

"It's a pleasure to please you."

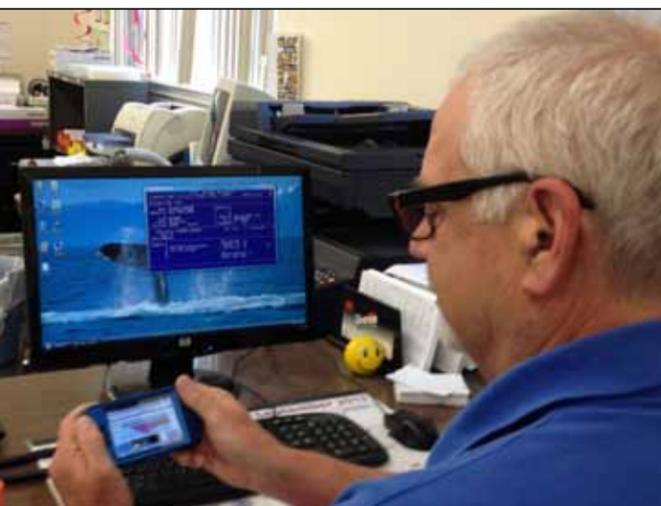
the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

Newest ROYAL AR Lens

InvigorEyes AR Lenses Can Reduce Digital Eye Strain, Filter Harmful Blue Light and Help Diminish Sleep Deprivation

InvigorEyes Retinal Bliss DES AR lens has joined the family of ROYAL AR lenses which are produced by Robertson Optical. This groundbreaking AR lens features coatings on both sides of the lens that help prevent digital eye strain. On the front of the lens, InvigorEyes includes a coating that reflects harmful blue light away from the eye. And just like ROYAL RB Tech AR lens, InvigorEyes has the HEV reflector on the back of the lens causing harmful blue light to reach it then pass through the lens away from the eye, eliminating 99% of bad blue light from getting to the patient's retina.



Mike Fussell wears InvigorEyes while viewing computers and digital devices, thus filtering harmful blue light and helping to reduce digital eye strain and sleep deprivation.

Harmful blue light not only comes from sunrays and light bulbs, but from electronic devices such as computer screens, iPads, electronic tablets, TVs and digital phones, thus causing digital eye strain. Some of the latest research suggests that the excessive use of these digital devices can contribute to various eye diseases (including cataracts and macular degeneration) and sleep deprivation. This is due to excessive exposure to the harmful type of blue light. Bad blue light is associated with the suppression of melatonin production. Melatonin is the major hormone that controls sleep and wake cycles. Reduced melatonin levels have been shown to increase the risk of immune system function, along with inhibiting proper sleep.

For more information on bad blue light, the effects of digital devices on patients' eyes and some facts ECPs should share with their patients regarding these topics, ECPs are invited to read "Chair Time" in this issue of *the Lens Leader*. ■

An Interview with Mike Fussell about InvigorEyes

Mike Fussell is the Sales and Customer Service Manager of Robertson Optical of Atlanta in Loganville, Georgia.

The Lens Leader: Mike, you've said that you think the new InvigorEyes AR lenses are remarkable, why?

Fussell: I recently had a pair of InvigorEyes lenses made for myself just to see how these worked. I was amazed at the clarity I get with this product compared to our ROYAL RB Tech product, which is very good in its own way. I feel like everything is more defined with the InvigorEyes product, especially when looking at my computer screen. I'm also finding that after just one week, my eyes don't seem to be as tired at the end of the work day. Believe me when I say this, I'm on computers all day long, and I'm already seeing the benefits of InvigorEyes.

The Lens Leader: How are Robertson Optical customers responding to InvigorEyes?

Fussell: A customer walked into our lab the other day and asked me why my lenses had a bluish color to them, so I told him I was wearing the new InvigorEyes AR lenses. I described the features of this product, stressing the clarity and definition. I told him that in the optical



industry, we've been increasingly hearing about the effects of bad blue light on people's eyes, especially from digital devices. He said in his opinion it was all hype, so I asked him to try InvigorEyes, so he agreed. After receiving and wearing his new lenses with InvigorEyes, he called me and said, "I hate to make this call, but I was wrong. This is the best coating I have ever worn." He said this all makes sense now. He agreed with me about the clarity and definition.

The Lens Leader: What do you think the future holds for InvigorEyes?

Fussell: Personally, I think this is a major breakthrough in anti-glare protective coatings, and I really believe that every lens order should have this product applied to the lenses. I know it adds to the cost, but the results speak for themselves. Since we are in the health care business, it's our duty to protect our patients' vision.

