

EYEGLAMOUR

HOW TO COPE WITH
DIGITAL GLARE FROM
YOUR GADGETS

FASHIONABLE EYEWEAR
IN THE CITY OF
CHIC MILAN!

AN EXCLUSIVE FOCUS POINT
EVENT: FOUR NINES (999.9)
TRUNK SHOW COLLECTION



VISIONS OF LOVE

Magnificent Milan, Italy's understated city of high fashion and commercial hubbub, is also a romantic amalgamation of ancient architecture and swish, modern style.

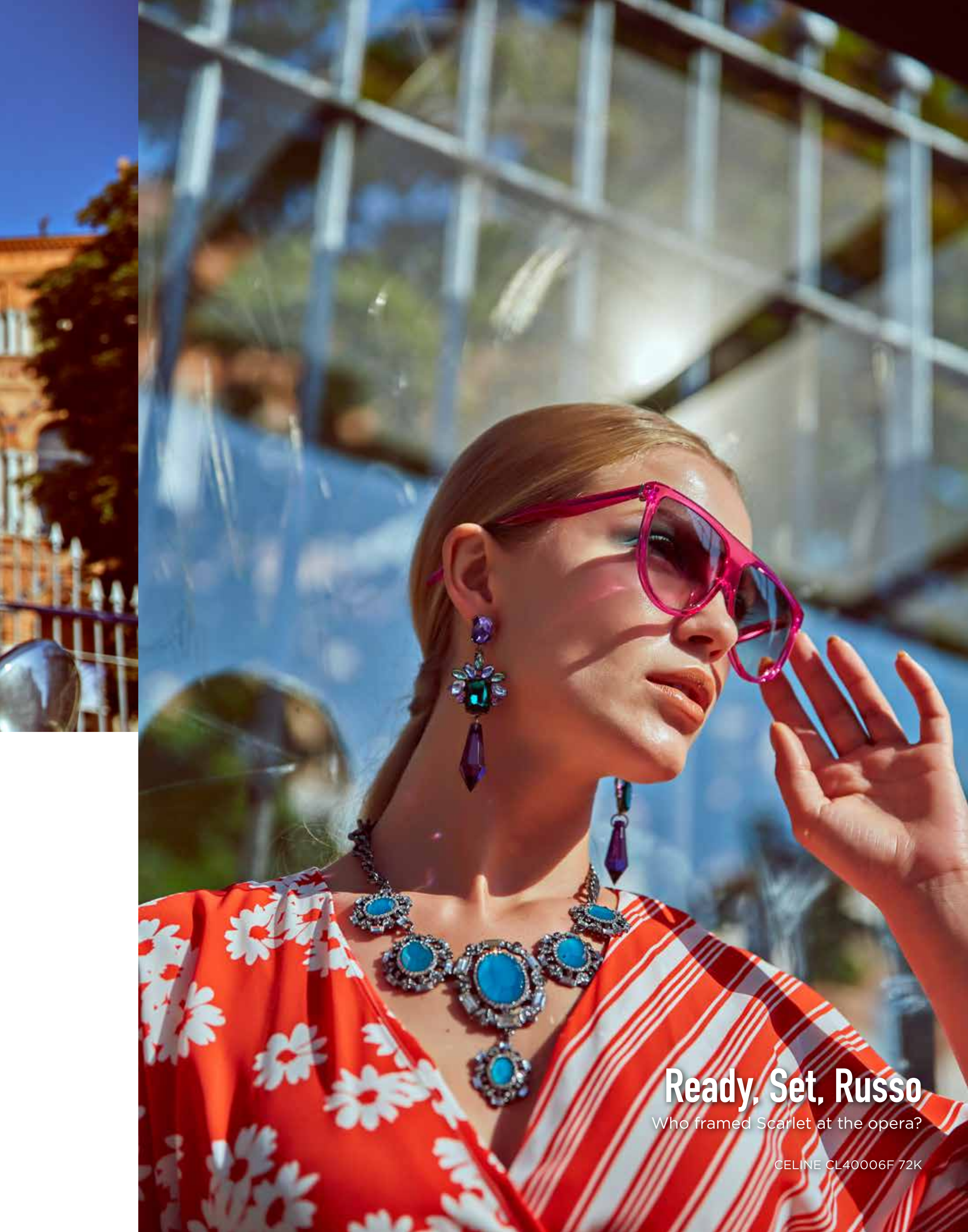
ON HIM: FOUR NINES M-105 2801 ON HER: BOTTEGA VENETA BV0177S 001



