



EYEWEAR THAT CLICKS



*FALL 2014 PRODUCT CATALOG*

# CUSTOM EYEWEAR WITH THE CLICK OF A LENS



## **CONVENIENT**

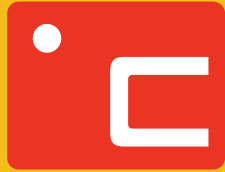
Chemistrie's magnetic lenses are custom made to fit any frame and allow you to quickly change your clips to fit your needs.

## **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.



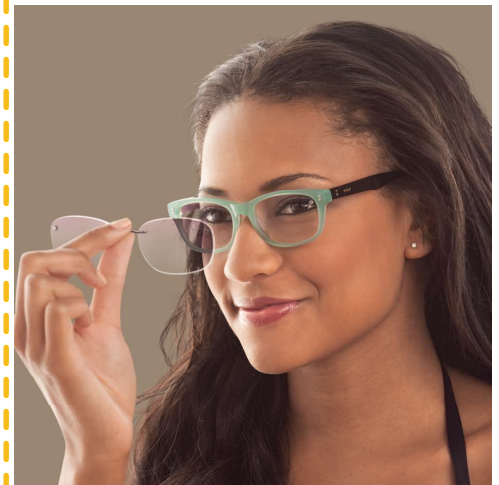
# CHEMISTRIE™

BY EYENAIVISION



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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



### MIRROR SUNLENS COLORS



### GRADIENT SUNLENS COLORS



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

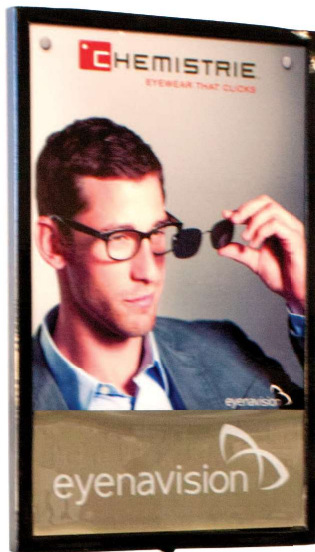


### BRIDGES



### 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](mailto:info@eyenavision.com).



# INTRODUCING

# CHEMISTRIE™

## 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.

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**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 Chemistrie package deals give retailers the all the tools they need to successfully market and sell Chemistrie products.

For new retailers looking to make Chemistrie lenses in-house, we offer the Chemistrie Accelerator package. This unique offer includes all the parts to make up to 30 pairs of Chemistrie lenses, as well as on-site training and a Chemistrie 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 Chemistrie frame styles, pick your lens & style your Chemistrie layer for a truly unique look.

**Ready to increase your sales with Chemistrie?**

Give us a call at 888-321-3939 for more information!

*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*



*Green Stripe*



*Matte Tortoise*



*Blue Stripe*

## STYLE 1403

Acetate | 52-17-140  
*Available in three colors*



*Crystal*



*Green Stripe*



*Tortoise*

## STYLE 1404

Acetate | 49-19-145  
*Available in three colors*



*Violet Crystal*



*Crystal*



*Pink Tortoise*



Raspberry Tortoise

**STYLE 1405**  
Acetate | 50-18-140  
*Available in three colors*



Blue Whiskey



Tortoise



Snow Leopard

**STYLE 1406**  
Acetate | 53-16-140  
*Available in three colors*



Whiskey



Blue Whiskey



Gunmetal Tortoise

**STYLE 1420**  
Acetate & Metal | 48-22-145  
*Available in three colors*



Blue Tortoise



Bronze Tortoise

**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*



Forest Stripe



Black 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.



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## 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.