

Talk to your Eye Care Professional today about which lens better suits your needs.



BLUE LIGHT | DIGITAL EYESTRAIN

*70% OF AMERICANS
USE TWO OR MORE
DIGITAL DEVICES AT
THE SAME TIME, AND
MORE THAN SIX OUT
OF 10 AMERICANS
REPORT EXPERIENCING
DIGITAL EYESTRAIN ●●●*

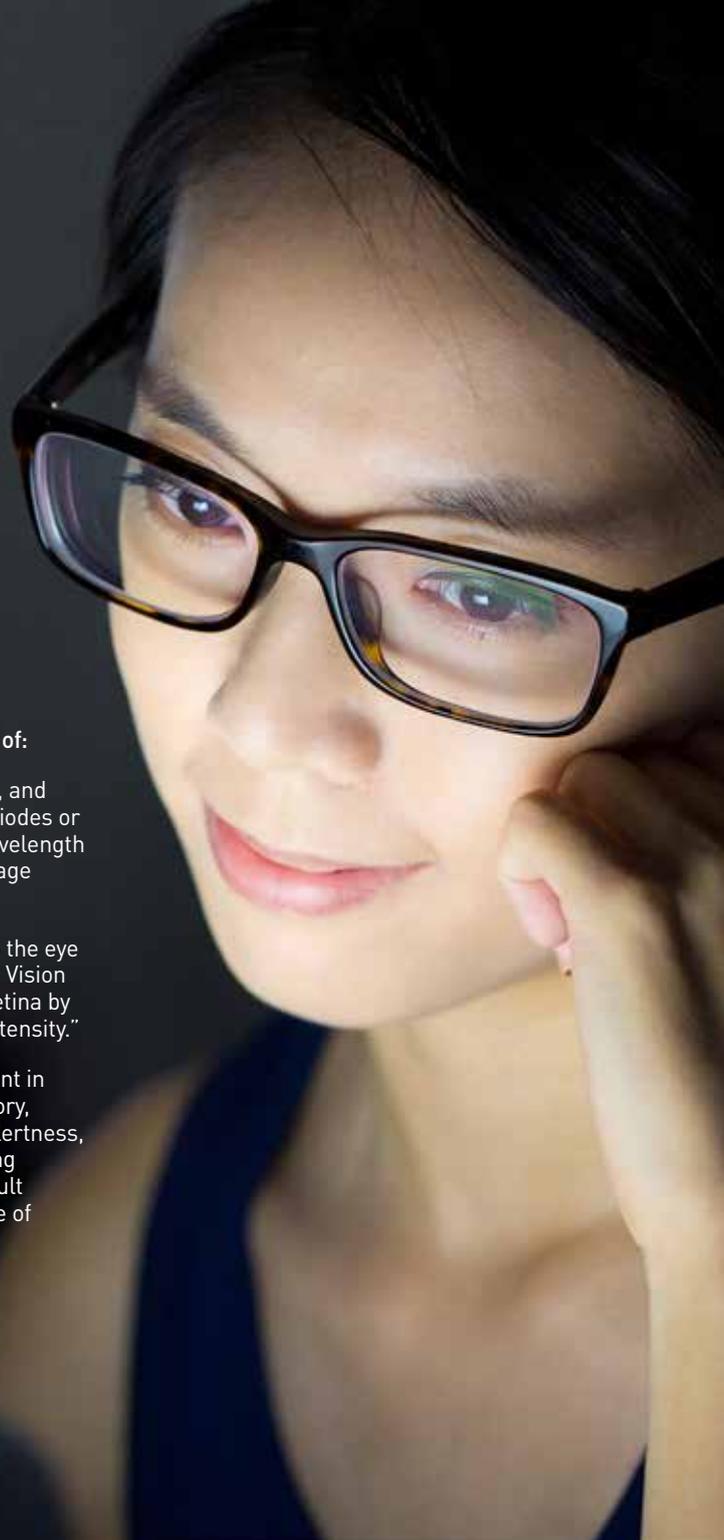
resulting in, dry, irritated eyes, blurred vision, eye fatigue, headaches, and pain in the back and neck.