Vroom, I'm Groomed

Man's other fashion sidekicks – futuristic optics and a nifty Vespa.

DIOR HOMME 220 J5G



Ready, Set, Russo

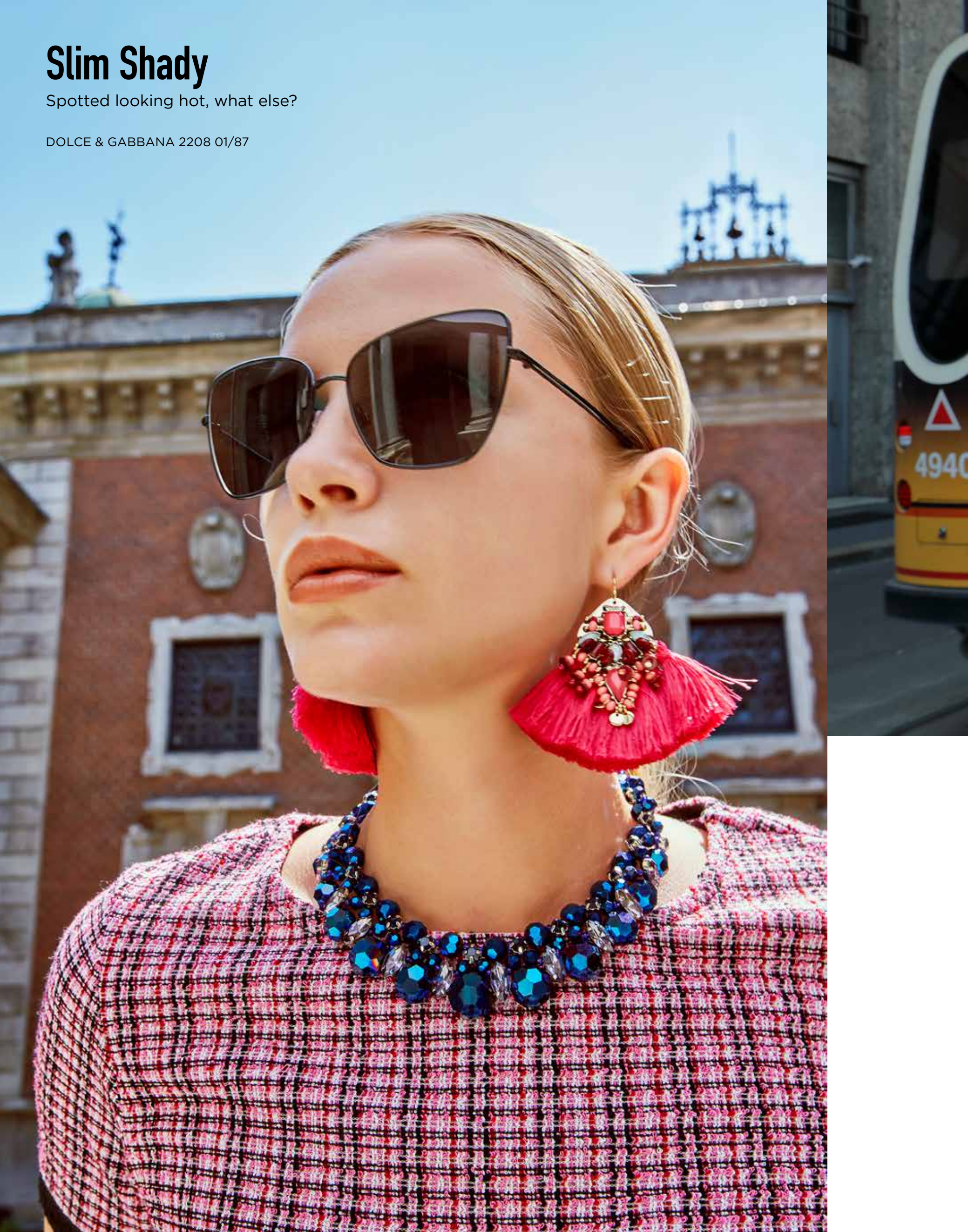
Who framed Scarlet at the opera?

