



THE LIGHTEST CHOICE OCULITE™

Introducing Freeform-Ready SFSV lenses,
OCULITE™ High-Index in 1.74, 1.67 and 1.60.

- Impact-Resistant Primer Coating is standard for 1.74 SFSV
 - Built in UV400 Protection
 - 99% of Light Transmittance
- More than 10 base curves available for each index
 - Improved Spherical & Aspherical designs available for each index

AVAILABLE LINE OF PRODUCTS



- 1.67 FSV Tintable Hard, AR Primer
- 1.74 FSV AR Primer
- 1.60 / 1.67 / 1.74 SFSV Aspherical & Spherical

Visit us at **Vison Expo East Booth LP 1436**

Complete Your Vision 212-356-0010 www.inovixlens.com

CHEMILENS®
The Authorized Distributor

Transitions®

Transitions and the swirl are registered trademarks and Healthy sight in every light and Activated by Transitions are trademarks of Transitions Optical, Inc. Minimum order is required for customized orders. Customers are responsible for overnight and next day shipping costs. Customers must fill out our credit application and credit card authorization forms. ©2009 UVCO. All rights reserved.

WHAT'S ONLINE

VM's 'A Greater Vision': One Year Later

It's been almost a year since *Vision Monday* launched its editorial initiative known as A Greater Vision, offering the optical industry a forum, both online and in print, to detail and promote their philanthropic vision care efforts. This time last year, we recognized that the message of social responsibility was growing and the optical industry felt a renewed sense of purpose when it came to providing eyewear and eyecare for the underserved both here at home and abroad. The number of people needing vision care remains staggering, as do the statistics surrounding the problem: Over 45 million people in the world are blind, a figure that is expected to grow to 76 million by 2020; 124 million people worldwide suffer from low vision and 670 million people in the world suffer from uncorrected vision problems, most of which could be addressed by a pair of eyeglasses.

An awareness of the theme of "social purpose" is growing, among businesses and consumers. Through the efforts of National Vision's Reade Fahs and former optical retail exec Janet Callif, a catalogue of the different philanthropic groups was developed and *Vision Monday's* A Greater Vision was born. Throughout this past year, *VM* chronicled those vision care efforts in the print pages and on visionmonday.com, telling stories of missions to far flung destinations as well as labs and exam lanes set up in vans and in school gyms here in the U.S.



Today, those stories and profiles of some 28 organizations' efforts can be found in A Greater Vision on visionmonday.com. We invite you to go online to read about these inspiring efforts and perhaps, begin a "story" of your own as the industry continues to reach within and give back to the community. ■

mkane@jobson.com

If you have a story about your efforts to give back to the community by offering eyewear or eyecare to those in need tell us about it. Send your comments to VM: visionmonday@jobson.com



[Facebook.com/VisionMonday](https://www.facebook.com/VisionMonday)



[Twitter.com/VisionMonday](https://twitter.com/VisionMonday)