

INDUSTRY NEWS

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

Patrons

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

Essilor of America

Benefactors

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

CIBA Vision Corporation
Luxottica/EyeMed Vision Care
Walmart Stores, Inc.

Supporters

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

Alcon Laboratories
Carl Zeiss Vision / Carl Zeiss Meditec
Hoya Vision Care, North America
Transitions Optical, Inc.
Vision Service Plan
Vistakon, Division of Johnson & Johnson Vision Care

Friends

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

Abbott Medical Optics
Allergan, Inc.
Bausch + Lomb, Inc.
Compulink Business Systems
Haag-Streit
HEINE
Keeler Instruments, Inc.
M & S Technologies, Inc.
Marco
Optos North America
Volk Optical

Contributors

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

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

**B + L, VSP Offer
Additional Contact Lens
Rebates**

BAUSCH + LOMB

As of November 1, members of VSP Vision Care can receive additional rebates when they purchase an annual supply of Bausch + Lomb contact lenses. Lenses purchased from one of VSP's 27,000 network providers are eligible for an additional amount on top of the previously available rebate offered by Bausch + Lomb.

For more information about the rebate program and to download a copy of the rebate form, visit www.specialoffers.vsp.com/bausch.

**Allergan Receives FDA
Approval of Lumigan
0.01% as First-Line
Therapy**



Allergan received FDA approval for bimatoprost ophthalmic solution 0.01% (Lumigan) as first-line therapy for the reduction of elevated intraocular pressure (IOP) in patients with open-angle glaucoma or ocular hypertension. Lumigan 0.01% is an optimized reformulation of Lumigan 0.03%.

"Lumigan 0.01% exemplifies Allergan's commitment to developing medications for glaucoma patients that maximize efficacy while minimizing drug exposure," said Scott Whitcup, MD, Allergan's executive vice president, Research and Development, chief scientific officer.

In a three-month study of patients with open-angle glaucoma or ocular hypertension with an average baseline IOP of 23.5 mmHg, Lumigan 0.01% lowered IOP up to 7 mmHg. The recommended dosage of Lumigan 0.01% is one drop in the affected eye(s) once daily. Full

prescribing information is available at www.allergan.com.

**Essilor of America
Launches Ethnic-Specific
Lenses.**



Essilor of America has launched three lines of spectacle lenses designed to meet the unique visual needs of patients of Chinese and Indian ethnicity. Based on changing U.S. demographics and following success in China and India, the company is now offering Varilux Physio Enhanced Azio, Varilux Physio Enhanced India and Essilor Azio Single Vision lenses as the first of its new ethnic lens products.

Research and development analysis of more than 200,000 patients in the areas of optics, physiology and how people use their eyes and wear their frames revealed five out of six wearers in these populations have different measurements from the average values for pantoscopic tilt, wrap angle and vertex distance. Designed with Wavefront Advanced Vision Enhancement (W.A.V.E) Technology, Varilux Physio Enhanced Azio and Varilux Physio Enhanced India lenses are personalized for Chinese and Indian ethnic groups by accounting for unique facial anatomy and eye shapes and providing a personalized near-vision zone for these specific patients.

Essilor Azio Single Vision lenses, which also utilize W.A.V.E. Technology, optimize each prescription for each position of wear for the best possible vision.

For more information, contact a Varilux sales or lab representative or visit www.variluxusa.com.

Walmart Announces Scholarship Contest Winners

New England College of Optometry students Chris Cordero and Fabian Villacis won the inaugural Project Foresight national scholarship competition sponsored by Walmart Health and Wellness. They shared the grand prize of \$20,000 for their winning entry, "Pride Vision."

The Project Foresight scholarship competition is open to optometry students in their first, second or third year of school. Teams made up of two students design and develop a business plan for an optometric practice that promotes the profession of optometry, incorporates the teachings from the colleges of optometry and highlights the values of Walmart Health and Wellness. Each team also creates a presentation to showcase its business plan. A panel of school and Walmart officials judges the entries at each participating school. The winning team from each school wins a \$1,000 scholarship and a chance to compete in the national competition during Optometry's Meeting.

For information about the next Project Foresight scholarship competition, contact Kim Vo, OD, at kimuyen.vo@walmart.com or (479) 426-3979.

Transitions Optical Partners with NCNW; Names New COO



As part of its "Healthy Sight for Life: Focus on African-American Eyes" campaign, Transitions Optical has partnered with the National Council of Negro Women (NCNW). The company said the NCNW is a natural partner for the campaign, which aims to raise awareness about the importance of proper vision care and vision wear among the African-American community.



Transitions Optical provided free vision screenings and eye health education at this year's National Council of Negro Women Black Family Reunion Celebration in Washington, D.C.

