

## In the News

### Optical Expressions Adds Two Italian Lines to its Product Range

Optical Expressions has chosen to expand its eyewear portfolio with two new collections, Blackfin and Bioeyes, designed and produced in Italy by Pramaor. This company, founded in Agordo in 1971, has been the main partner of the best brands and companies in the world, producing outstanding products in titanium.



mod. BE 626

The Blackfin line is a pure synthesis of style and technology, combining a strong and dynamic image with the technological values of titanium.

The temples and plaque holders are made from a thin sheet of beta titanium. This allows great flexibility and adaptability, which results in a very comfortable fit. The Blackfin collection features 26 ophthalmic styles and five sunwear models. They are all unisex, but colour generally determines who will wear the frame. The sunglasses, sophisticated and high performance, are mounted with extremely impact-resistant, high quality optical lenses. They offer base eight lenses with prismatic correction for perfect vision without distortion.



mod. BE 448

The Bioeyes line represents the evolution of ultra-light titanium products for a world that looks to the infinitely small, to nanotechnology and to the essentials. All the components - hooks, nose pads and bridge - which make up the new series of rimless Bioeyes BE626 Air XP frames are created from a single piece of titanium without any soldering, thanks to CNC (computer numerical control) technology. This technology is essential to producing the highest levels of finish, quality, strength, adaptability and adjustment available on a rimless frame.

High reliability and minimalist design are characteristic of the Bioeyes frames. Eleven styles are currently available but Optical Expressions will launch new models with detailed temples in January.

"We are very excited about the Blackfin and Bioeyes collections," says Linda Sandler of Optical Expressions. "They are technologically advanced and they excel in their contemporary appearance and style."



### The Newest in Nose Pad Design

20/20 Accessory Source introduces the newest in nose pad design. Protekt™ Ultra nose pads feature an innovative hollow shape, which prevents impressions on the skin and makes the pads exceptionally comfortable, anti-aging and antibacterial. The unique material, combined with the pad's unique shape makes it a great alternative for your problem patients.

Comfort comes first on the basis of new pad ergonomics with five years of research. The hollow design of the nose pads decreases the moisture on the nose caused by sweat that is typically associated with traditional full-surface pads and helps to prevent skin allergies and acne, making them great for people with sensitive skin. Made from Thermoplastic Polyurethane (TPU), the raw materials used in the production of the Protekt Ultra nose pads are imported from Germany.

Available in a Figure-8 and standard symmetrical shape, the nose pad's frosted surface, together with its premium cushion design, prevents glasses from slipping on the nose as well as allows for greater ease in breathing for the wearer. TPU is a material which is easy to clean. Combined with the pad's limited surface contact with the skin, the nose pads significantly decrease oil and bacterial build-up.



mod. Carbon

### Otto Kern Launches Its New Carbon Fibre Eyewear Collection

The famous German manufacturer Otto Kern, world renowned for its perfumes, clothing and accessories lines, has just launched its new line of rimless eyewear made of carbon fibre and titanium.

Carbon fibre is a light, resistant material used in aeronautics, for instance in the manufacturing of the Airbus A380 and the space shuttle wings, to name two. The qualities of this fibre are now used to manufacture ever-lighter and sturdier frames.

The Otto Kern collection offers carbon temples with a refined look and avant-garde design, in two shades: black and light grey. The weave of the carbon fibre creates the illusion of a 3D holographic picture. The lugs and bridge made of titanium come in different styles and colours. An added feature is that the Otto Kern temples are reinforced with a titanium rod, thus offering better performance and more flexibility.

A large selection of presentation lens shapes will appeal to an extensive clientele. The screwless mounting does not present a problem for labs and ensures very good stability for the lenses.

The Otto Kern frames, which come with a case and a two-year guarantee, are distributed in Canada by Optique Vision 2000.