CELINE CL40006F 72K

Slim Shady

Spotted looking hot, what else?

DOLCE & GABBANA 2208 01/87





Visor Squad

Cool under any circumstance.

SAINT LAURENT SL193 T CUT 003



Intellectual Property

Style is a timeless treasure, immutable even with the passing of time.

FOUR NINES M-105 2801



Fashion Vacation

Nobody leaves Milan looking less glamorous than before.

SAINT LAURENT SL232 BETTY 001



Geek Architecture

When smart suits him fine.

FOUR NINES M-105 2801



Tortitude

If looks could kill...

TIFFANY & CO. 2166F 8213



Sartorial Gentleman

When literati meet glitterati, the result is simply eye-catching.

CARTIER CT00310A 002



Mirror, Mirror

Private eyes, they're watching you.

GIORGIO ARMANI 6052 30137J

Making Headlines

The rule of success: Always keep your eye on the prize.

VON ARKEL VA0554 002





Play Mobil

Weekend jaunts require sturdy glasses and bright eyes.

CARTIER CT00310A 002



The Prime Options

Don't blink or you'll miss it.

BVLGARI 4156BF 5427



Talent Scouting

The best way to watch beautiful people go by.

SAINT LAURENT SL193 T CUT 003



Signor Sleek

Wherever he casts his eyes (and lays his hat), that's his home.