CHAIR TIME

Lens education tips for the eye care physician to provide patients while in the exam chair



Because a patient's attention to eye care information tends to be the highest while in the exam chair, Robertson Optical encourages optometrists and ophthalmologists to provide lens education to their patients during this time. This is *the Lens Leader*' eighth series of "Chair Time", offering lens education tips by Robertson opticians, managers and sales representatives.

Are you cautioning your patients on the harmful effects of digital devices, such as bad blue light, and suggesting ways to prevent them?

According to the Vision Council, 63% of adults do not know that a variety of electronics (computers, tablets, television, videos games and Smartphones) produce blue light, also called high-energy visible (HEV) light. The council also notes that 41% of adults have never tried – or do not know how – to reduce digital eye discomfort, and 70% of adults experience some form of digital eye strain due to ongoing use of electronic devices.¹ Some of the latest research indicates that harmful blue light contributes to various eye diseases and vision problems which include cataracts, macular degeneration and possibly other eye maladies such as pinguecula and pterygium.

Research suggests that overexposure to HEV light can damage the retina, which occurs when harmful blue light infiltrates the macular pigment of the eye and causes the protective shield to breakdown, leaving the eye more prone to blue light exposure and disintegration of cells.²

The long-term effects are still being researched, but the short-term impact of digital eye strain affects individuals daily. Digital eye strain is the physical discomfort felt by many individuals after two or more hours in front of a digital screen.³ When looking at digital devices, the patient is often viewing small content from a variety of distances at improper angles and in unhealthy lighting for extended time periods. This has negative effects on the patient's eyes. ECPs are reporting a steady rise in the number of patients with digital screen-related eye strain. Patient complaints include eye irritation, redness, blurred vision, dry eyes, along with neck, head and back pain and posture problems. According to the Vision Council, digital eye strain is now the most common computer-related repetitive strain injury among workers, exceeding carpal tunnel syndrome and tendinitis.⁴ Sleep deprivation is another complaint of many patients, which can be a symptom of excessive use of digital devices and over-exposure to bad blue light.

The good news is that most patients don't have to suffer with these symptoms and conditions. In the past few years, the optical industry has made great strides in creating new lens technologies designed to filter bad blue light, thus decreasing eye strain, reducing head and neck pain, sleep deprivation and

(Continued on the back)

ROYAL AR Coatings

	CODE	Warranty (Years)	Blue Light Reflector	UV Reflector	Backside HEV	Double Hard Coat	Anti-Static	Edging Pad Control	Super Hydro	Standard Hydro
InvigorEyes Retinal Bliss DES	D	2	x	x	x	x	x	x	x	
RB Tech AR/UVR/HEV™	D	2		x	x	x	x	x	x	
ROYAL Elite AR/UVR™	D	2		x		x	x	x	x	
ROYAL GARD AR/UVR™	C	2		x		x		x	x	
ROYAL UltraClean AR/UVR™	B	2		x		STD HC		x	x	
ROYAL AR ONE™ with Hardcoat	A	1				STD HC				x

Robertson Offering KODAK Unique HD

Robertson has been offering Signet Armorlite's KODAK Unique HD Progressive Lenses since the winter, and customer response has been very positive. KODAK Unique HD Lenses offer all the features of KODAK Unique Lenses along with an added level of individual patient customization. The 'high-definition' (HD) in KODAK Unique HD Progressive Lenses uses point-of-wear measurements that allow the prescription to be highly customized to the patient's unique visual needs, resulting in an enhanced wearing experience.

To customize the prescription, KODAK Unique HD Lens requires four additional measurements: pantoscopic angle, wrap angle, back vertex distance and reading distance. Eye care practices can capture these measurements using the KODAK Lens IDS (Intelligent Dispensing Software). Default measurements are also available.

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DeVito Joins Robertson of Atlanta as New Sales Representative



George DeVito, ABO

Serving South Georgia and North Florida – George DeVito, ABO, has joined Robertson Optical of Atlanta as a new sales representative, and is assigned to the South Georgia and North Florida territories. Prior to joining Robertson, DeVito was a sales representative for Carl Zeiss Vision for 10 years serving similar territories of North Florida and South Georgia.

"I am very excited about helping ECPs increase their practice volume by educating them on lens products of which they may not be fully aware," said DeVito. "Robertson is an excellent optical laboratory corporation with which all ECPs should partner for full-service lab services."