There are multiple problems associated with this ever-increasing usage of devices. One is obviously eyestrain. Second is the fact that nine out of 10 patients don't address their use of digital devices with their eyecare professional. And the third is the long-term problems associated with exposure to high-energy visible (HEV) or blue light from these devices.

Most of us have no idea that ongoing exposure to screens is increasingly showing links to long-term problems like age-related macular degeneration and cataracts.

Here are three facts you should be aware of:

1. All digital devices, fluorescent lighting, and many appliances have light-emitting diodes or LED, which are known to emit blue wavelength light that, long-term, is shown to damage retinal cells.
2. Blue light penetrates more deeply into the eye than UV light, so, and according to The Vision Council, "exposure may damage the retina by exposing the eye to hidden spikes in intensity."
3. While this high-energy light is important in terms of cognitive functions like memory, regulating emotions, and increasing alertness, it can interfere with sleep by decreasing the release of melatonin. That can result in disruption of sleep patterns because of increased alertness.





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Shamir InTouch™

Everyday vision enhanced for smartphones and tablets



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PLAY

Shamir Attitude III® - Sport

Sun lenses for all of your outdoor sporting needs



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SPORTS & **EYE** **SAFETY**

Don't forget about the most important equipment for your athletic activities: Sport lenses!

Though 70% of Americans report they are involved in athletic activities, only just over 30% of adults wear any eye protection while participating in sports. In the midst of outdoor fall and winter sports, now is the perfect opportunity to educate your patients about the importance of eye safety.

90% of sports-related eye injuries are preventable, according to the National Eye Institute (NEI).

15% of annual eye injuries in the U.S. are the result of sports/recreational activities.

Contact sports require a lens which is more impact resistant than a traditional lens. High impact lenses are also important for any sport where there are flying objects which could come in contact with the eye or eyewear.

Furthermore, as many sports are played outside, there is increased light sensitivity and exposure to UV radiation. Outdoor sports should incorporate a sun lens, like **Shamir Attitude III® - Sport**, for optimal visual zones, UV protection and reduction of glare.

Blue LIGHT

Though fall brings cooler weather, you likely still spend a lot of your time outside. Unfortunately, you may not know about resulting damage to the eyes. Even if you have been trained to wear high-quality sunnies throughout the year, you may still be ignoring the dangers of exposure to blue light indoors.

Blue light wavelengths flicker more than other wavelengths, and that means increased glare and potential reduction in visual contrast and clarity.

The demand for a lens that provides both protection from potentially harmful artificial light and absorbs harmful UVA and UVB rays is growing. What's the ideal solution? **Shamir Blue Zero™**, a blue-blocking clear lens, that will protect your eyes all year long.

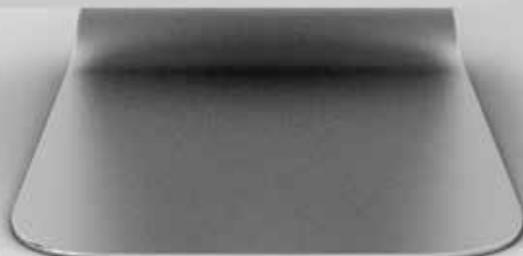
PROBLEMS INDOORS

The impact of all this exposure is particularly critical for young children because the crystalline lens and cornea are still forming. That's a problem considering that children spend more than seven hours a day in front of digital devices.

PROBLEMS OUTDOORS

You should be afraid of heights, when it comes to UV. Why? Because the intensity of UV radiation increases 3% for every 1,312 feet in altitude. That's because at higher elevations, the air is thinner, allowing for more UV radiation in the atmosphere.

Sources: ¹ bluelightexposed.com, ² The Kaiser Family Foundation, ³ American Optometric Association and VSP





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Shamir Blue Zero™

Protect your eyes from overexposure to blue light



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DOES
DIET
AFFECT

VISION?

Do you know about the importance of eye-healthy foods and supplements? Most recent research strongly suggests a link between nutrients and eye health. Having a balanced diet will not only improve overall health now, but will impact the way we age down the road. Here's a look at some of the key nutrients in a diet, and how they impact vision.

Vitamin C

Shown to lessen the likelihood of cataracts, ascorbic acid, in combination with other nutrients, Vitamin C has been demonstrated to slow the progress of AMD as well as the loss of visual acuity.