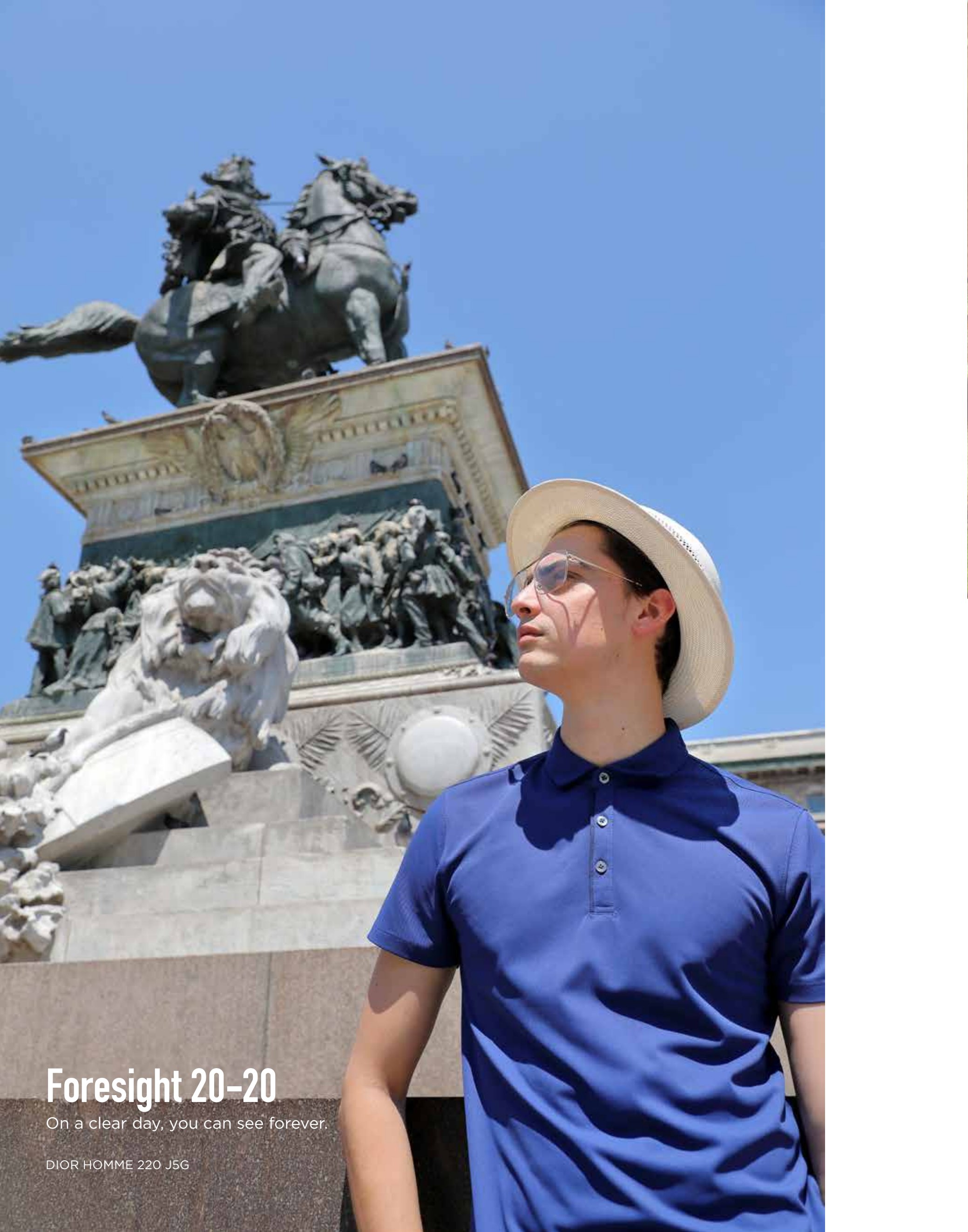
VON ARKEL VA0554 002

A woman with blonde hair, wearing a colorful striped tank top and dark sunglasses, is looking upwards. She is standing next to a large, textured stone column. The background features a red brick wall and a window with a circular pattern. The lighting is bright, suggesting a sunny day.

Chin Up

Because it sharpens your jawline.

BVLGARI 6093 128/87



Foresight 20-20

On a clear day, you can see forever.

DIOR HOMME 220 J5G

Twilight

Every sunset is best shared with a friend.

ON HIM: DIOR HOMME 0217S 71C70
ON HER: CHANEL 4236H C108S6

EVENT



DATE: 24 JULY
EVENT: FOUR NINES TRUNK SHOW COLLECTION
VENUE: FOUR NINES MUSEUM, LEVEL 3 @ PAVILION KL.

Focus Point – the pioneer in eyewear retail in the country joined renowned Japanese frame brand, Four Nines to launch an eyewear trunk show collection. Focus Point which caters to consumers from all walks of life by providing a variety of brands. Four Nines eyewear is a unique and niche product that can be found at Focus Point outlets.

999.9 (Four Nines) is a brand established in September 1995, as a pure domestic eyeglass frame brand. Their brand name, “999.9” refers to the quality identification of pure gold. As the name persists, Four Nines always strive towards perfection to reach to 1000. “Perfection” is more than just producing high quality products. Therefore, Four Nines places equal importance on shop image and staffs’ skill levels.

Four Nines ideology is very clear indicating that: “Since eyeglasses are items placed on our faces; a delicate part of our body, our eyeglasses frames are designed under consideration for Japanese’ facial characteristics. As you may have had experienced, wearing eyeglasses with odd sizes are painful and stressful.” Therefore, Four Nines aims to provide eyeglasses frames which would relieve people from these stresses. Moreover, Four Nines aims to provide people with eyeglass frames delighted to be worn by many.

