



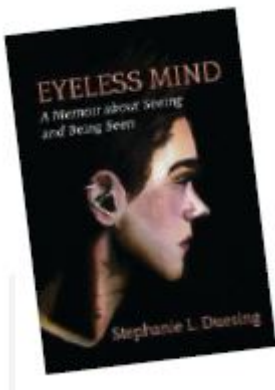
EYE PRO GEAR

APRIL'S SHORT LIST OF BUSINESS-BOOSTING PRODUCTS



HIS & HERS

Attention getting frame displays can be an expensive challenge but these Wooden Eyeglass Mustache & Lip Display Stands from **WEBLYTECH** made from Indian mango wood are as cute as can be ... and for the price per pair cannot be beat.



VERBAL VISION

When Sebastian Duesing is not narrating to himself, he has no perception of sight. When he was diagnosed as a teen with cerebral/cortical-visual impairment, the top cause of visual impairment in children in the developed world, his family learned that it is largely unacknowledged by the medical community. **EYELESS MIND** is the true story of their discovery of Sebastian's verbal visual processing.

MOVE OVER RISOTTO

An animal study published in the *Journal of Neurochemistry* suggests AffronEYE saffron could help prevent the onset of glaucoma. The antioxidant and anti-inflammatory characteristics of this potent saffron extract, made by **PHARMACTIVE BIOTECH PRODUCTS**

characteristics of this potent saffron extract, made by **PHARMACTIVE BIOTECH PRODUCTS**, demonstrated an ability to protect retinal cells and reduce intraocular hypertension. AffronEYE is all-natural, water-soluble, non- GMO, and non-irradiated. It is kosher, halal and organic certified.



ALLERGIES AWAY



Pataday Once Daily Relief and Twice Daily Relief eye allergy itch relief drops from **ALCON** are now available without a prescription, just in time for spring allergy season. Pataday is the first daily allergy itch relief drop available without a prescription for the 66 million Americans with eye allergies.

WARM COMPRESS IN 1-2-3



POPMASK's self-heating eye mask takes the hassle out of applying warm compresses. When opened the iron powder inside reacts with oxygen causing it to heat up in 30 seconds to 100.4 F. It stays that temperature for at least 20 mins. Earloops provide a secure fit.

ISABEL MARANT



NOW SEE THIS

SAFILO LANDS ISABEL MARANT

► Safilo and Isabel Marant, the “It Girl”-favorite French brand, have signed a global 10-year license for the design, manufacture and distribution of Isabel Marant sunglasses and optical frames. The first collection will launch Spring/Summer 2021. Founded in '94, Isabel Marant “design(s) clothes for women who want to have style while keeping their own personality. The kind of women who remain genuine but who are stamped with a hidden and remote sophistication.” Safilo will position the brand “between contemporary and traditional luxury ... to captivate and engage Gen Z and Millennials,” says Angelo Trocchia, CEO of Safilo Group

ONLINE RESOURCE FOR DRY EYE

► Data shows that Google searches for “dry eye” have more than doubled over the last 10 years. With our ever-increasing reliance on mobile and computer screens, that trend — and the number of dry eye sufferers — is likely to continue to rise. Dry Eye Directory (dryeyedirectory.com) is a new online portal that allows dry eye sufferers to easily access information, support, and resources, as well as book practitioners and treatments in their area. The website is free for practitioners and patients to join and use with providers from Australia, New Zealand and the US already registered.

SCIENCE AND TECH AWARDS

CooperVision is taking submissions for its 2020 Science and Technology Awards. Submissions will be considered for interventions to slow myopia and technologies to improve CLs for presbyopia. The awards are open to those with an OD, MD, PhD or equivalent. Proposals may span proof-of-concept through translational stages and are eligible for two awards: The Cooper-Vision Seedling Award for investigation of early stage concepts for a one-year period and \$100,000 maximum grant and The CooperVision Translational Research Award, a two-year grant for substantive projects with funding up to \$400,000. Applicants must submit a letter of intent by May 31.