

CHEMISTRIE™
EYEWEAR THAT CLICKS



FALL 2014 PRODUCT CATALOG

CUSTOM EYEWEAR WITH THE CLICK OF A LENS



CONVENIENT

Chemistrie's magnetic lenses are custom made to fit any frame and allow you to quickly change your clips to fit your needs.

VERSATILE

Chemistrie's patented magnetic lens-layering technology means you can easily transform your Rx frame into polarized sunglasses, readers, 3D glasses or computer glasses with the click of a lens.

LIGHTWEIGHT

All of the benefits of an add-on lens without bearing the weight of the standard clip-on.



CHEMISTRIE™

BY EYENAVISION



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INTRODUCING



THE ON-DEMAND EYEWEAR SOLUTION FOR THE DIGITAL AGE



THE PROBLEM

Computers, smartphones, tablets and other digital devices emit excessive amounts of high-energy visible (HEV) light, or blue light. Overexposure to this light may create eye health issues.

- According to the Vision Council, nearly 70% of US adults experience digital eye strain (DES) as a result of viewing digital devices
- Symptoms of DES include eye irritation, blurred vision, headaches, dry eyes and general fatigue
- New research suggests long-term exposure to HEV light may cause vision related health issues including age-related macular degeneration (AMD)
- Due to the narrow intermediate corridor on many progressive designs, progressive wearers need to constantly tilt their heads while working at the computer

THE SOLUTION: CHEMISTRIE BLUE

- Made from wafer-thin Hi-Vex, known for its excellent optics (ABBE value of 46) and tensile strength, with a refractive index of 1.56
- Easily transforms Rx frames into computer glasses with the click of a lens
- Custom made to fit any frame



The needs of computer users suffering from DES are often overlooked by ECPs.

Chemistrie Blue is a great opportunity to provide a quality product that offers a solution to a problem experienced by many patients.

- Utilizes a special AR coating over clear lenses
- Designed to reduce transmission of blue light from 380nm to 450nm
- Reduces glare and improves contrast thereby improving the ability to focus
- Available in plano through +1.50 and in base curves of 2, 4 and 6

IS CHEMISTRIE BLUE RIGHT FOR MY PATIENTS?

- ☒ My patients wear prescription glasses.
- ☒ My patients spend more than one hour a day using a computer/tablet and/or in fluorescent lighting.
- ☒ My patients experience headaches and other symptoms of discomfort as a result of extended computer use.
- ☒ My patients find it difficult to read or focus on a computer screen.

If two or more of the above scenerios are true, a Chemistrie Blue magnetic lens layer is the perfect solution.



SOLID SUNLENS COLORS



G-15



GREY



BROWN



AMBER



BRONZE



YELLOW



ROSE



BLUE

MIRROR SUNLENS COLORS



MORADO



GREEN



ORANGE



SKY



GOLD



SILVER



BLUE



CALIENTE

GRADIENT SUNLENS COLORS



AMBER



VIOLET
ROSE



DARK
BROWN



ROUGE



DARK GREY



VIOLET
GREY



CRIMSON GREY



MEDIUM
BROWN

Chemistrie Sun lenses have gone above and beyond the everyday clip-on. Utilizing our patented Chemistrie Magnetic Lens Layering Technology, all of our sunlenses ... are custom made to fit any frame.

All 24 of our sunlens colors are polarized to reduce unwanted glare and block 100% of the sun's UV rays for maximum eye protection.

- Available in 24 colors: 8 solid colors, 8 mirrored colors, 8 gradient colors
- All lenses are polarized and offer 100 percent UV protection
- Available with anti-reflective coating
- Base curve matched
- Extremely lightweight
- Custom made to perfectly fit any frame

CHEMISTRIE™ PLUS

- Magnetic reading lens for added magnification
- Made of premium wafer-thin Hi-Vex
- Available in 0.25 increments from +0.50 to +2.50
- Includes double-sided anti-reflective coating



CHEMISTRIE™ 3D

- Magnetic alternative to cheap, clunky 3-D glasses
- Made with circular polarized lenses
- Compatible with any 3-D television and productions using passive lens or RealD Cinema technology



CHEMISTRIE ACCESSORIES

When it comes to customizing each pair of Chemistrie lenses, the possibilities are endless. With 5 titanium bridge colors in a variety of sizes, 3 magnet colors and 12 Swarovski crystal colors to choose from, every pair is unique.

MAGNETS



BRIDGES



SWAROVSKI CRYSTALS





POP DISPLAY

Chemistrie lenses and our patented magnetic lens layering system have revolutionized the eyewear industry—and your customers' lives—by providing the flexibility of multiple click on lenses with numerous style options.

To make it easy for your customers to see the benefit of the Chemistrie magnetic lens layering system, we offer an eye-catching point of purchase display that showcases our magnetic technology, lens options, and ease of use.