- Oranges
- Broccoli
- Pineapples
- Bell Peppers

are all great sources of vitamin C.



Vitamin D

Lack of vitamin D is a contributing factor to dry eye. Research is suggesting a correlation to macular degeneration as well.

- Sardines
- Mackerel
- Tuna

are all rich in vitamin D.



Vitamin E

Found in foods like almonds, spinach, sunflower seeds, and sweet potatoes, vitamin E helps protect cells of the eye from free radicals.



Fats

Commonly accepted research finds that Omega-3 fatty acids, found in walnuts, salmon, and chia seeds, are key to both retinal function and visual development.



Zinc

Highly concentrated in the retina and choroid, zinc helps move Vitamin A to the retina. The result? The protective pigment, melanin.

You can incorporate more zinc into your diet by eating:

- Pumpkin
- Squash or even,
- Dark Chocolate



Lutein & Zeaxanthin

Abundant in eggs and leafy green veggies like kale and lettuce, lutein and zeaxanthin help reduce the risk of AMD and other chronic eye ailments.





We HAVE a LENS for that!

Shamir lenses are available for all of your
EVERYDAY, WORK, & PLAY tasks!

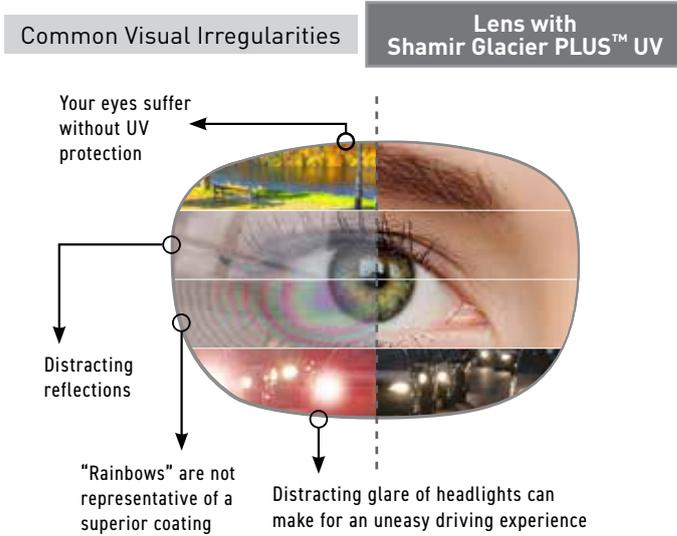


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Shamir Glacier PLUS™ UV offers superior cosmetics and optics:



ANTI-REFLECTIVE

**CUTTING
GLARE**

AND MUCH MORE

We often have a tough time understanding AR, but it is important to know that non-glare coating minimizes distracting glare and enhances visual acuity by allowing more light to enter the eye.

Though it's growing faster than any other segment of the eyewear market, only one in three people actually receive non-glare lenses. We should keep the following points in mind:

1. We often think non-glare decreases light. It works because eliminating reflections on the lens surface increases the amount of light entering the eye by about 8%, improving visual acuity.
2. Non-glare lenses reduce ghost images and halos around lights that cause driving difficulties at night. Whether roads are wet or dry, this is more important than ever because reflections have been multiplied several fold by HID (High-Intensity Discharge.)
3. The older we get, the longer it takes for the eyes to adjust to changing light. According to the Automobile Association of America, a 55 year-old takes eight times longer to recover from glare than a 16 year-old.
4. Are you more sensitive to glare than average? It could be because the lighter the eyes, the more sensitive you are to glare.

Shamir Glacier PLUS™ UV is very durable and easy to clean:





MERCHANDISING

TIPS

Is Your Dispensary Merchandised for Success?

ODs, trained in the science of optometry, often neglect the merchandising aspects of their practice. Most optometry schools rarely address how to operate a successful business and continuing education focuses largely on clinical topics. Yet, optometrists function every day in the retail world. Done right, a well-designed dispensary can generate hundreds of thousands of dollars a year. That's why merchandising—the art of creating a welcoming, well-designed, communicative and comfortable retail venue—is so vital to an ECP's business.