During this trunk show, the highlight was the exhibition of Four Nines Luxury eyewear, held at Four Nines MUSEUM, Level 3, Pavilion KL, (outside Salvatore Ferragamo boutique), from 23rd July until 29th July 2018. Besides, during the actual day of the trunk show, Four Nines specialist, Mr. Goto Masaki conducted a frame adjustment session at the Focus Point Pavilion outlet. A Four Nines After Party (closed session for invited guests and media) followed at the Acme Bar & Coffee, Pavilion Elite.

HAVE SPECS WILL TRAVEL

A MILANESE AFFAIR

FROM TOP TO BOTTOM: SWAROVSKI SK5275F 032, MONTBLANC MB0723F 001, MONTBLANC MB0723F 052, SWAROVSKI SK5265F 001



SHADY ITALIANS

FROM TOP TO BOTTOM: SWAROVSKI SK0180F 32F, MONTBLANC MB714S 14L, MONTBLANC MB719SF 56N, SWAROVSKI SK0167 28G, SWAROVSKI SK0169 78T



So bright, it hurts!

How to cope with digital eye strain.

In this modern era, usage of digital device is increasing each day. People all over the world are looking at more digital devices for longer periods of time. Your eyes might get tired easily if you stare at digital devices for long period, which is known as computer vision syndrome or digital eye fatigue. These symptoms are typically described as eye tiredness, eye dryness, blurry vision, tearing eyes or just general eye strain. Fortunately, there are some solutions to help your eyes relax and feel better:

Adding an anti-reflective coating to your glasses. This coating can help to eliminate reflection of light from the lenses of your glasses. This allows you to see clearly and without having to squint when it comes to using a laptop screen so your eyes are more comfortable. You can also use a glare filter for your computer screen.

Getting a blue coat lens. Digital screens of all types emit a special kind of blue light. Unlike other types of light, blue light can be irritating or tiring for some people's eyes. A blue coat lens is a lens treated with a coating that has the ability to filter out a great amount of blue light that computer screens emit. It reduces the amount of blue light entering the eyes, thereby provides a strain-free visual experience during computer use. Studies showed that after wearing a blue coat lens, symptoms of eye fatigue due to prolonged computer exposure has significantly improved.

Adjusting the screen so it's in a good position for your eye line. Place your computer screen 20-26 inches away from your eyes and a little below eye level. You should also regularly clean off dust and fingerprints from the screen surface, as smudges can reduce contrast and create problems such as glare and reflections. Choose LCD screens instead of old-fashioned CRT screens. This is because old-fashioned CRT screens can cause a noticeable "flicker" of images, which lead to computer eye strain. Even if this flicker is imperceptible, it still can contribute to eye strain and fatigue during computer work.

Adjust your computer display settings. Increase text size and contrast of your computer screen when necessary to avoid straining your eyes while reading the text. Adjust the brightness of the display so it's approximately the same as the brightness of your surrounding workstation. Turn on the blue light filter mode of your devices, or reduce the colour temperature of your display will give a slightly yellowish tint on the screen, which help to lower the amount of blue light emitted from devices to provide a better long-term viewing comfort. Select a screen

with the highest resolution possible will also help to reduce eye fatigue after a prolonged computer work.

Reduce excessive bright light around you. Eye fatigue sometimes can cause by excessively bright light either from outdoor sunlight coming in through a window or from harsh interior lighting. Hence, when you use a computer, your ambient lighting should be about half as bright as that typically found in most offices. Eliminate exterior light by closing drapes, shades or blinds. Reduce interior lighting by using fewer light bulbs or fluorescent tubes, or use lower intensity bulbs and tubes. If possible, position your computer monitor or screen so windows are to the side, instead of in front or behind it.

Use the 20-20-20 rule. To reduce your risk of tiring your eyes by constantly focusing on your screen, look away from your computer at least every 20 minutes. Focus on an object at 20 feet away, such as a tree or a building across the street for 20-second. If you haven't got a tape to measure 20 feet, you can just focus on an object far away. Looking far away relaxes the focusing muscle inside the eye to reduce fatigue. If you work in a small space, try walking outdoors or into a larger area where you can rest your eyes.