EACH DISPLAY INCLUDES:

- All 24 Polarized Sunlens Colors
- 2 Demo Frames with 3 Chemistrie Lenses (2 Sunlenses & 1 Chemistrie+ Reader Lens)
- Crystal Wheel with all 12 Swarovski Crystal Colors
- Polarized Demonstrator
- Consumer Brochures
- Display Registration Card
- 2 Complimentary Vouchers

To learn more about Chemistrie lenses and how they can draw customers to your store, contact us at 888.321.3939 or email info@eyenavision.com.

INTRODUCING

CHEMISTRIETM
TECH

- Readymade computer eyewear
- Eases discomfort from overexposure to blue light from computers, tablets and other digital devices
- Clear polycarbonate lenses with a special anti-reflective coating filter a portion of harmful blue light
- Reduces glare, improves contrast and focus without distorting colors and images
- Available in plano and single vision intermediate distance powers from +0.25 to +1.50
- Also available as uncut lenses



Showcase your Chemistrie Tech products in our new Chemistrie Tech POP display. Each white acrylic display holds up to 24 Chemistrie Tech frames in neoprene cases.

CHEMISTRIE™
READYMADE PLUS



Chemistrie Readymade Plus are the perfect solution for when the print gets to be just a bit too small to comfortably read. Ranging from +1.00 to +3.50, these premium reading glasses are available in any of our Chemistrie frames and may also easily be fitted with any of our Chemistrie magnetic lenses. Available with an optional Chemistrie Sun lens.

CHEMISTRIE™
READYMADE SUN



Our sunreaders are ideal for anyone needing a fashionable pair of sunglasses to double as a reader lens. The frames come equipped with our 2.0mm thick, plano polarized flash mirror sunlenses with a reader layer of your choice, ranging from +.50 to +2.50. Perfect for reading at the beach, on a park bench or just on your porch at home.

INCREASE YOUR PROFITS AND BOOST YOUR SALES WITH **CHEMISTRIE PACKAGES**



Designed to help even the smallest of independent ECPs succeed, our Chemie package deals give retailers the all the tools they need to successfully market and sell Chemie products.

For new retailers looking to make Chemie lenses in-house, we offer the Chemie Accelerator package. This unique offer includes all the parts to make up to 30 pairs of Chemie lenses, as well as on-site training and a Chemie POP display for your office.

Retailers looking for a complete package for their customers may take advantage of our frame, lens and layer deals. Choose from any of our Chemie frame styles, pick your lens & style your Chemie layer for a truly unique look.

Ready to increase your sales with Chemie?
Give us a call at 888-321-3939 for more information!



CHEMISTRIE™

FRAME COLLECTION

STYLE 1108

Acetate | 53-17-140
Available in three colors



Black Blue Raspberry



Berry Tortoise



Emerald Tortoise

STYLE 1109

Acetate | 48-18-140
Available in three colors



Amber Rust



Black



Tortoise

STYLE 1218

Acetate | 50-20-140
Available in three colors



Black



Tortoise



Butterscotch Tortoise

The Chemistrie frame collection is a modern take on classic designs with 17 unique styles, each available in multiple colors. Composed of high-quality acetate, metals and strong, yet flexible, TR-90, these frames are right on point with the latest in eyewear fashion.



Blueberry Tortoise



Tortoise Bronze



Black Gunmetal

STYLE 1219

Acetate & Metal | 51-18-140
Available in three colors



Dark Caramel Silver



Tortoise Bronze



Black Gunmetal

STYLE 1220

Acetate & Metal | 49-21-145
Available in three colors



Blue Stripe



Whiskey



Green Stripe

STYLE 1401

Acetate | 47-22-140
Available in three colors



CLASSIC.

STYLE 1402

Acetate | 49-21-140
Available in three colors



Matte Tortoise



Green Stripe



Blue Stripe

STYLE 1403

Acetate | 52-17-140
Available in three colors



Green Stripe



Crystal



Tortoise

STYLE 1404

Acetate | 49-19-145
Available in three colors



Crystal



Violet Crystal



Pink Tortoise



Raspberry Tortoise



Blue Whiskey



Tortoise

STYLE 1405

Acetate | 50-18-140

Available in three colors



Snow Leopard



Whiskey



Blue Whiskey

STYLE 1406

Acetate | 53-16-140

Available in three colors



Gunmetal Tortoise



Blue Tortoise



Bronze Tortoise

STYLE 1420

Acetate & Metal | 48-22-145

Available in three colors

QUALITY.



STYLE 1421

Acetate & Metal | 49-18-140

Available in three colors



Bronze Tortoise



Blue Tortoise



Gunmetal Tortoise

STYLE 1422

Acetate | 53-16-138

Available in three colors



Purple Tortoise



Grey Tortoise



Blue Tortoise

STYLE 5001

Acetate | 49-20-145

Available in six colors



Black Stripe



Forest Stripe



Ocean Stripe



Burgundy Crystal



Crystal



Tortoise



INDEPENDENT.

RELIABLE.



Burgundy

STYLE 5002

Acetate | 51-18-145

Available in seven colors



Black



Crystal



Ocean Stripe



Slate



Blue



Tortoise

STYLE 5003

Metal | 53-18-145

Available in three colors



Navy



Black



Red



CHEMISTRIE™

BY EYENAVISION



CHEMISTRIE CASES

Chemistrie lens cases come in three different styles to fit every need: thin, hard and double.