The campaign officially launched this fall in Washington, D.C., at the annual NCNW Black Family Reunion Celebration, which attracted an estimated 250,000 consumers. During the event, Transitions provided free vision screenings and eye health education.

"This was the first time we had a partner who offered vision screenings and education at our event, which is a great complement to our health programming," said Avis Jones DeWeever, executive director, NCNW. "As part of our mission, we focus on promoting healthy lifestyles, and I believe eye health is an important aspect to overall health that we do not want to neglect. Our work with Transitions will afford us the opportunity to focus more on this area."



Dave Cole

In other news, Transitions announced the appointment of Dave Cole as chief operating officer. Cole started with

the company when it began in 1990 and served most recently as general manager for the North America and Australia and New Zealand markets. According to CEO and president Rick Elias, "Dave is exceptionally well-suited for this leadership position. His in-depth knowledge of the optical industry and our business, vision for long-term success and industry growth, and passion for building strong partnerships across all levels are just a few of the reasons he inspires such trust and respect from colleagues and the industry alike."

Vistakon Makes Appointments; Introduces Enhanced Contact Lens



DIVISION OF
Johnson & Johnson
Vision Care, Inc.

Vistakon, Division of Johnson & Johnson Vision Care, Inc., named Carol Lakkis, BScOptom, PhD, Clinical Research Fellow, Contact Lens Products, and Giovanna E. Olivares, OD, FAAO, Director, Professional Education.



Carol Lakkis, BScOptom., PhD

In her role, Dr. Lakkis is responsible for research and development of innovative new products. She brings nearly two decades of

extensive clinical research experience to the position. She joins Vistakon from Clinical Vision Research Australia at the Australia College of Optometry, where she served as Research Director. Dr. Lakkis is a councilor of the International Society for Contact Lens Research and an adjunct associate professor at the Queensland University of Technology.



Giovanna E. Olivares,
OD, FAAO

In her new role, Dr. Olivares is responsible for developing strategies for the implementation of the company's professional educational programs across a broad spectrum of groups, including students, practitioners,

Professional Affairs Consultants and Vistakon Sales and Marketing organizations. She joined the company in 2004 as Manager of the R&D Design Clinical Research Group, where she led a multidisciplinary group of optometrists, ophthalmologists, vision scientists and biostatisticians overseeing the clinical development of innovative new contact lens products, including Acuvue Oasys for Astigmatism. Her team also developed novel methodologies and equipment for testing vision and measuring patients' experiences with contact lenses.

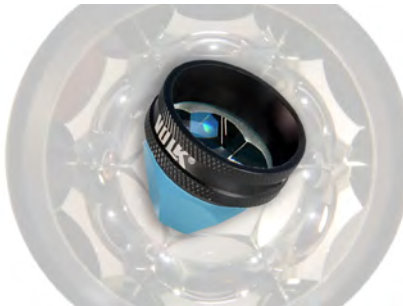
Vistakon also announced the availability of Acuvue Advance Plus Brand Contact Lenses. Acuvue Advance Plus is a redesigned and enhanced successor to the Acuvue Advance lens. Along with Ultra-Clean Technology for deposit resistance and HydraClear Technology that combines high performance base materials with a moisture-rich wetting agent, the new lens offers improvements in initial and overall comfort and visual acuity. In addition, it blocks more than 90% of UV-A rays and 99% of UV-B rays that reach the lens.

The company says the Acuvue Advance Plus lens provides patients with the freshness of a two-week modality at a price comparable to a monthly lens. It is available in base curves of 8.3 mm and 8.7 mm at parameters of -0.50D to -6.00D and +0.50D to +6.0D in 0.25D increments and from -6.50D to 12.0D and +6.50D to +8.0D in .50D increments.

Volk Gonio Lens Designed for Better View in Less Time



A new gonioscopy lens from Volk Optical, the G-6, features six closely aligned mirrors to enable a true 360° view during glaucoma screening. The mirrors are equally angled at 63°, eliminating gaps for visualization of the entire anterior segment at 1.0X magnification. During examination, two of the mirrors are aligned in the superior and inferior regions, while the remaining four mirrors provide a continuous view through the nasal and temporal regions. This allows practitioners to scan across mirrors quickly, without the confusion of tracking where one view ends and the next begins that can come from rotating the lens. This fast scanning and reduced need to maneuver the slit lamp can reduce examination time.



The Volk G-6 is designed to provide a true 360° view of the anterior segment for glaucoma diagnosis.

The G-6 also features a taller, tapered profile, which is easier to hold within the orbit, and a no flange/no fluid design that facilitates use without viscous interface solutions. For improved handling flexibility, the lens comes with a ring or a 2-in-1 handle that can be adjusted to create a straight or 45° angled grip.