Blink often to help replenish your tears. Use artificial tears or rewetting drops when your eyes feel dry, especially contact lens wearers. Make sure the artificial tears are compatible with your lenses as not all artificial tears are designed to be used together with contact lens. Preservative-free eye drops are best. You can also use an air-humidifier to help adding moisture to the air.

Doing some eyes exercise. There are several eyes exercise to relieve the strain computer screens place upon your eyes, such as palming, eye rolling, glancing and near & far focus.

- Palming: all you need to do is rub your hands together until they are warm and place them over your closed eyes for a couple of minutes and let the warmth radiate to your eyes.
- Eye rolling: Take a minute and make sure your roll your eyes while you're working. It's pretty simple: simply close your eyes and roll your eyes around in circular motions. It almost feels like your eyes are getting a massage!
- Glancing: Keep your eyes closed as you glance up as far as comfortably possible. Hold for a moment, then look down. Repeat a few times and then take an eye-breather (open your eyes and look around). Next, close your eyes again. Now, keeping your eyes closed like before, look to the right and the left. Repeat this a few times.
- Near & far focus: Focus on objects which are near to your field of vision and then move on to some at a greater distance. For instance, you have a poster in front of your desk, focus your eyes on it and move your vision to the faraway window, as you sweep your eyes across the room.

Get a good diet for your eyes. Our eyes require multiple nutrients to function optimally. Start with these:

- Antioxidants, including beta-carotene, lutein, and zeaxanthin, protect the macula. You can get these antioxidants from dark leafy greens, egg yolks, yellow peppers, pumpkin, sweet potatoes, and carrots.
- Vitamins A, C, E, and minerals like copper and zinc are essential to eyesight.
- Anthocyanin-rich blueberries, grapes, and goji berries have antioxidant and anti-inflammatory properties that can help improve your vision.
- DHA is a fatty acid found in cold water fish like wild salmon, sardines, mackerel, and cod. DHA provides structural support to cell membranes to boost eye health.

Last but not least, get an updated prescription for your glasses or contact lens. A good pair of glasses or updated prescription can make a world of difference when it comes to relieving eye strain and fatigue. So, it's time to make an appointment with your optometrist!

Quincy Tang Qiao Ying, *Bachelor of Optometry (Hons)*, **SEGI Optometrist**
Focus Point Sri Hartamas

ZEISS UVPROTECT



This picture was taken with a UV camera fitted with a UV transmitting filter, allowing ultraviolet light to pass.



Clear lenses with partial UV protection appear transparent when taken with a UV camera.




It reveals that UV rays are not blocked/only marginally blocked by the lens.

This means that UV rays are transmitted through the lens and can potentially harm the eye and surrounding skin.



Clear lenses with ZEISS UVProtect appear as dark as sunglasses when photographed with a UV camera.