To be clear, merchandising is more than simply picking out colors for walls and floors. True retail merchandising looks at everything from traffic flow to lighting, signage to displays. Here's a quick list of items that are important to store design and a few tips to improve dispensary merchandising:

BRAND FOCUS

It's critical that anyone looking to buy new eyewear can tell the brands a practice offers within a few seconds—the average American's attention span today. Well-merchandised optical dispensaries carry hundreds of frames, so it's important that customers know where to look when faced with so much product.

TIP:

Create consistent signage throughout the optical, reception and waiting spaces that identifies the men's, women's, children's and sun sections. Create specialized display areas for brands with signage to differentiate one line from another.

LIGHTING

Most practice lighting is not optimal. Even the most modern frames can look dated under bad lighting, and so can customers.

TIP:

If lighting is poor, the best plan of action is to hire a professional lighting firm to draw up a plan. If timing or budget prohibits it, try replacing all lighting with LEDs.

DIGITAL ENGAGEMENT

Nothing says "that's so 1990s" than an eyewear business with outdated technology. Though screens and other hardware can become outdated within a few years' time, it's important to invest in regular updates.

TIP:

Try some useful technologies, including tablets and interactive screens, that can educate and convert shoppers into buyers while creating a cool customer shopping experience.

DISPLAYS

Fewer stores are using a frame board, as modern businesses tend to focus on featured frames. Sleek, modern cases holding fewer frames will show an individual brand's unique characteristics.

TIP:

Use clean wood or glass shelving and modern stands to show off featured frames. Free-floating shelves with built-in LED lighting serve double duty, both displaying and illuminating the eyewear.

TECHNOLOGY

PERSONALIZED TO YOUR EYEWEAR

The New Age of Personalization

Today, customization and personalization are forces that are driving some of the industry's newest inventions. They're not new concepts. After all, optics is all about customizing lenses for the best possible individual patient outcomes. Whether it's creating a more comfortable viewing experience with ergonomics or designing lenses that suit a particular activity, Shamir is at the forefront of lens design technologies.

Here are some of our newest technologies, all developed to give patients an optimized visual experience regardless of prescription:



Continuous Design Technology™ integrates research findings with patient habits and visual needs to provide a smooth, seamless lens design concept for every **Visual Age™**.



By applying elements of Artificial Intelligence that mimic human intelligence, Shamir's **Visual AI Engine™** is able to make go/no-go decisions based on predefined rules. The output ensures uniform and controlled planning for any combination of parameters with extreme accuracy for each new lens design.



Eye-Point Technology AI™ utilizes Head Eye Integrative Movement software (HEIM). Shamir can now see exactly where in the lens patients actually look, along both the vertical and horizontal meridian, when they specifically perform tasks in the various visual zones.



As-Worn Quadro™ compensates lens design according to the unique parameters of the chosen frame. Patients can experience the same visual acuity as they did in the optometrist's trial frame.



