

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 - \$90,000)

Alcon Laboratories

Benefactors

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

Essilor of America

HOYA Free-Form Company

Luxottica / EyeMed Vision Care

Walmart Stores, Inc.

Supporters

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

Allergan, Inc.

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

Bausch + Lomb

Compulink Business Systems

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

International Vision Expo

LasikPlus / Visium Eye Institute

Review of Optometry

Safilo Group

TLC Vision

Vision Source!

As of January 1, 2013

Scientific Compendium Available Online

essilor

The Varilux S Series Compendium, recently posted online by Essilor, provides an in-depth look at the science and research behind the company's S Series of progressive lenses, including Nanoptix, SynchronEyes and 4D Technology. The compendium includes white papers and posters presented at national professional meetings and it details the patented LiveOptics R&D Process. In addition, it encompasses wearers' tests and results obtained with Essilor's virtual reality test platform. The information is available for download from <http://sseries.variluxusa.com/TechnicalInformation/Compendium/Pages/WhitePapers.aspx>.

New Artificial Tear is Preservative-Free

Allergan expanded its line of OTC products for managing dry eye with the launch of Refresh Optive Advanced Preservative-Free Lubricant Eye Drops. The new drops feature the same formula as Refresh Optive Advanced, without the use of a preservative. The triple-action formula is designed to stabilize the lipid layer to help reduce tear evaporation, hydrate the aqueous layer, and provide a lubricating and protective shield for the mucin layer while further protecting epithelial cells from hypertonic stress.

Refresh Optive Advanced Preservative-Free Lubricant Eye Drops can be used

in combination with dry eye prescription therapies and do not require shaking prior to use. For more information, visit www.refreshbrand.com.

Expo Reaching Out to Optometry Alumni

In addition to continuing its student-specific programs, International Vision Expo is looking to work more closely with the schools and colleges of optometry to build programs that cater to the needs of each institution's alumni. The organization plans to work with each school to create alumni-specific benefits such as free exhibit hall registration, receptions, a list exchange, OD referral programs and special invitations. For more information, contact Trade Show Marketing Manager Kristen Reynolds at KReynolds@thevisioncouncil.org or (703) 548-0627.

NSAID Labeled for Once-Daily Use

Alcon recently launched nepafenac ophthalmic suspension 0.3% (Ilevro Suspension), a once-daily non-steroidal anti-inflammatory drug treatment option for pain and inflammation associated with cataract surgery. In two double-masked, randomized clinical trials, patients treated with Ilevro Suspension were less likely to have ocular pain and measurable signs of inflammation (cells and flare) at the end of treatment than those treated with its vehicle. Inflammation resolved at day 14 in 65% of Ilevro patients vs. 32% percent of patients who received ve-

hicle. The pain resolution rate among Ilevro patients was 86% vs. 46% for patients who received vehicle.

For more information and full prescribing information, visit www.alcon.com.

Company Reorganizes Professional Affairs



Vistakon Division of Johnson & Johnson Vision Care Inc. has created a new Professional Development Group, which combines its Professional Affairs, ODLean Consulting Program, and Optometry School educational efforts into one department. In conjunction with the change, Damian May, PharmD, MBA, was named Senior Director, Strategy & Professional Development. Dick Wallingford, OD, was named Senior Director, Professional Affairs. In this expanded role, he will continue to lead the company's professional affairs activities with associations and eyecare practitioners as well as oversee management of its Optometry School programs. W. Lee Ball, OD, FAAO, will continue to work with Dr. Wallingford to support these efforts.

The company also announced that as of Dec. 31, 2013, its Acuvue Brand Contact Lenses Bifocal and Acuvue 2 Colours Brand Contact Lenses will be discontinued. Also, as of July 1, 2013, Acuvue Brand Contact Lenses will no longer be available in select base curves and parameters. Vistakon President Dave Brown noted in a press release that "Contact lens wearers continue to embrace innovative new materials, technologies, and designs" and eye doctors can easily upgrade patients from the discontinued older lenses to more popular brands in the company portfolio.

High Magnification Four-Mirror Lens



With magnification of 1.5X, Volk's new G4 four-mirror gonioscopy lens is designed to enable easier visualization of more fine structural details in the anterior segment. The G-4 Four-Mirror Glass High Mag is available in small or large ring options or with a handle that can be angled in two positions. The no-flange design of the lens means an interface solution is not required, allowing quick eye contact and better patient comfort.

For more information or to order the lens, contact your authorized Volk dealer, visit www.volk.com or call (800) 345-8655.

Cultural Diversity Brochures Updated



As part of its ongoing commitment to support eyecare professionals in their efforts to educate culturally diverse patients about their unique eye health needs and risks, Transitions Optical Inc. has refreshed its popular "What to Expect" brochure series with new imagery and updated eye health statistics.

The collection of brochures includes African-American Eyes, Asian Eyes (English and Mandarin), Hispanic Eyes (English and Spanish), Adult Eyes and Kids Eyes. The materials are available for eyecare professionals to display in-office or to use in their community outreach efforts. Printed copies of the brochures are available at no cost through Transitions Optical Customer Service at CService@Transitions.com or (800) 848-1506. Printable PDF versions are available online within the "My Practice" section of MyMulticulturalToolkit.com.

Vision Wellness Programs Expand



EyeMed Vision Care reported that more than 70,000 children and nearly 550,000 patients with diabetes are currently participating in its vision wellness programs. KidsEyes and EyeMed's diabetic eyecare benefits, both launched in 2011, help eyecare providers address the needs of these two key populations. Members are eligible for more frequent services and, in the case of diabetic eye care, coverage for follow-up care when certain criteria are met. According to the company, discounts on retinal imaging have also proven increasingly popular.

The programs are part of EyeMed's mission to help consumers see the importance of vision care and to encourage long-term relationships between patients and their eyecare professionals. The company also reported it plans to expand this focus in 2013.

For more information, visit www.eyemedvisioncare.com, or call (888) 581-3648.

New Web Site for Military Members



In partnership with the Armed Forces Optometric Society, CooperVision Inc. launched a new Web site, www.coopervision.com/armedforces, which reinforces the company's continued commitment to serving the U.S. military community. By logging onto the site, military members and their families can purchase CooperVision contact lenses affordably, with the guarantee they will be delivered wherever they are located around the world.

For every box of CooperVision Biofinity, Avaira and Proclear 1 day contact lenses purchased through the Web site, CooperVision will donate \$1 to the Wounded Warrior Project.