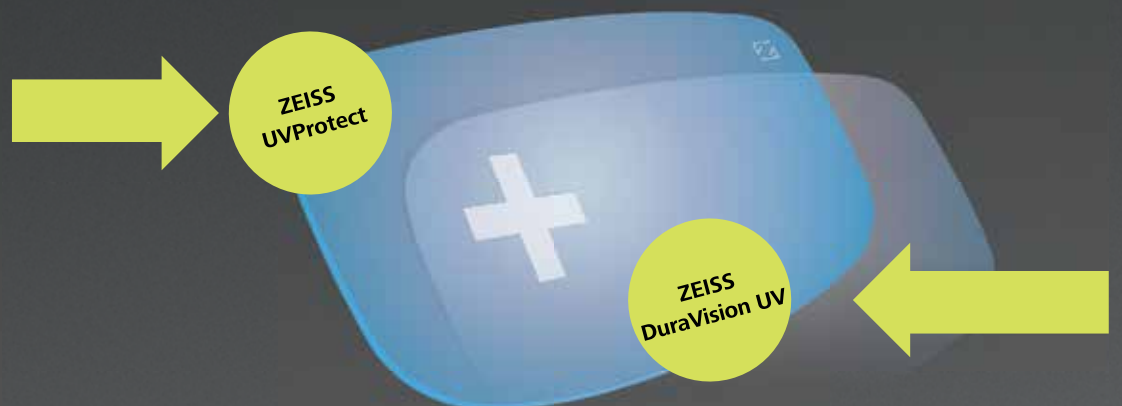
The ZEISS promise

-  **UV rays are completely blocked by the lens.**
-  **Full UV protection of the eyes and surrounding skin.**
-  **Clear, all-day spectacle lenses offer the same UV protection as premium sunglasses.**

Full UV protection. All day, every day.

UV radiation is always present. All year round, all day, in winter and summer, in sunny and even overcast conditions. UV rays have some positive effects on humans, for example it triggers Vitamin D production. Unfortunately, prolonged UV exposure also poses some serious health risks.

A UV solution can't claim to be complete if it only addresses indirect UV radiation. A lens can only provide complete UV protection if the material it's made of blocks direct UV light. ZEISS now proudly offers ZEISS UVProtect Technology, that is now a default feature across the entire ZEISS portfolio. It provides protection from the front, while all ZEISS DuraVision coatings come with UV back protection. The combination of these two innovations give the true, full UV protection that opticians expect and patients deserve.



LIVE THE
GOOD
LIGHT™

OUTDOORS

#LiveTheGoodLight

INDOORS

MID LIGHT

HELP PROTECT AGAINST
UV, GLARE AND HARMFUL BLUE LIGHT

HOYA

ENROUTE

THE DRIVING LENS THAT TAKES YOU PLACES

LENS COMPARISON CHART

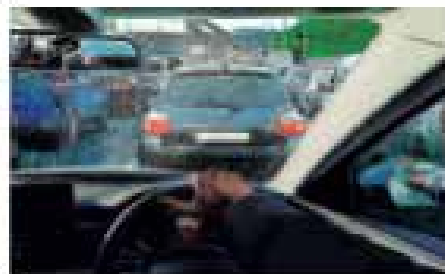
STANDARD LENS

Reduced visibility with distracting glare

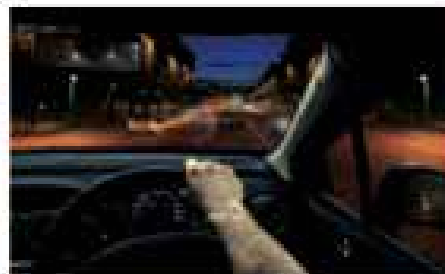
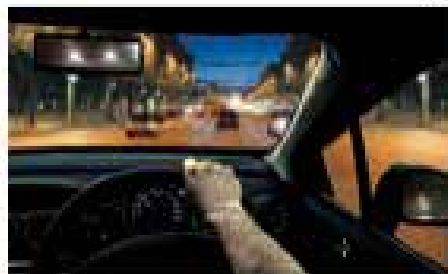
ENROUTE PRO

Improved visibility, reduced glare from car lights and enhanced colour contrast

DAY



NIGHT



clariti™ 1 day provides up to
3x MORE OXYGEN¹
for whiter and brighter eyes²

Eyes
Need Oxygen



*Also available in Toric (散光) & Multifocal (老花)

1. clariti™ 1 Day contact lenses provide up to 3x oxygen transmissibility of some conventional hydrogel lenses
2. Data on file; clariti™ 1 day offers whiter eyes than 1-Day Acuvue® Moist*



CooperVision®
Live Brightly.



CooperVision®



Biofinity®

Naturally breathable, wettable, wearable.