The newest addition to the line of Chemistrie cases is a thin black hard case (top, with clip) to protect your Chemistrie lenses while taking up a minimal amount of space.

Our thin case (bottom right) is perfect for storing a single Chemistrie lens while on the go. For those with multiple Chemistrie lenses, our double case (bottom left) is the ideal solution for storing and transporting multiple lenses safely.

All of our cases come with a microfiber cleaning cloth and pouch.



CHEMISTRIE STOCK LENSES

Our stock lenses are a great option for any Chemistrie retailer looking for high-quality primary lenses for use in any frame.

Our regular stock lenses are made from a high quality polycarbonate material with a hard multi coat and an anti-reflective coating. With powers ranging from -6.00 to +4.00 and up to -2 cylinder, our lenses can be purchased individually or in bundles.

We also offer 1.56 index stock reader lenses. These lenses are sold in pairs or as part of our Readymade Readers and feature an anti-reflective and scratch-resistant coating. Lenses are available in .25-power increments from +1.00 to +3.50.

In addition to our polycarbonate stock lenses, we carry plano polycarbonate sunlenses as well. These lenses are sold in pairs and are available in grey, brown and G-15. All lenses are a 6 base with an 80 mm blank side, center thickness of 2mm, flash mirror and backside AR coating.

The newest addition to our stock lens offerings are our blue filtering lenses. These lenses are available in clear and yellow, as well as both plano and plus-powered varieties, and feature a special coating to block the high energy violet blue light emitted by computers, digital devices and fluorescent lighting. Lenses may be purchased in pairs or as part of our Chemistrie Tech products.

BECOME AN AUTHORIZED CHEMISTRIE REATILER

- **Order from one of our 100 certified wholesale labs**

For a complete list by state, please visit eyenavision.com/labs

- **Make Chemistrie in your own lab**

To find out if your edging and drilling equipment is compatible with the Chemistrie system, call us at 888-321-3939.

- **Order directly from Eyenavision's lab**

Send your complete frame to Eyenavision's in-house lab. For more info, call us at 888-321-3939.

CHEMISTRIE CERTIFIED WHOLESALE LABS

Our network of Chemistrie certified labs is constantly growing. Below are our nearly 100 U.S. labs. For a complete, up-to-date list, including international labs, please visit www.eyenavision.com/labs

Alabama

Pinnacle Optical
Wholesale Optical Supply

Arizona

Avante Optics
Meridian Optical

Arkansas

Chitwood Optical
NEA Optical
Plunkett Optical

California

B-Lite Optical
Empire Optical
K-Mars Optical
Kaiser Permanente
Precision San Diego
Hoya Vision Care San Diego

Colorado

Duffens Optical
Vision Coat

Connecticut

Encore Optics
Precision Optical
Hoya Vision Care Hartford

Florida

E Z Optical
East Coast Ophthalmic
Future Optics
Kosh Ophthalmic
Milroy Optical
Quest Vision
Solidar Express Coatings
VSP One Tampa
VSP One Ft. Lauderdale

Georgia

Robertson Optical
Southern Optical
Hoya Vision Care Atlanta

Illinois

Expert Optics
Acculab
Hoya Vision Care Chicago

Indiana

Lenstech Optical
Singer Optical

Iowa

Marcella Optical
Midwest Labs, Inc.
Pech Optical

Kansas

Duffens Optical

Kentucky

Korreck Optical

Louisiana

Eye Save Optical
National Optical

Massachusetts

Perferx Optical

Michigan

Cherry Optical
Great Lakes Coating Lab
Harbor Optical
Optical Supply
Soderberg Optical
Vision Craft

Minnesota

CustomEyes
DBL Labs
North Central Optical
Precision Optics

Missouri

Midland Optical
Sutherlin Optical
Hoya Vision Care St. Louis
Gateway Optical

Nebraska

Rite-Style Optical

Nevada

Truckee Meadows Optical

New Mexico

Acoma Optical

New York

Advance Optical
Digital Eye Lab
Drill Specialty Corporation
Enzo Performance Lens
Nova Optical
Rochester Optical
Sunburst Optical
Tri-Supreme Optical
Winchester Optical

North Carolina

Premier Optics

Ohio

Bell Optical
Central Optical
Hoya Vision Care
Interstate Optical
Nexus Vision Group
Toledo Optical
VSP One

Oklahoma

Duffens Optical
Plunkett Optical

Oregon

QC Optical

Pennsylvania

Balester Optical
Beitler McKee Optical
Hirschland Optical
Luzerne Optical
Three Rivers Optical Company, Inc.

Rhode Island

Accu RX
McLeod Optical
Crown Optical

South Carolina

Robertson Optical

Tennessee

Knoxville Optical Supply

Texas

Hoya Lens of America
OnQ Optical Lab
Optic Blue

Virginia

Schroeder Optical

Washington

Hoya Vision Care Seattle/Tacoma
Central Optical
Single Vision Express

Wisconsin

Cherry Optical, Inc.
Twin City Optical



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