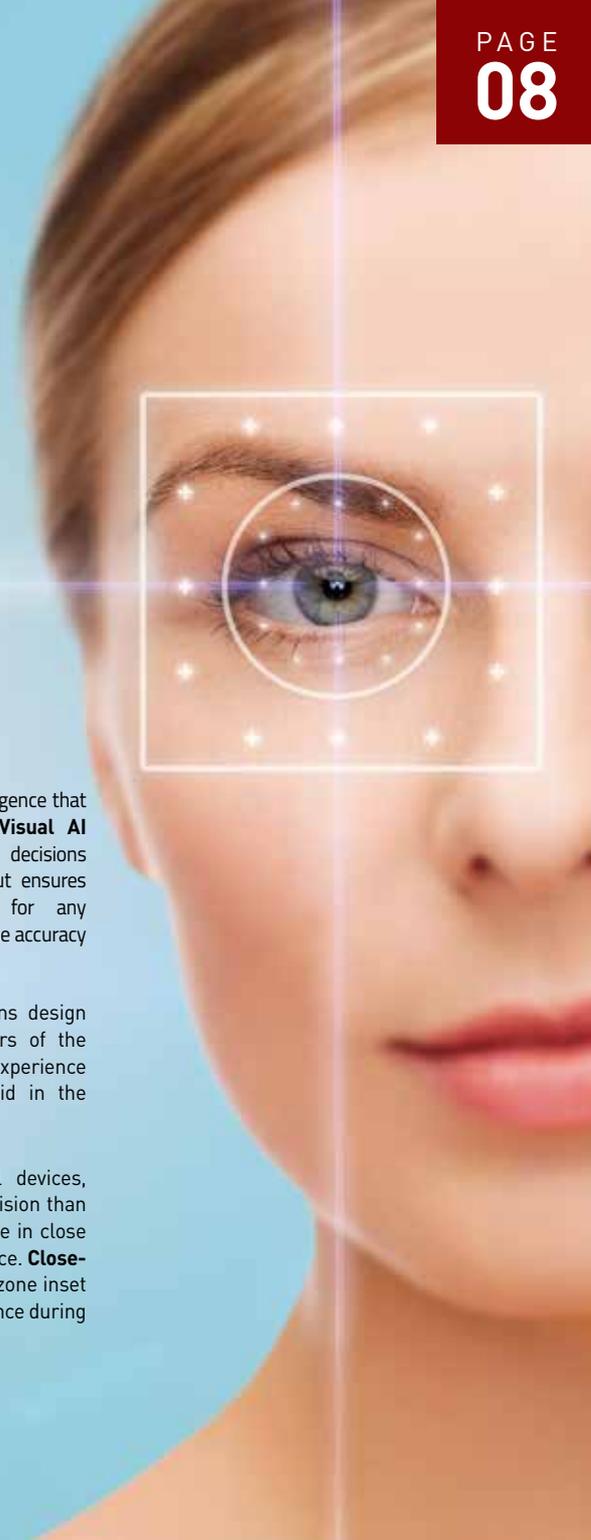
With **IntelliCorridor™**, lens designers can create products optimally suited to a particular activity or sport.



With the increased use of digital devices, more demands are being made on vision than ever before. The result is an increase in close viewing and increased eye convergence. **Close-Up™** technology adjusts the reading zone inset of the lens to each patient's convergence during near viewing.



Natural Posture™ is an ergonomic design concept that locates the near viewing zone within the progressive lens corridor, minimizing the need to tilt the head forward or back or raise and lower a book in an attempt to bring the text into focus. The result is a more comfortable, natural viewing position.





BUSINESS STRATEGIES

FOR THE ECP

Business 101: Don't Forget to Market!

Today's eyecare professionals have more than enough to do. In addition to keeping up with technology and fashion trends, there are buying shows to attend, continuing education classes to take, and professional organizations to join. With time a precious commodity, what are some of the most effective business practices an ECP can easily adopt to keep their business competitive?

