

JANUARY 2025 2020MAG.COM

20/20 AND
VISION MONDAY'S
EYEVOTE
READERS' CHOICE
WINNERS



WOMEN'S EYEWEAR
PARTNERSHIP FEATURE

L&T
ADJUSTING
OPTICAL CENTERS

HER WARDROBE WONDERLAND

SETTING HER
STYLE SIGHTS WITH
EYEWEAR AS HER
ULTIMATE ACCESSORY

CHRISTIAN LACROIX
FROM MONDOTTICA USA

Up FRONT JANUARY

EDITED BY CHRISTINE YEH

THE EYEVOTES ARE IN

20/20 and *Vision Monday* are pleased to announce the selections in the 16th annual EyeVote Readers' Choice Awards, a special survey aimed at identifying readers' favorite products and companies of the year. Optical retailers and ECP readers of the two Jobson Medical Information publications were asked to identify their "favorite" products in 22 distinct categories: optical frames, spectacle lenses, sunglasses, Rx sun lenses, contact lenses, optical equipment for wholesale prescription labs, optical supplies/consumables/tools, ECP/retail in-office lab equipment, diagnostic instruments, practice management software, EHR software, dispensing/measuring/fitting systems, patient engagement systems,

2020 VM
EYEVOTE
 READERS' CHOICE 2024

online ordering website, social purpose missions, online and digital media marketing services, PPE, telehealth solution, virtual/omnichannel sales tool, sustainable eyewear materials for frames, sustainable eyewear materials for sunwear, and low vision and assistive technology. Selected companies were chosen based on both brand and company choices supplied by readers. This year's survey spanned a wide range of product brands and product groups. The 2024 EyeVote Survey ran from Sept. 4 through Oct. 11, 2024. An incentive for a chance to win a \$500 Amex Gift Card and two \$100 Amex Gift Cards was offered to encourage respondents to answer the survey. —Mary Kane

OPTICAL FRAMES

- Readers' Choice, Company: EssilorLuxottica
- Readers' Choice, Frame Brand, Men: Ray-Ban
- Readers' Choice, Frame Brand, Women: Fysh
- Readers' Choice, Frame Brand, Teens: Ray-Ban
- Readers' Choice, Frame Brand, Kids: Ray-Ban
- Readers' Choice, Brand Introduced in 2024: ZBB: by L'Amey America

SPECTACLE LENSES

- Readers' Choice, Company: Hoya
- Readers' Choice, Lens Brand: Varilux
- Readers' Choice, Lens Coating Brand: Crizal
- Readers' Choice, Lens Progressive Brand: Varilux
- Readers' Choice, Lens Photochromic Brand: Transitions
- Readers' Choice, Lens Brand, Introduced in 2024: Transitions GEN 5

SUNGLASSES

- Readers' Choice, Company: Maui Jim
- Readers' Choice, Sport Brand, Men: Oakley
- Readers' Choice, Fashion Brand, Men: Ray-Ban
- Readers' Choice, Sport Brand, Women: Maui Jim
- Readers' Choice, Fashion Brand, Women: Prada
- Readers' Choice, Brand, Kids: Ray-Ban
- Readers' Choice, Brand Introduced in 2024: Ferrari

RX SUN LENSES

- Readers' Choice, Company: EssilorLuxottica
- Readers' Choice, Brand: Maui Jim

CONTACT LENSES

- Readers' Choice, Company: Alcon
- Readers' Choice, Daily Disposable Single Vision Brand: Dailies Total 1
- Readers' Choice, Toric Monthly Replacement Brand: Biofinity
- Readers' Choice, Toric Daily Disposable Brand: Precision
- Readers' Choice, Multifocal Monthly Replacement Brand: Biofinity

- Readers' Choice, Multifocal Daily Disposable Brand: Dailies Total 1
- Readers' Choice, Gas Permeable Material Brand: Boston

OPTICAL EQUIPMENT FOR WHOLESALE PRESCRIPTION LABS

- Readers' Choice, Company: Santinelli International
- Readers' Choice, Surfacing Brand: Satisloh
- Readers' Choice, Tool Brand: Hilco Vision

OPTICAL SUPPLIES/CONSUMABLES/TOOLS

- Readers' Choice, Company: Hilco Vision
- Readers' Choice, Dispensing Tools Brand: Hilco Vision
- Readers' Choice, Supplies/Consumables Brand: Hilco Vision

ECP/RETAIL IN-OFFICE LAB EQUIPMENT

- Readers' Choice, Company: Santinelli International
- Readers' Choice, Finishing Brand: Santinelli International

DIAGNOSTIC INSTRUMENTS

- Readers' Choice, Company: ZEISS
- Readers' Choice, Brand for Equipment: ZEISS

PRACTICE MANAGEMENT SOFTWARE

- Readers' Choice, Company: Eyefinity
- Readers' Choice, Brand: Eyefinity

EHR SOFTWARE

- Readers' Choice, Company: RevolutionEHR
- Readers' Choice, Brand: RevolutionEHR

DISPENSING/MEASURING/FITTING SYSTEMS

- Readers' Choice, Company: EssilorLuxottica
- Readers' Choice, Brand: Eye-Ruler 2

PATIENT ENGAGEMENT SYSTEMS

- Readers' Choice, Company: Weave
- Readers' Choice, Brand: Weave

ONLINE ORDERING WEBSITE

- Readers' Choice, Company Website: VisionWeb

SOCIAL PURPOSE MISSIONS

- Readers' Choice, Company: EssilorLuxottica
- Readers' Choice, Brand: OneSight
- Readers' Choice, Brand Introduced in 2024: ZBB: by L'Amey America

ONLINE AND SOCIAL MEDIA MARKETING SERVICES

- Readers' Choice, Company: EyeCarePro

PPE

- Readers' Choice, Company: Hilco Vision
- Readers' Choice, Brand: Hilco Vision

TELEHEALTH SOLUTION

- Readers' Choice, Company: 20/20 Now

VIRTUAL/OMNICHANNEL SALES TOOL

- Readers' Choice, Company: EssilorLuxottica
- Readers' Choice, Brand: SmartShopper

SUSTAINABLE EYEWEAR MATERIALS (FRAMES)

- Readers' Choice, Company: EssilorLuxottica
- Readers' Choice, Brand: Eco

SUSTAINABLE EYEWEAR MATERIALS (SUNWEAR)

- Readers' Choice, Company: EssilorLuxottica
- Readers' Choice, Brand: Ray-Ban

LOW VISION & ASSISTIVE TECHNOLOGY

- Readers' Choice, Company: Eschenbach
- Readers' Choice, Brand: Eschenbach