

SHAMIR RECREATING PERFECT VISION®

FALL/WINTER 2017



INSIDE:

YOUR EYEWEAR WARDROBE
EYES OVEREXPOSED
WHAT'S TRENDING: INNOVATION



EVERYDAY

Shamir Autograph III®

Experience a revolution in high definition optics with Shamir Autograph III® and explore the possibilities of your vision.



ReCreating Perfect Vision®

www.shamir.com

EYEVOTE
READERS' CHOICE 2016

Lens Brand: Shamir Autograph III® Progressive

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TODAY'S TRENDS

Check out this issue of ReCreating Perfect Vision® for the latest on-trend tech and fashion. RCPV

WHAT YOU'LL FIND INSIDE...



WHAT'S TRENDING: FASHION



ANTI-REFLECTIVE - CUTTING GLARE... AND MUCH MORE



IT'S A FAMILY AFFAIR



DOES DIET AFFECT VISION?



OCCUPATIONAL LENSES - STAYING FOCUSED



PERFORMANCE LENSES



VISION 101 - MYOPIA



UV PROTECTION



EYES OVEREXPOSED



LOOKING INTO THE FUTURE - INNOVATION AND 100% DIGITAL LENSES



YOUR EYEWEAR WARDROBE

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WHAT'S TRENDING: FASHION

01 Colors for this season include grenadine, tawny port, ballet slipper, butterum, navy peony, neutral grey, shaded spruce, golden lime, marina, and autumn maple.

02 On the horizon for Fall/Winter 2017 are richer colors, fabrics that are more refined, and looks that will still draw from nature as an antidote to the digital age.



03 **Craftwork Trend**
Modern futuristic fabrics and technologies revolutionize traditional design and development. Fabrics have form, function and incorporate an engineered aesthetic designed by man, made by machine.

PANTONE® 17-1558 Grenadine	PANTONE® 19-1725 Tawny Port	PANTONE® 17-1145 Autumn Maple	PANTONE® 16-1341 Butterum	PANTONE® 13-2808 Ballet Slipper
PANTONE® 19-4524 Shaded Spruce	PANTONE® 16-0543 Golden Lime	PANTONE® 17-4041 Marina	PANTONE® 17-4402 Neutral Gray	PANTONE® 19-4029 Navy Peony

04 Eyeglass shapes and styles that will be seen this season included: clubmaster browline frames, hipster square glasses, cat eye glasses, and thick rimmed frames.



05 Sunglasses for the season that will be seen include: oversized frames, round mirrored lenses, flat-top navigators, and clear / white frames.



YOUR EYEWEAR WARDROBE

EVERYDAY.



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! **RCPV**

WORK.



PLAY.



VISION 101 MYOPIA

BY THE YEAR 2020

the World Health Organization, is reporting that 2.5 billion of the world's population will experience myopia. With another 20% of those individuals at a significant risk of blindness.

Currently here in the US, 1/3 of the population is affected by myopia. Myopia is a progressive visual disorder that results in poor distance vision, also known as "near-sightedness" or "short-sightedness." In addition to weakening vision, it also changes the physical structure of the eye. Steepening the front surface of the eye (cornea) and/or stretching the retina. These changes increase the risk of future eye disease, one of the leading causes of blindness around the world and has a direct association with retinal detachments and glaucoma.

In a recent study, researchers found that myopia has increased 66% in the United States from 1971 to 2004. This is likely caused by near work activities such as reading, studying, computer use, hand games and the lack of outdoor time, as it takes less work for the eye of a myopic person to read and do near focused work.

These increases have lead to more studies focused on environmental factors. It has been found that one of the largest environmental impacts of the development of myopia is our decreased time outdoors. Being dubbed the "outdoor effect" by Ohio State University College of Optometry, they have shown a correlation between higher rates of outdoor exposure with lower rates of myopia.