Think Local, Act Local

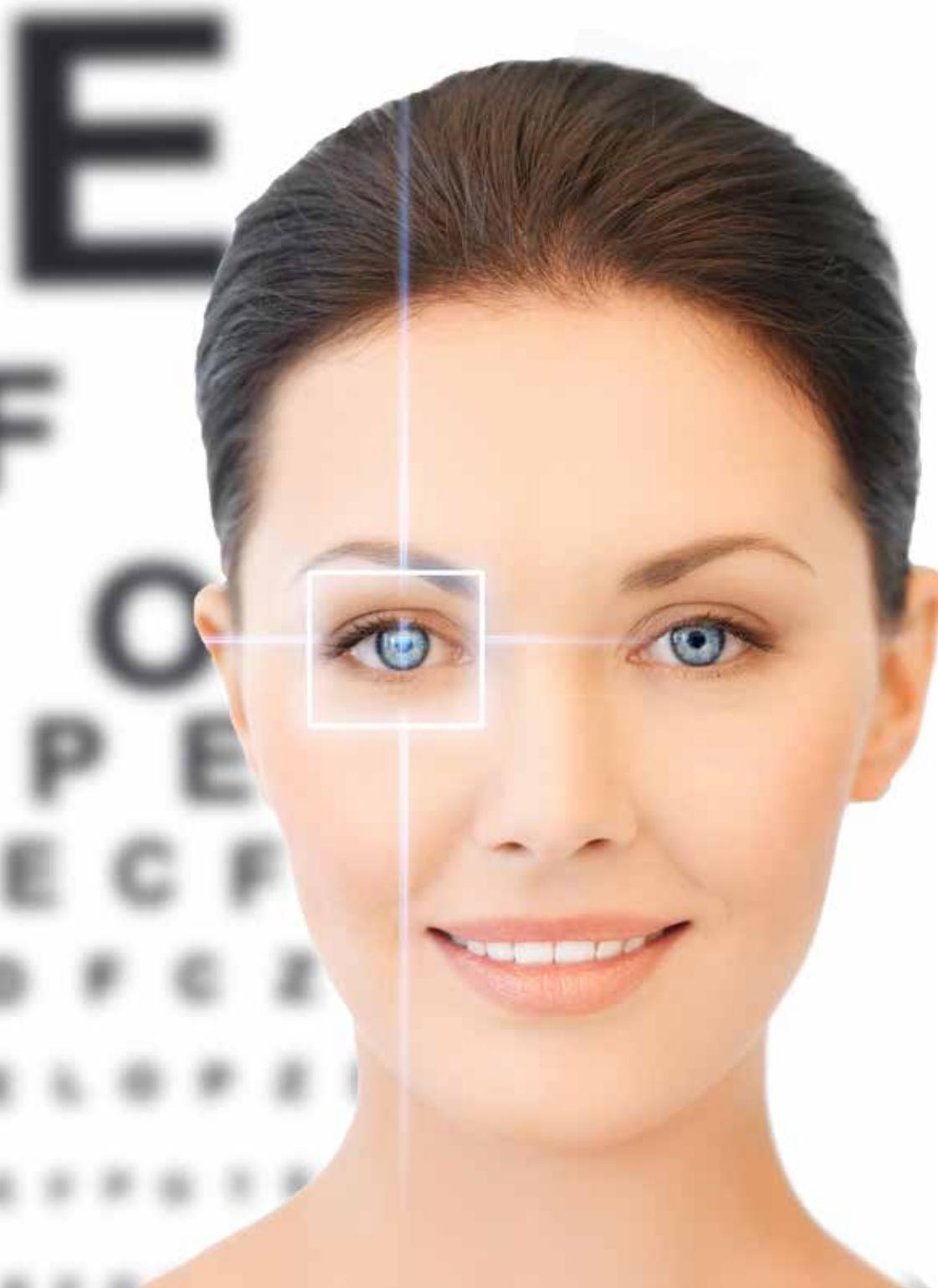
Advertising is important, but event marketing at the grass roots level is a vital component in any marketing plan. To build good will and community relations, an optometry business should make a list of events that are happening in the area. Summer festivals and other local events frequently have booths or other promotional opportunities. Join local business or professional organizations to stay informed and involved.

Getting down at the local level—and talking to people who aren't yet customers—can also provide important business intelligence. Retail trainer Bob Phipps recommends knocking on doors if necessary to find out what consumers are looking for in a service. "If your store is closed on Sundays, you may be missing out on two of the top four money-making times," he says. He also recommends using and testing targeted ads on social media and trying billboard advertising to capture customers from a wider area.

The Importance of WOM

Word-of-mouth (WOM) marketing has always been the lifeblood of small business, but in the era of Facebook, Yelp and Google reviews, word of mouth is more important than ever. Start taking control by looking into an online review platform like Podium, Yotpo or Grade.us (<http://grade.us/>) that centralizes the process and reaches out to customers via email and text message to encourage them to leave reviews.

Of course, a larger megaphone won't do much good if the message is less than complimentary. Upgrade that personal touch—and make customers feel special—with personal follow-ups, and handwritten thank you notes with dollars-off coupons enclosed. Many times, it's the little things that drive referrals, increase sales and ultimately, keep a business in the black.



INNOVATION IN DIAGNOSTICS

Small, handheld diagnostic instruments can help ODs carry out complete eye exams anywhere, anytime. From businesses to schools and nursing homes—mobile diagnostic tools expand an ECP's practice and make eyecare more accessible.

Over the years, portable equipment has become very accurate, more affordable and highly durable. Data can be transferred to a PC, tablet or phone, making on-the-road calls an accurate, efficient experience.

New hand-held and desktop auto refractors are not only portable but also precise, taking off-site visits to truly new levels of accuracy.

