



EYE HEALTH

CLI's 'Easy as 1-2-3' Videos Promote Healthy Contact Lens Wear and Care

Product: [Contact Lens Institute's](#) "Easy as 1-2-3" video series.

Top Line: The new digital video series promotes healthy contact lens wear and care behaviors.

Close Up: Now in its fourth year, [The Easy Way \(Eyes, Awareness, Safety and You\)](#) is used by eyecare practices across the U.S., Canada, and worldwide. It includes simplified tips, attention-grabbing infographics, and companion digital resources for use in practices, presented in a memorable and straightforward way.

Vital Statistics: "Easy as 1-2-3" encourages optometry and ophthalmology practices to [Read More](#)



SOFTWARE

Eyedaptic Launches AI Powered Visual Assistant EYE6 With Ivy for Individuals With AMD

Top Line: Vision-enhancement solutions provider [Eyedaptic](#) has unveiled the EYE6 with Ivy, the only wearable vision aid that both enhances vision and provides an artificial intelligence (AI) powered visual assistant.

Close Up: The EYE6 is the next generation of Eyedaptic's smart glasses featuring Ivy, an interactive visual assistant to help and empower individuals with age-related macular degeneration (AMD) and other retinal disorders that cause vision loss.

"Our commitment to innovation is evident in [Read More](#)



FRAME COLLECTION

L'Amey America Debuts New Ben Sherman Made Green Styles

Quick Take: [L'Amey America](#) has added three new styles to its [Ben Sherman](#) ophthalmic collection. These Fall 2024 styles are crafted in sustainable materials including biodegradable acetate and recyclable stainless steel.

Specifics: The three new optical models are Cornhill, Main and South. These styles offer rectangular and geometric silhouettes with on-trend details including sculptural bevels, cut down millwork and paddle-shaped temples featuring the signature Ben Sherman logo and Mod icon. Colorways include traditional black, [Read More](#)