

EYEGLAMOUR

**GETTING THE MOST
FROM YOUR SHADES**

**MAN ABOUT TOWN
IN BARCELONA**

**WORLD SIGHT DAY 2018
BY FOCUS POINT**



SPANISH EYES

**SEEING BARCELONA THROUGH OUR
EYES – THE ELEGANT SPANISH CITY,
KNOWN FOR ITS BUZZY ARTS SCENE
AND ON THE PULSE OF EUROPE'S
CENTURIES-OLD CULTURE – GETS IN
STYLISH FRAME.**





DAYLIGHT DREAMING

RAY BAN RX7151F 5797

SHOT AT THE CHARMING GOTHIC QUARTER, A FAMOUS
TOURIST AREA WITH NARROW MEDIEVAL STREETS FILLED
WITH TRENDY BARS AND CATALAN RESTAURANTS.



GOthic
VISION

OGA 100420 NM01



LENS OF GLORY

SERENGETI 8454 CARRARA BLK
SHOT AT THE VICINITY OF LA SAGRADA FAMILIA, A LARGE
UNFINISHED ROMAN CATHOLIC CHURCH IN BARCELONA DESIGNED
BY ANTONI GAUDI. IT IS DUE TO BE COMPLETED IN 2026.



PREP SCHOOL PERSONALITY

JAGUAR 39506 5100

SHOT AT PARC DE LA CIUTADELLA, WHERE THERE ARE
SEVERAL ATTRACTIONS LIKE THE ZOO, THE CATALAN
PARLIAMENT AND THE MUSEU D'ART MODERN.

BIKER CHIC

PORSCHE DESIGN 08478 A
SHOT AT THE ALLEY BEHIND THE BARCELONA
CATHEDRAL, ALSO KNOWN AS THE THE CATHEDRAL
OF THE HOLY CROSS AND SAINT EULALIA.





SCENE ON THE STREET

LIGHTEC 7911L GW020
SHOT ALONG THE BUSTLING STREET OF LA RAMBLA.



MODERN DELUXE

RAY BAN RX5354F 2000
SHOT AT W BARCELONA, POPULARLY KNOWN AS THE HOTEL VELA DUE TO
ITS SHAPE, IS A BUILDING DESIGNED BY RICARDO BOFILL AND IS LOCATED
IN THE BARCELONETA DISTRICT OF BARCELONA AT PORT OF BARCELONA.



GREY FLANNEL SIGHTS

POLICE SPL456G 579X

SHOT AT THE VICINITY OF CASA VICENS, THE FIRST
HOUSE DESIGNED BY CATALAN ARCHITECT, ANTONIO
GAUDI DURING THE ERA OF ART NOUVEAU.



CONTINENTAL
DRIFTING

OGA 100470 NG05
SHOT ALONG THE STREET OF LA RAMBLA, A TREE-LINED
PEDESTRIAN STRETCH FILLED WITH A HAVEN OF PAVEMENT
CAFES AND SOUVENIR KIOSKS.

SHADES OF LIGHT

FROM TOP TO BOTTOM:

POLICE SPL 367K 7GER;
ARMANI EXCHANGE MOT 4073SF 80786G;
GUCCI GG0252S 002;
BURBERRY 4251Q 36637J.



MUST-HAVES THIS SEASON

FROM TOP TO BOTTOM:

DIOR HOMME AL13.13 6LBQV;

GUCCI GG0351S 003;

A BATHING APE BS13025 SV;

GUCCI GG0291S 005;

CARTIER ESW00009;

CHRISTIAN DIOR STELLAIRE 4 3YGR;

CHOPARD SCHB58S 08FC;

GIORGIO ARMANI 6069 3011U2.





SUNGLASSES: IT IS MORE THAN A FASHION ACCESSORY

Sunglasses, they tend to change with the progression of the trend. Be it the cat eye, oversize or wrap style, sunglasses can be a significant fashion statement but most of all, they need to be functional.

The fashionable sunglasses can be bought at any place at any price range. However, as a consumer, getting a fashionable and functional sunglasses is very important in order to protect our eyes from the sun's harmful side effects.

WHY DO WE NEED A FUNCTIONAL SUNGLASS?

1. Protection against the ultraviolet rays.

Ultraviolet (UV) rays are located just past the violet portion of the visible light spectrum where the sunlight is the main source. Damaging UV rays can cause cataracts, photokeratitis, pterygium and many more eye diseases.

The UV rays can be divided into three which are UVC that can be absorbed by the atmospheric ozone; UVB can only be partially blocked at the same time and can burn the eyes and UVA rays that are not filtered and cause the most damage to vision health, according to the World Health Organization (WHO).