Vitamin D production in our bodies is stimulated by UVB light, aka sunlight. This vitamin is known to support muscle tissue function around the lens of the eye. Helping bolster this tissue maintains the proper eye shape, decreasing the possibility of myopia. So grab your **Shamir Attitude III® - Sport** or **Shamir Attitude III® - Fashion** and head outdoors with the family for an hour a day to help improve your eye health. **RCPV**



WORK.

Shamir
Relax™

A fatigue relief solution for
single vision lens wearers.



SHAMIR

ReCreating Perfect Vision®

www.shamir.com

WORK.

Shamir Computer™ & Shamir WorkSpace™

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



ReCreating Perfect Vision®

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OCCUPATIONAL LENSES

STAYING FOCUSED

ONE OF THE MOST COMMON

complaints in today's workplace is Computer Vision Syndrome, the orthopedic problems that result from prolonged muscle strain due to attempts to achieve optimal eye-screen interaction. With the right solutions, presbyopic computer users no longer need to lift their head to see the computer clearly, as with progressive lens designs, or bend their neck to peer over the top of reading glasses. Every wearer of Shamir's occupational solutions can hold their head and neck in a natural comfortable position while enjoying perfect focus.

For those focused on immediate surroundings

When focusing on a computer and its near surroundings is a top priority, **Shamir Computer™**, an advanced **Freeform®** lens, provides a wide field of near viewing with clear vision up to 5 ft. – a far greater depth of field than that offered by conventional reading lenses.



Shamir Computer™ is ideal if you are working on a computer throughout the day, especially when working with multiple monitors. **Shamir Computer™** serves other occupations as well:

- post office clerk
- software engineer
- accountant
- graphic designer
- lab technician
- pianist
- data entry clerk
- chemist

Sharp focus for dynamic workers

Shamir WorkSpace™ is the best solution when priority focus is both mid-distance and near viewing. Offering a greater depth of field, up to 10 ft., this advanced and highly sophisticated **Freeform®** lens design, allows movement within the workspace and sharp vision whether the required focus is on the desk or a colleague across the room.

If working on near tasks and interacting with employees or presenting to groups fall within your daily tasks, **Shamir WorkSpace™** is the ideal solution. It is also the best occupational solution for those who are actively moving around their work place throughout the day, providing clarity for those tasks performed within 10 ft.

Examples of occupations that may benefit from **Shamir WorkSpace™**:

- florist
- hairdresser
- optician
- surgeon
- nurse
- receptionist
- sales clerk
- chef

These lens solutions can give you the edge you need at work to keep you focused on all your tasks. Talk to your Eye Care Professional today about which lens better suits your needs. **RCPV**

FIG. A

SHAMIR COMPUTER™: EXCELLENT VISION FOR CLOSE TASKS WITH AN OPTIMAL DEPTH OF FIELD UP TO 5 FT.

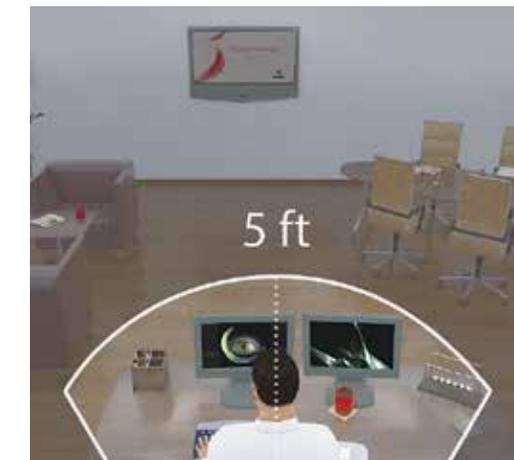
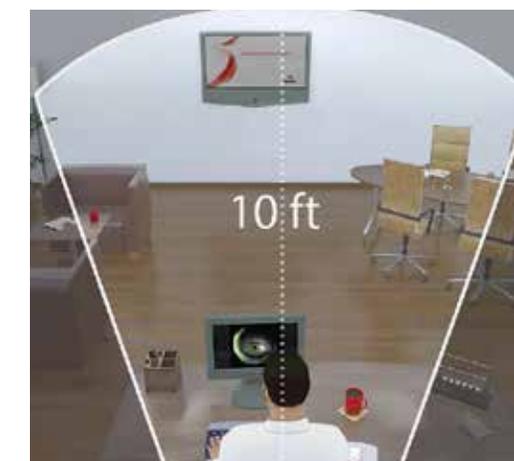


