

EYE OF THE BEHOLDER

With the right tools optical aesthetics can be a big money maker

BREAKFAST AT TIFFANY'S

A Texas practice celebrating 20 years in classic style



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THE MAGAZINE FOR THE AMERICAN EYE

SEPTEMBER 2024

FALL BUYING GUIDE

HIGH ROLLER

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SURE BET PRODUCTS

FOR THE SEASON

The models wear the ALS-3007 (L) and ALS-1018 (R) from All Saints.

Under THE Influence

EYECARE CONTENT CREATORS DISH ON THEIR STARTS, THEIR BRAND DEALS, AND THEIR ETHICS

THE BIG STORY



INVISION'S FALL BUYING GUIDE



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16. TOPCON BOOTH: FT1065

The IS-6500 is a digital state of the art instrument stand designed to enhance eye exams and user experience with customizable features, ergonomic design, and a compact footprint suitable for smaller exam lanes. The stand includes a touch screen panel for controlling lights and settings, a redesigned slit lamp arm for smooth adjustments, and Bluetooth connectivity to minimize cable clutter. topconhealthcare.com, Price upon request

17. BEN SHERMAN

Ben Sherman introduces three new Fall '24 ophthalmic styles crafted from sustainable materials like biodegradable acetate and recyclable stainless steel in timeless rectangular and geometric silhouettes. With a narrower fit and spring hinges, the collection emphasizes quality, comfort, and sustainability, backed by a 3-year warranty. lamyamerica.com, \$173.98-\$178.95

18. HOOT HEALTH

Hoot has launched AI-powered automated patient education campaigns for Dry Eye Disease (DED), empowering ECPs with tools to enhance patient engagement, boost conversion rates, and improve treatment compliance. Hoot's video-based campaigns deliver personalized educational content at the point of diagnosis, increasing appointment adherence and driving revenue growth. gethoot.com, Price upon request

19. WAVERFID BOOTH: F14032

WaveRFID and Crystal Practice Management offer a new integration to streamline inventory management. The technology empowers ECPs with actionable inventory data in minutes using RFID technology capable of scanning 1,000 frames in under 10 minutes, eliminating manual data entry, reducing errors, and providing real-time visibility into inventory levels. waverfid.net, Price upon request

20. FIRENZE LIMITED

The Firenze Limited Silk Collection, designed by Mark Dolabany, showcases natural silk embedded in premium acetate, creating luxurious "art-wear." Inspired by Florence's rich cultural heritage, each handmade piece, like Vita Mia, Cuore Mio, and Romina, reflects Dolabany's passion for the city's elegance and fine craftsmanship. dolabanyeyewear.com, Price upon request

21. ETRIA BARCELONA BOOTH: A22046 SUITE: 47911

Etria Barcelona launches a limited-edition capsule collection to celebrate the 37th America's Cup in their home city. Inspired by the nautical universe, the collection features eight models in two colors, combining lightweight metal and natural acetate. The sunglasses incorporate advanced polarized mineral lenses with HD technology. etribarcelona.com, Price upon request