

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.

Patrons
(\$50,000 - \$99,999)

Essilor
Walmart Stores, Inc.

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

Alcon Laboratories
CIBA Vision Corporation
Vistakon Division of Johnson & Johnson Vision Care, Inc.

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

Carl Zeiss Vision
Hoya Vision Care, North America
Luxottica/EyeMed Vision Care
M&S Technologies
Transitions Optical, Inc.
Vision Service Plan

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

Abbott Medical Optics
Allergan, Inc.
Bausch+Lomb, Inc.
Compulink Business Systems
Genzyme
Haag-Streit
Keeler Instruments
Marco
Optos North America
TLC Vision
Volk Optical

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

CooperVision
Marchon Eyewear
Ophthonix, Inc.
Optovue, Inc.
Safilo Group
Vision Source!

**Alcon Acquires
Ophthalmic
Pharmaceutical Assets
From Sirion**



Alcon will purchase the rights in the United States for two FDA-approved topical ophthalmic products from Sirion Therapeutics, Inc. The two products are Durezol, an ophthalmic corticosteroid approved for the treatment of inflammation and pain associated with eye surgery, and Zirgan, an antiviral for the treatment of acute herpetic keratitis. In addition to these products, Alcon also acquired the global rights, excluding Latin America, for Zyclorin, a product that is currently in clinical development to treat dry eye and other ocular surface diseases.

**OneSight Announces
Dr. Stanley Pearle
Scholarship Fund**



The OneSight Research Foundation announced a call for entries for the Dr. Stanley Pearle Scholarship Fund. Ten \$2,000 scholarships will be awarded in 2010 to students seeking a degree in optometry. Qualifying applicants are encouraged to apply. Deadline for applications is April 15.

The scholarship program is part of OneSight's focus on preventative eye care. This includes funding research to address eye health issues and investing in the next generation of optometric professionals through scholarships and education. View the application at <http://www.onesight.org>, or contact Trina Parasiliti at tparasil@onesight.org.

**Luxottica Retail Launches
Optometric Career
Services**



Luxottica Retail, parent company of LensCrafters, Pearle Vision, Sears Optical, and Target Optical, has launched Optometric Career Services. The chief goals of Optometric Career Services are to inform optometrists, optometry students, and paraoptometric staff about career opportunities related to Luxottica, and to enhance collaboration with optometry schools and industry organizations to ease entry into the profession, and to facilitate practice development and transition for optometrists at each stage of their careers.

According to the company, the number of career alternatives for optometrists at Luxottica Retail and with other Luxottica-affiliated businesses is at an all-time high. Optometric Career Services will help optometrists find positions that are well-suited to their experience and career aspirations, including full-time or part-time employment with the company or with another doctor or group, franchise ownership, independent subleases, affiliation as a wholesale customer or EyeMed provider, and OneSight volunteer.

For more information, go to <http://luxretaildocs.com> or contact Luxottica Retail North America, Attn: Larry Long c/o Optometric Career Services Department, 4000 Luxottica Place, Mason, Ohio 45040; or Larry Long, Senior Director, Optometric Career Services at (678) 206-5673 or llong@luxotticaretail.com.

B+L Unveils New Logo, Launches Accommodating IOL

BAUSCH + LOMB

B+L recently unveiled its redesigned company logo and icon. According to the company, both incorporate hues of the company's traditional blue and green colors, while introducing the plus (+) symbol to represent the organization's strong commitment to innovation and partnership with practitioners as a leader in eye health. The new logo and B+L icon will be phased in over the next 18 to 24 months as product packaging and other materials are updated.

In other news, B+L launched the Crystalens Aspheric Optic (AO) Lens, the first aberration-free accommodating IOL with aspheric optics. The Crystalens AO has prolate aspheric surfaces and is designed to be free of spherical aberration. According to the company, it is designed to improve retinal image quality without compromising depth of field and, therefore, provides greater quality of distance and intermediate vision. For information, go to <http://www.crystalens.com>.

Ophthonix Launches Polarized Lenses

Ophthonix recently launched customized iZon SL Polarized Lenses. As with all iZon Lenses, this lens is customized to the patient's optical fingerprint, or iPrint, that contains all 2nd to 6th order aberrations of the eye measured by the Z-View Aberrometer. The iPrint, coupled with the company's proprietary algorithm, is used to determine the best sphere-cylinder fit for the back surface of the iZon SL Polarized Lens. According to the company, this lens can address many of the vision challenges associated with higher-order aberrations, such as difficulty seeing in reduced contrast conditions, general lack of clarity around images at a distance, and shadows or double images. The iZon SL Polarized Lens is 1.6 index with premium scratch-resistant, antireflective and super-hydrophobic coatings. It provides 100% UVA and UVB blocking. It is available in gray and brown tints and can be ordered for single-vision and PAL wearers.

View Far Peripheral Retinal Tears With New Volk Lens



A new option for detecting far peripheral retinal tears is the HR Wide Field from Volk Optical. A contact-type lens, the HR Wide Field requires a coupling solution within its contact area. Although adding a step to the examination, this lens allows you to clearly visualize retinal tears or lesions across the retinal surface to the ora serrata. It provides a panretinal view, which is not possible with a noncontact slit lamp or BIO lens, and a clear view of the entire retina, which is not possible with a 3-mirror lens that needs to be rotated. It is distortion-free across the entire viewing area. Viewing power with 0.50x magnification is contained in a low-profile, reduced-size housing to simplify manipulation of the lens within the orbit, especially with deep-set eyes.

Transitions Introduces Darker Everyday Lenses



Transitions XTRActive lenses are the darkest everyday Transitions lenses available. They offer moderate darkness behind the windshield of a car and have a slight tint indoors. Like Transitions VI lenses, Transitions XTRActive lenses darken in ultraviolet light, however, they use different photochromic dyes that activate in the lower spectrum of visible light. This visible light activation allows the lenses to get darker in direct sunlight and to activate moderately in the car during the day. Unlike Transitions VI lenses, Transitions XTRActive lenses were designed to have a slight tint indoors. The new technology also has a gray tint with a slight green undertone to help eye care professionals differentiate it from Transitions VI.

Transitions XTRActive lenses will be available in March in a range of poly-

carbonate, Trivex, and 1.67 materials, and in single-vision and progressive designs. For more information, visit <http://www.TransitionsXTRActive.com>, which will be live in mid-February.

New Mini Loupes From Keeler



Keeler's new Mini Loupes provide high resolution 2.5x magnification and weigh just 34 grams. Mini Loupes use the same antireflective coated Schott glass as Keeler's standard Galilean system. The loupes provide good visualization at a working distance of 34cm to 50 cm, while minimizing edge distortion. Mini Loupes are 26% lighter than the standard Galilean Loupes system, and they feature a flip-up hinge system for viewing and posture angle flexibility. The Loupes are attached to a metal mounting bar that ensures optical stability while in use.

All Keeler loupes are available on the Keeler Sport frame in a range of colors. The Keeler Sport frame can be worn over glasses, or a prescription can be incorporated into the supplied holder. For more information, go to <http://www.Keelerusa.com>; call (800) 523-5620; or contact your authorized dealer.