FIG. B

SHAMIR WORKSPACE™: EXCELLENT VISION FOR CLOSE TASKS OR MID-DISTANCE VIEWING WITH AN OPTIMAL DEPTH OF FIELD UP TO 10 FT.



EYES OVER EXPOSED



SUNLIGHT ASIDE,

a source of exposure to blue light is, of course, digital device screens. With ongoing research pinpointing new dangers related to blue light and device usage, this is a good time to look at some of the latest stats about both exposure to and consumer comprehension of the issue.

As reported by the American Optometric Association, "The average American spends more than seven hours daily staring at a digital device, and millennials spend up to nine." AOA President Andrea Thau, O.D., adds, "We're challenging the public to prioritize not only their eye health, but also their overall health and well-being, and limit exposure to blue light." To help you, here are some fresh facts and figures about digital devices, blue light, eyestrain, and visual fatigue.

Sleep

Eight out of 10 Americans use devices within an hour of bedtime. The issue? Such exposure increases alertness and, therefore, disrupts normal sleep patterns. It affects waking up in the morning as well. "We found that after an eight-hour sleep episode, those who read on the light-emitting device [at bedtime] were sleepier and took longer to wake up," reports Harvard neuroscientist Anne-Marie Chang.

Age

Here's the breakdown by age of Americans who use digital devices for at least two hours each day and who also complain of eyestrain:

Eyestrain-

- 91%...ages 18-39
- 88%...ages 40-59
- 78%...ages 60+



According to research from The Vision Council, more than 87% of Americans use digital devices over two hours a day. More than half (52.2%) say they use two digital devices at once. The result is an increase in reported symptoms:

- 31%...eye strain
- 22%...dry eyes
- 22%...headache
- 22%...blurred vision
- 30%...neck and shoulder pain

Disconnect

One key problem is that nearly seven out of 10 Americans surveyed (68.5%) have not addressed digital device usage with an Eye Care Professional. According to The Vision Council, "73.5% say they don't know about eyewear that can protect them from short- and long-term effects of digital eye strain, as well as blue light exposure." And, as determined in a recent American Eye-Q survey, "40% of Americans surveyed don't think digital devices harm vision at all."

Protective lenses like **Shamir's Blue Zero™** help block harmful blue light to keep eyes from being overexposed to blue light which can cause tired eyes, dry eyes, headaches, and even eye and retinal disease.

Single Vision Wearers: **Shamir Relax™** provides the perfect amount of power to ease eye strain. It reduces the amount of workload on your eyes, and is a perfect everyday lens if you wear single vision lenses. **RCPV**





EVERYDAY. WORK. PLAY.

Shamir Blue Zero™

Protect your eyes from
overexposure to blue light.



ReCreating Perfect Vision®

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LIVE THE GOOD LIGHT™



Transitions®

ADAPTIVE LENSES®

Transitions® Adaptive Lenses® adjust to the perfect tint in any light.

Plus, they help protect from UV rays and harmful blue light, indoors and out. So, go ahead. Help your patients *Live the Good Light.*

See the full range of materials and designs at shamirlens.com/transitions-availability



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LOOKING INTO THE FUTURE INNOVATION

TODAY'S LENSES

are becoming very personalized – customized to your prescription, face and frame and viewing situations. A wide variety of lens designs combine specific visual needs and custom measurements to be sure you have the best possible vision.

You have your newest prescription for eyewear in hand and are ready to order your new glasses. Your prescription is for “single vision lenses” – only one

power, so it should be simple right?

