

INDUSTRY NEWS

The following companies support ASCO's national programs and activities benefiting the schools and colleges of optometry in the United States and Puerto Rico.

Benefactors**(\$25,000 - \$49,999)**

Alcon Laboratories
Essilor of America
HOYA Free-Form Company
Luxottica / EyeMed Vision Care
Walmart Stores, Inc.

Supporters**(\$15,000 - \$24,999)**

Allergan, Inc.
Bausch + Lomb
Carl Zeiss Vision / Carl Zeiss
Meditec
Pixel Optics
Transitions Optical
Vistakon®, Division of Johnson & Johnson Vision Care

Friends**(\$10,000 - \$14,999)**

Abbott Medical Optics
Compulink Business Systems
EMRlogic Systems, Inc.
Haag-Streit
HEINE
Keeler Instruments
M & S Technologies, Inc.
Marco
Oculus, Inc.
Optos North America
Vision Service Plan
Volk Optical

Contributors**(\$5,000 - \$9,999)**

CooperVision
Marchon Eyewear
Review of Optometry
Safilo Group
TLC Vision
Vision Source!

As of May 1, 2012

New Lenses Darken and Polarize in UV Light

Transitions

Transitions Optical Inc. has launched the first and only spectacle lenses designed to both darken and polarize upon UV exposure. In a wearers test comparing the new Transitions Vantage lenses to Transitions VI lenses, eight out of 10 photochromic patients were satisfied with the outdoor experience of Vantage, and nine out of 10 photochromic patients were satisfied with the indoor clarity of Vantage. In addition, patients preferred Vantage over Transitions VI outdoors on all of the key benefits of polarization: visual contrast, crispness and sharpness.

Eyecare professionals can sign up to receive free support materials after completing an online quiz at www.TransitionsVantage.com.

New Products for Eye Health

Alcon®

Two new Systane products are now available from Alcon.

Systane Lid Wipes can be used to remove debris and makeup that can cause eye irritation and as part of a doctor-recommended daily regimen to help resolve the clinical signs of meibomian gland dysfunction. The eyelid cleansing wipes are individually packaged, pre-moistened and hypoallergenic.

The new Systane Vitamin Omega-3 Supplement promotes healthy tears and comfortable eyes by providing Omega-3 fatty acids and the antioxidant Vitamin E. The softgels utilize a proprietary technology to help control the unpleasant aftertaste commonly associated with fish oil-based supplements.

For more information, visit www.systane.com.

Daily Disposable for Presbyopes



CooperVision Inc. has introduced Proclear

CooperVision™

1 day multifocal daily disposable contact lenses for presbyopic patients. The lenses offer the convenience of a daily disposable lens along with all-day comfort and high performance for full-time or occasional wearers. A recent study compared the vision performance of Proclear 1 day with a market-leading multifocal among patients with ADDs of +1.25 to +2.50. Proclear 1 day scored equivalent for near vision and equivalent or better for intermediate and distance vision after one hour of wear. The company says the center-near aspheric design of the lens and a simplified fitting approach make it easier to select the right lens for patients in all stages of presbyopia.

For more information, visit www.coopervision.com/multifocal.

Dr. Ball on AOF Board

VISTAKON®

DIVISION OF
Johnson & Johnson
Vision Care, Inc.

W. Lee Ball Jr., OD, FAAO, Associate Director of Professional Affairs at Vistakon, Division of Johnson & Johnson Vision Care Inc., has been appointed to the Board of Directors of the American Optometric Foundation (AOF). The AOF, an affiliate of the American Academy of Optometry, is a philanthropic organization devoted to the advancement of optometric education and research. Before joining Vistakon, Dr. Ball was an adjunct clinical faculty member at the New England College of Optometry.