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the Lens Leader

Spring–Summer 2014

Don't miss the inside...



InvigorEyes AR Lenses

◉ **InvigorEyes AR Lenses Filters Harmful Blue Light**

◉ **Robertson of Atlanta's New Sales Representative**

◉ **Are You Cautioning Your Patients on the Harmful Effects of Digital Devices?**

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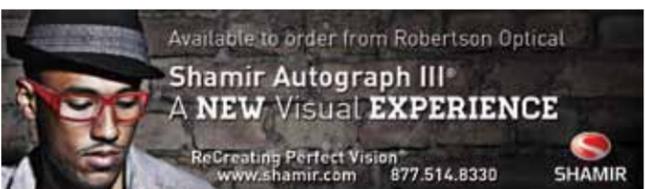
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Chair Time

Harmful Effects of Digital Devices

(continued from the front)

posture problems from viewing digital devices. Optical manufacturers and opticians are successfully improving the whole digital experience for users with the newest computer and office lenses, along with specialized anti-reflective (AR) coatings. Two technologies in which Robertson Optical has invested time, production and promotion are (1) **AR lenses designed to shield bad blue light** associated with digital screens, and (2) **computer and office lenses** designed to improve vision for those routinely using computers and other digital devices.

The two AR lenses being produced by Robertson that are designed to shield against harmful blue light are **ROYAL InvigorEyes Retinal Bliss DES AR** and **ROYAL RB Tech AR/UVR/HEV™**. These new privately-labeled, high performance coatings feature ultimate protection not only from UV radiation through UV reflectors but protection from HEV blue light as well. InvigorEyes has a coating on the front of the lens that reflects harmful blue light away from the eye. Both have a HEV reflector on the back causing harmful blue light to reach it and pass through the lens away from the eye, eliminating 99% of bad blue light from getting to the patients' retina. (See headline article in this issue of *the Lens Leader* for more details about ROYAL AR's InvigorEyes).

As mentioned in the Chair Time column in the winter 2014 issue of *the Lens Leader*, **Robertson offers several high-tech computer and office lenses by Cozē, Carl Zeiss Vision, Shamir, HOYA and Xcel**. These lenses enhance the patient's vision while viewing computer screens or multi-tasking – looking at a variety of digital devices while also having to view printed documents, office equipment and machinery.

In addition to lenses and coatings, ECPs may want to suggest some important "eye-gonomics" to their patients to prevent and lessen digital eye strain. Some of these eye-gonomic suggestions by the Vision Council include: making sure one is an appropriate distance from their computer by extending one's arm so it reaches the computer screen so their palm sits on the monitor, adjusting the brightness of the digital device by changing the background color from bright white to cool gray, and wiping the screen to reduce glare. Others include keeping handheld devices at a safe level and just below the eye, increasing text sizes on their screens, blinking more often, and taking 20-20-20 breaks: every 20 minutes take a 20 second break to look at something 20 feet away.⁵

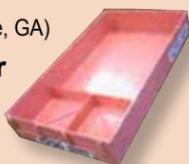
Ultimately, ECPs want the optimal visual experience for their patients, so as the newest digital technologies continue to become a reality and patients continue to use them, doctors should stay abreast of the latest lens products designed to protect the patients' eyes from bad blue light and digital device effects. At minimum, while patients are in the exam chair, doctors should educate them on the best lenses, coatings, eye care products and eye-gonomics available for this protection. ■

1,2,3,4,5 "DIGITEYZED: The Daily Impact of Digital Screens on the Eye Health of Americans", The Vision Council, 2014, Alexandria, Virginia; www.thevisioncouncil.org; SOURCE: The Vision Council Reports on Digital Eye Strain, 2012 & 2013.

TRAYS FOR SALE

at these ROL locations:

Robertson Optical
of Atlanta (Loganville, GA)
**770-554-3000 or
800-929-2765**



Robertson Optical
of Columbia, SC
**803-254-9381 or
800-922-5525**

Dac Vision 12x7x2
Multiple colors available,
barcoded on three sides.

6x9x1.5 and 7x12x2
Multiple colors available,
barcoded on two sides.

Lab Lights



This spring, Robertson of Atlanta employees and their families enjoyed a delicious ice cream social and fun-fair. (Above, from top, L to R) Glenn Hollingsworth, Krista Janos, John Westbrooks, Janet Roland, Shari Martin, Tonya Barnes and Calvin Robertson.



At SECO 2014, Robertson Optical's managers and staff reminded ECPs that Robertson labs are #1 in customer service.