Today, you also have the option for “digital lenses”, the best possible lens available.

Why choose digital lenses?

They provide the clearest possible vision. Your prescription is made to order based on the parameters of your prescription, and in some cases the frame you chose, and measurements specific to

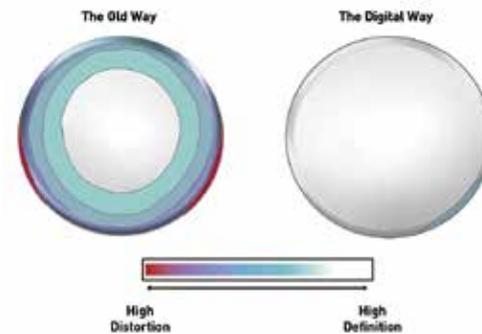
the combination of your face, frame and prescription. New manufacturing processes are more precise and can reduce visual distortions that occur in eyeglass lenses created with traditional eyeglass lens manufacturing tools and processes.

- The lens is clearer across the entire surface of the lens.
- The lenses provide sharper vision.
- The lenses may reduce nighttime glare.

Customizing the fit.

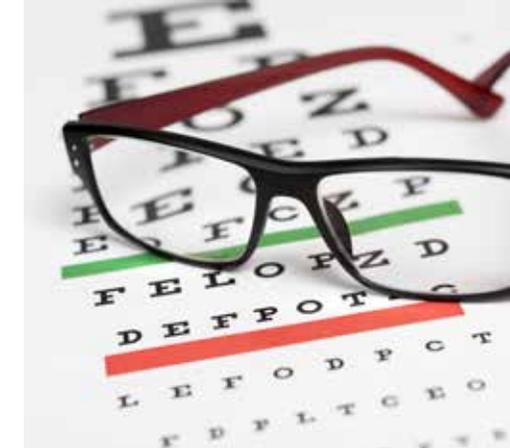
In order to ensure the perfect fit and vision, your eye care professional will take some additional measurements not only of your chosen frame, but how that frame sits on your face. Newer measurement devices calculate where your eyes sit in the frame, the tilt of the frame on your face and the distance from the front of your eyes to the back of the lens. These additional measurements help ensure your eyeglass lenses are customized to your prescription and the way you wear your frames! RCPV

The Difference is Clear with Digital*



*Simulation of distortion in a single vision lens.

100% DIGITAL LENSES



SINCE THE FIRST PAIR

of progressive lenses were sold, technological improvements have enabled the advancement of optics and aesthetics, allowing for higher quality lenses for you.

Freeform® lenses are the next step in technological advancements for progressive lenses, taking your prescription eyewear to the next level. It's important to continue to introduce new and improved lenses to patients; 30 years ago only a small part of the population owned a computer. Now everyone has a computer and a hand-held device, which we all use on a daily basis.

Traditional progressive lenses are made when the progressive lens design is cast into a mold, a special design is on the front and your Rx is later ground onto the back of the lens. Made at the lab, **Freeform®** lenses are ground with precision using special machines where the specialized design and your Rx are on the back of the lens. It makes your fields of vision wider and this method allows your glasses to be designed based on your lifestyle needs.

As the technology changes, it's important to also upgrade the items that we use everyday that may not seem to advance technologically – like our eyewear. RCPV





PLAY.

Shamir Attitude III® – Fashion

Sun lenses for all your outdoor needs.



ReCreating Perfect Vision®

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UV PROTECTION



BABY, IT'S COLD OUTSIDE

Maybe the words don't quite fit that tune, but then outdoor exposure to UV radiation and blue light is nothing to sing about. Here we discuss why exposure is as potentially damaging in winter as in summer.

As the sun moves higher in the sky, its rays become more damaging. This is because UV light travels a shorter, more direct distance to reach the Earth. As a result, UV exposure to the eyes is highest between 2 and 4 p.m.

