Industry News

Desiree Ifft

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Chewable Formulation of AREDS2 Vitamins

Alcon has added the SYSTANE ICAPS Chewable AREDS2 Eye Vitamin to its ICAPS line of eye vitamin formulations that are designed to support healthy eyes. The SYSTANE ICAPS Chewable AREDS2 Eye Vitamin contains ingredients used in the Age-Related Eye Disease Study 2, a clinical trial supported by the National Eye Institute that evaluated the effects of various combinations of nutrients on the progression of age-related macular degeneration. The new ICAPS are the first chewable AREDS2 formula to be available in the U.S. market.

Also: Stephen S. Lane, MD, joined Alcon as Chief Medical Officer and Global Head Franchise Clinical Strategy. In this role Dr. Lane leads the integration of scientific, clinical and commercial priorities across the company's Surgical and Vision Care franchises, with a focus on the needs of patients and eyecare practitioners. Dr. Lane also supports the generation of Surgical and Vision Care clinical evidence and represents Alcon to the academic, scientific and industry communities and government agencies.

Facebook Page Designed for Active Communication with Eyecare Professionals

Did you know Allergan has a Facebook page dedicated to enhancing the positive partnership between Allergan and eyecare professionals? At the Allergan Optometry Facebook page, you can find discussions about disease states including dry eye and glaucoma, helpful patient care resources, information about upcoming events and activities, and an actively engaged company that is listening and responding to you.

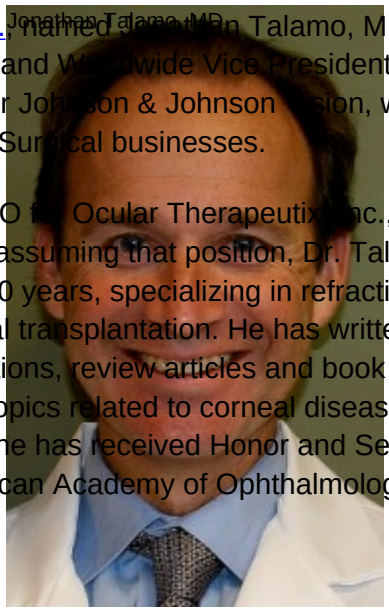
Lens Personalization Reaches a New Level

HOYA Vision Care has launched iD MyStyle 2 personalized lens technology and design. While the original iD MyStyle was the first to use HOYA's patented Integrated Double Surface Design technology and incorporate patient lifestyle parameters into the design of the lens, the second-generation, iD MyStyle 2 builds on that platform with the addition of unlimited design variations, Binocular Harmonization Technology (BHT), and lens design verification.

iD MyStyle 2 lens prescriptions take into account each patient's unique needs, lifestyle and history. BHT ensures that both eyes receive equal accommodative support so that optimal binocularity can be achieved. With design verification, every iD MyStyle 2 prescription is tested and verified before it is produced using HOYA's patented Binocular Eye Model and 3D visual acuity simulation.

NEW CMO Appointed

Johnson & Johnson Vision Care, Inc. named Jonathan Talamo, MD, as its new Chief Medical Officer (CMO) and Worldwide Vice President of Medical Affairs and Clinical Affairs for Johnson & Johnson Vision, which comprises both the Vision Care and Surgical businesses.



Dr. Talamo previously served as CMO for Ocular Therapeutix, Inc., a public biopharma company. Prior to assuming that position, Dr. Talamo owned a private practice for nearly 20 years, specializing in refractive surgery, cataract surgery and corneal transplantation. He has written more than 80 peer-reviewed publications, review articles and book chapters; he lectures worldwide on topics related to corneal disease, cataract and refractive surgery; and he has received Honor and Senior Achievement awards from the American Academy of Ophthalmology.

New Z-Type Slit Lamp Digital Tonometer

Keeler has expanded its range of tonometers with the D-KAT Z-type, the first digital applanation tonometer designed for Keeler Z Series slit lamps and other lower illumination style slit lamps. The D-KAT Z-type has fewer moving parts than conventional applanation tonometers, and its internal electronics deliver fast and accurate IOP measurement to one decimal point. The integrated LED display is easy to read in darkened exam rooms. In addition, Keeler offers the Tonomate disposable applanation prism for use with the D-KAT Z-type. Sterile, and individually packaged, Tonomate prisms are designed to be discarded after use, streamlining eye examinations and reducing the risk of infection transmission.

For more information, visit the Keeler Ophthalmic Instrument website, e-mail the company, call (800) 523-5620, or contact an authorized dealer.

Optometrists' Service Milestones Recognized

At an awards dinner held during its Annual Continuing Education Symposium, June 3-6, 2017, in Chicago, National Vision Inc. recognized 115 optometrists affiliated with the company for service milestones ranging from five to 25 years.

According to National Vision CEO Reade Fahs, "For the past decade our North Star has been that National Vision is striving to create environments where great optometrists want to spend their entire career. This special group of optometrists, who have spent their career with us, is a testament to the sort of talented, caring optometrists that make up our community at National Vision. We congratulate these doctors on their achievements, and thank them for making it possible for us to live our mission of making eye care and eyewear more affordable and accessible to all Americans."

Campaign Educates Consumers about UV and Blue Light

To bring its new advertising campaign Live the Good Light to life for consumers in 2017, Transitions Optical launched the Good Light Project ? an initiative that illustrates the role changing light plays in shaping our days and nights, and some of our most memorable moments. The company is introducing eyeglass wearers to the Good Light Project online and on social media and by partnering with influential Transitions lens wearers, including actress Jamie Chung. The company says a goal of the Good Light Project is to inform consumers how Transitions lenses can help “protect the eyes from both UV and harmful blue light so that we are able to embrace the goodness found in light and live life to the fullest.”