*Also available in Toric (散光) and Multifocal (老花)



Find out more about the Biofinity® family of lenses, visit coopervision.com.my

DAILIES TOTAL1®

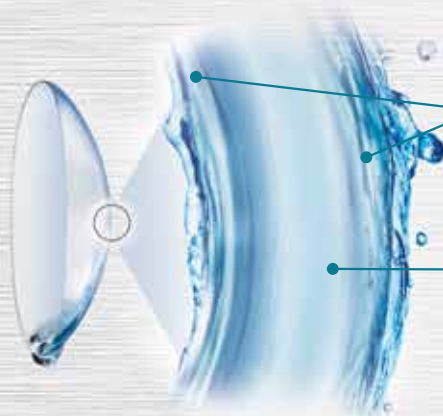
WATER GRADIENT CONTACT LENSES



Korean actress, Kang Sora.
Alcon Vision Care Ambassador.

Silky-smooth cushion
of moisture, so you
FEEL NOTHING,
even at the end of the day⁴!

THE WORLD'S FIRST & ONLY WATER GRADIENT CONTACT LENS



SILKY-SMOOTH SURFACE:

Close to 100% water^{2**} providing
a lasting cushion of moisture till the
end of the day^{1*}.

HIGH BREATHABILITY:

6X more breathable[^] than the
leading daily disposable lens³.



NEW

ALSO AVAILABLE FOR PRESBYOPIA!

Multifocal lenses for seamless vision up close,
far away, and everywhere in between.

Alcon A Novartis
Division

*Based on wearers agreeing with the statement "I can comfortably wear these lenses all day long."

**In vitro measurement of unworn lenses. ^High oxygen transmissible lenses: DAILIES TOTAL1® (delefilcon A) contact lenses: Dk/t = 156 @ -3.00D. Other factors may impact eye health.

References: 1. In a randomized, subject-masked clinical study; Alcon data on file, 2011. 2. Angelini T, Nixon R, Dunn A, et al. Viscoelasticity and mesh-size at the surface of hydrogels characterized with microrheology. ARVO 2013. Eabstract 1614872. 3. Based on the ratio of lens oxygen transmissibilities, among daily disposable lenses; Alcon data on file 2010. 4. In a clinical study with 80 patients. Alcon data on file, 2011. Ask your eyecare professional for complete wear, care and safety information. ©2016 Novartis VDTM19NM082020



FreshKon®
ALLURING EYES
Cosmetic Contact Lenses

EYE CONTACT
BIGGER AND BRIGHTER

Ahn Seul Gi is wearing Magnetic Grey

58%
WATER
CONTENT



HA UVBlocking

55%
WATER
CONTENT



NEW!



Majestic Brown



Winsome Brown



Magnetic Grey



Mystical Black



Mesmeric Black

★ Only available in monthly disposable lens

US FDA
K103132
K122315

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miacare™

Healthy Vision
Beyond Beauty



CONFIDENCE Silicone Hydrogel Colour Contact Lens
(Meteor Daily/ Dazzle Monthly)

HIGH
Oxygen
Transmissibility

Solvent-Free

Hydrophilic Film



CONFIDENCE Classic Daily



CONFIDENCE Classic Monthly

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BAUSCH+LOMB

ULTRA™ contact lenses
with MoistureSeal™ technology



SEAL IN THE MOISTURE

A new generation of silicone hydrogel



MoistureSeal™ technology helps prevent lens dryness¹



Retains moisture for a full 16 hours¹



Provides superior end-of-day vision* for digital device users¹

WORKS LIKE THE EYE

ALL-DAY NATURAL COMFORT AND VISION



78% water content²
Matches corneas water content



16 hours of moisture³
Mimics lipid layer of tear film



100% oxygen consumption⁴
Meets oxygen level of eye needs



UV Protection⁵**
Helps protect against transmission of harmful UV radiation

RETAINS

98% MOISTURE¹

Bio true.
ONEday lenses



See better. Live better.

1,2,3,4,5 Data on file
* Among the leading silicone hydrogel lenses
** WARNING: UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear, such as UV-absorbing goggles or sunglasses



TOM FORD