While water reflects up to 100%, snow is a close second in terms of danger to unprotected eyes. Snow reflects up to 85% of UV. Reflected UV from both snow and water can double the UV risk to the eyes.

Kids love to play in the snow. The problem? The not-yet-fully-developed eyes of kids under age 10 allow 60% more UV to penetrate the eye than would an older person's.

More than half (55%) of young people in their 20s report they don't wear sunglasses as opposed to 58% of consumers in their 40s who do wear them. That makes 40-49 year olds the sun-savviest demographic in the U.S. **RCPV**

PERFORMANCE LENSES

FINDING A BALANCE

between technology and fashion, is never easy. We are an active society. We spend millions of dollars every day to be sure we have the most up-to-date equipment to enhance our sport performance. So why not spend as much time and effort making sure you have the best eyewear to ensure you are seeing your best while active.

Shamir brings the progressive sun Rx solutions to the next level with **Attitude III®**. With designs to accommodate both wrap and non-wrap frames. Designs fashioned around everyday use that allows clarity in the distance, intermediate, and reading. With a new added component that serves today's tech focused lifestyles with a specialized lens zone for smartphone and tablet use.

Many sports are played outside, often creating increased light sensitivity and an increased exposure to UV radiation. Outdoor sports should incorporate a sun lens, both for UV protection, and reduction of glare.

Talk to your eye care professional about all of your activities and be sure you have the best equipment for your eyes during your sport! **RCPV**



PLAY.

Shamir **Attitude III® - Sport**

Sun lenses for all of your
outdoor sporting needs.


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EVERYDAY. WORK. PLAY.

Shamir Glacier PLUS™ UV

Add Shamir's premium UV protective coating on your lenses for a better visual experience.



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ANTI-REFLECTIVE, CUTTING GLARE, AND MUCH MORE

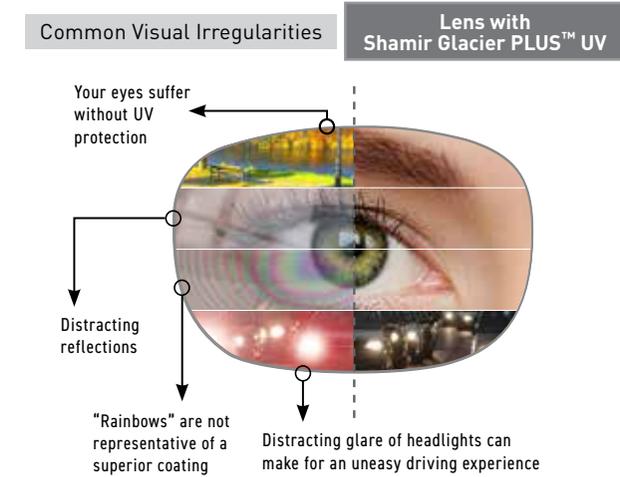
Shamir Glacier PLUS™ UV offers superior cosmetics and optics:

NOT SURE

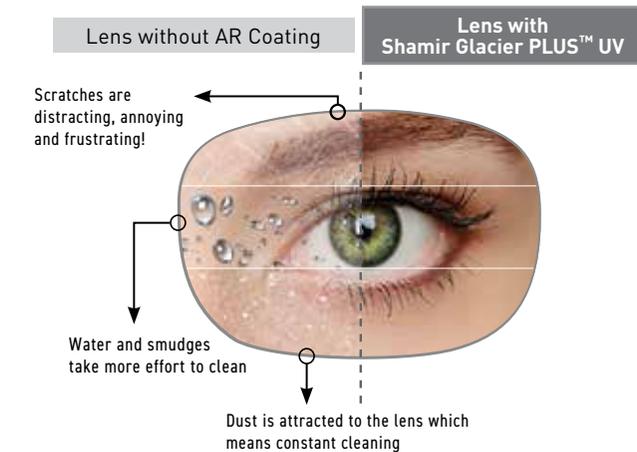
how an anti-reflective (AR) coating can help you out?