In addition to advances in digitalization and miniaturization, artificial intelligence is also impacting today's diagnostic tools. The FDA recently approved a device that uses AI to detect diabetic retinopathy at greater than mild levels.

Technological advancements offer tremendous opportunities for ECPs—and their patients. Staying abreast and informed of these developments will undoubtedly open doors to healthier outcomes—for both patients and practitioners.

WHAT'S TRENDING:

INNOVATION

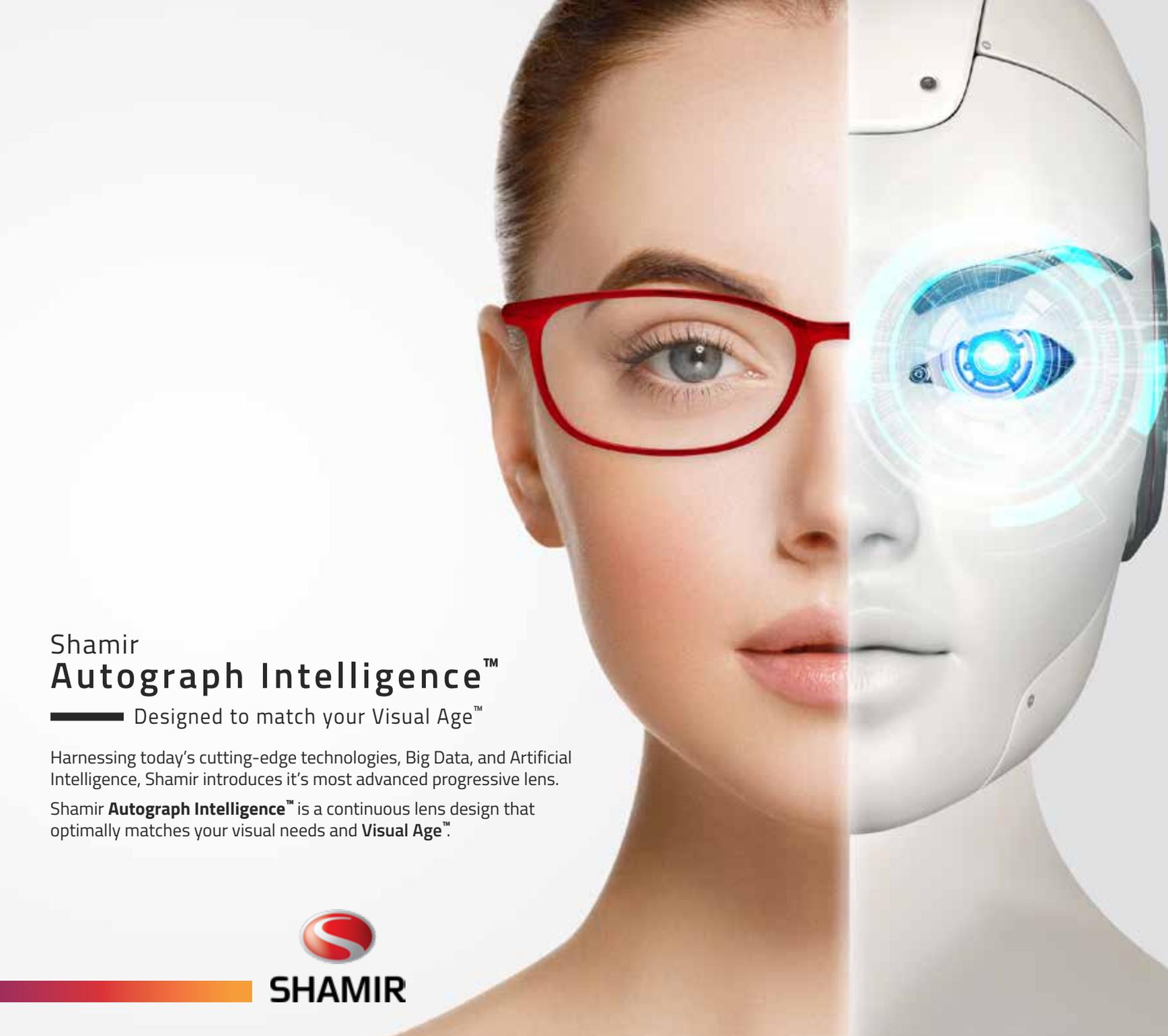
Brave, New Eyewear World

As the global eyewear industry evolves, technology is expanding opportunities for ECPs—and painting an exciting vision for the future. Over the past decade, advances in optics have been at the forefront of industry innovation. But today, smart technology is proving to be transformative. From hand-held instruments that can make any practice more mobile to the pairing of cameras and other devices with eyewear, here are some brave, new technology trends to watch:

