

**WANT TO  
ATTRACT MORE  
CUSTOMERS?**



**DISCOVER THE  
MAGNETIC POWER  
OF CHEMISTRIE.™**



Today's prescription eyewear customers want style. They want flexibility. And if you can show them something truly innovative, so much the better. *Chemistrie* from Eyenavision delivers all of the above, with a patented magnetic lens layering system that lets eyeglass wearers add a sun, reader, or even 3-D lens to their frames with just a click. *Chemistrie* provides plenty of style options with 24 sunlens colors, three magnet colors, five titanium bridge colors, and twelve Swarovski crystals. Making this a lens system that gives your customers the chance to create something truly unique, truly their own. No wonder everyone is so drawn to our *Chemistrie*.





## POINT OF PURCHASE

Chemistrie lenses and our patented magnetic lens layering system revolutionize the eyewear industry—and your customers' lives—by providing the flexibility of multiple click on lenses with numerous style options.

To make it easy for your customers to see the benefit of Chemistrie lenses, we offer an eye-catching point of purchase display that showcases our magnetic technology, lens choices, and ease of use. To learn more about Chemistrie lenses and how they can draw customers to your store, -

### EACH DISPLAY INCLUDES:

- All 24 Polarized Sunlens Colors
  - 8 Classic Solid Colors
  - 8 Sport Mirror Colors
  - 8 Style Gradient Colors
- 2 Demo Frames
- 3 Chemistrie Lenses (2 Sunlenses and 1 Chemistrie+ Lens)
- 1 Crystal Wheel w/ all 12 Swarovski Crystal Colors
- Polarized Demonstrator
- Vanity Mirror
- Tools (pliers, bushings, etc.)
- Brochure w/ vouchers and registration cards

## SUNLENS SHADE COLORS

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Our sunlens shades come in eight colors, are polarized and block 100% of the sun's UV rays. Thanks to tiny magnets that are imbedded near the edge of the Chemistrie lens, it's easy for customers to click a sunlens on, and get the protection and style they need—and to choose more than one option.



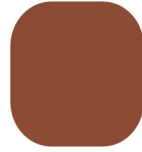
G-15



GREY



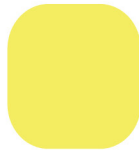
BROWN



AMBER



BRONZE



YELLOW



ROSE



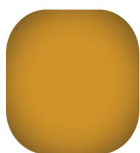
BLUE



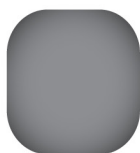


## SUNLENS MIRROR COLORS

Whether you're on the water, by the beach, or just walking down a city street, our mirrored lenses make a bold statement. No matter what shade your customer chooses, all of our mirrored sunlenses are polarized with a back, anti-reflective coating and block 100% of the sun's UV rays.



GOLD



SILVER



BLUE



CALIENTE



MORADO



GREEN



ORANGE



SKY BLUE

## SUNLENS GRADIENT COLORS

Our latest sunlens offering give eyeglass wearers the best of both worlds; polarized lenses with a darkened top half for complete sun protection when looking outwards, with a lighter bottom half for enhanced visibility when looking down. Super functional and right on trend.



DARK GREY



VIOLET GREY



CRIMSON GREY



MEDIUM BROWN



AMBER



VIOLET ROSE



DARK BROWN



ROUGE

## BRIDGES



## MAGNETS



## SWAROVSKI JEWEL COLORS



## CHEMISTRIE 3-D LENSES

Why would your customers wear clunky, 3-D glasses, when they have a far more attractive choice? Our new circular polarized C3-D lenses are compatible with any 3-D television using passive lens technology, as well as any RealD Cinema production.

## CHEMISTRIE+ READER LENSES

When the type gets a little too small or blurry, Chemie wearers just click on a reader lens. Made from a premium HiVex material with a 46 ABBE value, our Chemie+ lenses come in .25 increments from +.50 to +2.50, they have a double-sided, anti-reflective coating, and are surfaced to a 0.8 mm edge thickness for a sleek look.





**CHEMISTRIE™**

EYEWEAR THAT CLICKS