Here are the facts ...

- AR minimizes surface reflections that cloud vision.
- AR benefits certain Rx's—higher minus lenses and higher plus lenses—even more because these prescription lenses have more visible reflections.
- AR improves vision and reduces fatigue in the office when you battle indoor glare resulting from overhead lights, computer screen reflections, and windows.
- AR also greatly benefits those who have cataracts or age-related macular degeneration—the additional light allowed in by lenses coated with AR provides better, more comfortable vision.
- AR delivers better wearer cosmetics by eliminating distracting glare bouncing off the front of your lenses.
- New, high-tech AR coatings that match lens substrates—such as Glacier PLUS™ UV—reduce the occurrence of the "rainbows" (aka Newton Rings) that can occur when the lens material is not properly matched with the AR coating applied. **RCPV**



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



TEXT THE WORD "GLACIER" TO 31996 TO LEARN MORE ABOUT SHAMIR GLACIER PLUS™ UV.

STANDARD DATA FEES AND TEXT MESSAGING RATES MAY APPLY BASED ON YOUR PLAN WITH YOUR MOBILE PHONE CARRIER.

DOES DIET AFFECT VISION?



EATING HEALTHY

certainly has its benefits; we feel better, it can reduce heart complications, and even help to reduce potential eye issues such as cataracts and macular degeneration. Having a balanced diet will not only improve overall health now but, will impact the way we age down the road.

REDUCE THE RISK OF MACULAR DEGENERATION:

BETA-CAROTENE

Carrots, sweet potatoes, spinach, kale, butternut squash, pumpkin, winter squash, and red peppers.

OMEGA-3 FATTY ACIDS

Salmon, mackerel, herring, sardines, flounder, halibut, tuna, anchovies, trout, cold-water fish, white fish, freshly ground flaxseed, wheat germ, canola oil, and walnuts.

VITAMIN C

Sweet peppers (red or green), kale, strawberries, broccoli, oranges, peaches, tomatoes, grapefruit, brussels, papaya, and cantaloupe.

VITAMIN D

Salmon, sardines, mackerel, milk, fortified orange juice, and sunlight.

VITAMIN E

Almonds, sunflower seeds, wheat germ, pecans, and hazelnuts.

ZINC

Oysters, beef, lamb, pork, Dungeness crab, whole grains, eggs, milk, lean red meat, and turkey (dark meat).

REDUCE THE RISK OF CATARACTS:

VITAMIN C

Sweet peppers (red or green), kale, strawberries, broccoli, oranges, peaches, tomatoes, grapefruit, brussels, papaya, and cantaloupe.

REDUCE DRY EYES AND THE RISK OF NIGHT BLINDNESS:

VITAMIN A

Liver (beef or chicken), eggs, butter, milk, dried apricots, cantaloupe, carrots, sweet potatoes.

OMEGA-3 FATTY ACIDS

Salmon, cold-water fish, white fish, freshly ground flaxseed, wheat germ, canola oil, and walnuts.

Want more information on how to better your eye health? Check out Eyefoods.com for recipes and eye healthy information. RCPV

IT'S A FAMILY AFFAIR

MULTI-TASK IS THE WORD OF THE HOUR ... or maybe half hour! Did you know that lenses and frames are designed with specific activities in mind? The right combination results in the best vision, and eye health protection, for any activity. Look at the icons below and **talk to your doctor about all that apply to you** and the rest of your family. Then ask your eyecare professional for a recommendation today. RCPV

EVERYDAY.



SHOPPING



PHONES/TABLETS



DRIVING



COOKING



HOME DIY



FAMILY TIME



READING



WRITING

WORK.



ART



COMPUTER



PRECISION



KNITTING

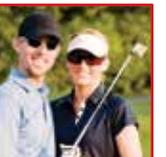
PLAY.



FISHING



RUNNING



GOLF



OUTDOORS

SHAMIR
RECREATING PERFECT
VISION®



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