INNOVATION IN WEARABLES

Imagine a world where eyewear becomes “smartwear,” changing an analog pair of glasses into something digital. It’s not a distant dream. New technology can combine specially designed eyewear with small devices, such as miniature cameras. With the addition of an App. and a smartphone, a removable camera—attached to a frame’s temple—can capture photos and HD videos from a user’s perspective.

What about activity-tracking eyewear? Already a reality. New smart glasses, when used with a proprietary App., can track a wearer’s movements. Want to know how many steps were taken during a day, calories burned, or miles walked? The App. knows all. And for people who wear their lenses all day, every day, it could eventually prove to be a vital tool in helping to improve overall health.



Shamir **Autograph Intelligence™**

— Designed to match your Visual Age™

Harnessing today's cutting-edge technologies, Big Data, and Artificial Intelligence, Shamir introduces its most advanced progressive lens.

Shamir **Autograph Intelligence™** is a continuous lens design that optimally matches your visual needs and **Visual Age™**.



SHAMIR

INTRODUCING The world's first intelligent progressive lens!

Shamir Autograph Intelligence™

Designed to Match Your Visual Age™

Today's progressive lenses provide patients with a "personalized" lens based mostly on the measurements of their selected frame, or "customized" based on lifestyle information from questionnaires. This "one design" concept provides *everyone* with the same solution.

How can we help you make the best lens choice to meet the needs of your patients, without complicating the dispensing process?

To answer this question, Shamir embarked on an extensive research project using methods of Big Data and elements of Artificial Intelligence. We examined the visual behavior and preferences of presbyopes of all ages, by taking into account their **Visual Age™**.

The outcome was Shamir **Autograph Intelligence™**.

Autograph Intelligence™

is our most innovative and intelligent design to date, utilizing 12 unique design concepts to fit the visual needs required for each **Visual Age™**.

Shamir **Autograph Intelligence™** closes the gap between visual needs that presbyopes of all ages want and require.

This revolutionary progressive design concept has been tailored based on our in-depth research and is relevant to the visual needs of young, mid, and advanced presbyopes today.

For more information visit

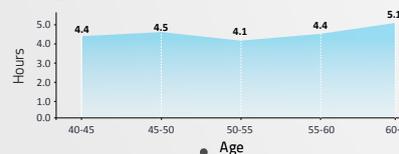
ShamirAutographIntelligence.com

Visual Age™ refers to the physiological age of the eye (the required addition) and is generally correlated with the patient's chronological age.

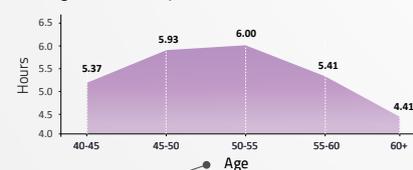
Average hours a day



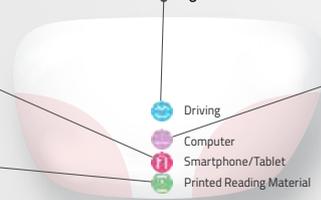
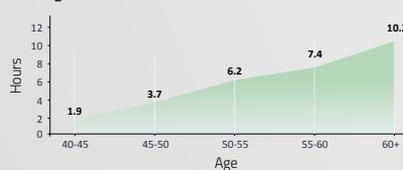
Average hours a week



Average hours a day

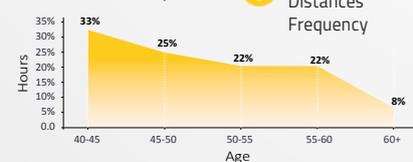


Average hours a week



PREFERENCE OF VISUAL NEEDS

More than 5 times / hour



Switch Distances Frequency

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MERCHANDISING
TIPS



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