The strength of the sun's ultraviolet (UV) radiation is expressed as a Solar UV Index or Sun Index. In Malaysia, the Sun Index

varies between 8 to 10. Malaysia UV Index are categorised as very high risk level by the U.S Environmental Protection Agency standards and the UV protection recommendations lined by them are as follows:

- Wear a hat and sunglasses
- Cover up and use sunscreen
- Minimize sun exposure between 10 a.m and 4 p.m.

2. Protection from the HEV rays.

The high energy visible (HEV) rays, or also known as the blue light is visible. They have longer wavelength which is about 400-500nm and lower energy level than the UV rays. Computer, tablet, smartphone, fluorescent light and television screen are simple example of things that can emit the blue light. Basically, they are everywhere. The HEV rays can penetrate deeply into the eye and causes retinal damage.

There is a research finding published in the October 2008 issue of Archives of Ophthalmology that the sun's high energy visible radiation when combined with a person that has low blood plasma levels of vitamin C and other antioxidants, is associated with the development of macular degeneration.

Ongoing research is still being done to determine the long-term effect of HEV rays. However, it is well known that this ray can cause computer vision syndrome. Because of the short-wavelength, the high energy blue light scatters more easily than other visible light, then making it is not as easily focused. When you're looking at computer screens and other digital devices that emit significant amounts of blue light, this unfocused visual disruption reduces contrast and can contribute to digital eye strain.

HOW TO CHOOSE YOUR SUNGLASSES?

Sunglasses and other eyewear offer protection from all of the rays and shield the eyes. Whether you wear glasses or contacts, you also need to have sunglasses with lenses that are rated to filter the harmful rays. You can follow the tips given below for a maximum use of functional sunglasses.

1. Choose sunglasses with 100% UV rays protection.
2. Choose sunglasses with large lenses or close-fitting wraparound style to protect as much of the skin around your eyes. This also could prevent exposure to UV rays from all sides, even from behind.
3. Colour of the lenses does not matter. However, some of the colour can increase contrast which may be useful for athletes.

Visit your nearest optometrist to know about how your sunglasses can protect you from the UV rays. They will also help to ensure that your eyes are healthy through yearly and comprehensive eye check-ups. Let's be fashionable and protect our eyes at the same time!

Aasiyah Bt Azami
B. OPTOM (Hons) MSU
Optometrist from Focus Point Signature Empire Subang





*Focus Point Caring Hearts Charity Foundation
Together, we make a difference*



Centring on the theme Eye Care Everywhere, Focus Point recently held activities that provide Malaysians with deeper insights on eye and vision care. Highlights included the company's World Sight Day Eye Care Carnival, held at 1 Utama Shopping Centre. The Carnival offered free eyesight screening, and discussion sessions with eye care specialists including Dr Wong Jun Shyan, Consultant Ophthalmologist, ISEC Healthcare and Dr Ong Chin Tuan, Consultant Ophthalmologist, Beacon Hospital.

Dato' Liaw Choon Liang, President & CEO of Focus Point said that the company aligns itself with the "vision of a brighter, clearer future for all Malaysians". Dato' Liaw added that this is the key objective that continues to drive Focus Point's efforts in engaging with surrounding communities to improve understanding about eyes, increase awareness on the importance of proper eye care, as well as diagnose and address vision impairments.



eyewear



GUESS

The sunglass and eyeglass models from the new GUESS Spring/Summer 2019 collection are the ultimate expression for one of the most famous lifestyle brands in the world. Each stylish offering, both for men and women, was designed to be easy-to-wear and to meet every need.

The fierce frames feature a young, sexy allure with an all-new design that celebrates femininity with a hint of sensuality. Iconic details, such as the triangle logo, embellish the temples, reinforcing the brand's identity. Bright, vivid colors paired with animal prints or glitter details complete the bold eyewear collection, a oversized square frames or minimal cat-eye and rectangular shapes are showcased alongside vintage-inspired pilots or rounded models.

The "rock & rose" pattern, a design detail on GUESS bags, is also featured on the new collection's sunglasses, embellishing the temples and adding that extra touch of sophistication.

GUESS eyewear products are manufactured and distributed by Marcolin Group.



GU7609 Col. 28T

For the upcoming holiday season, GUESS is offering an exclusive new pair of sunglasses.

The round, thin metal frames stand out with their glittered edges and rose-coloured lenses.

The style is embellished with a brilliant chain adorned with triangle details reminiscent of the famous GUESS logo.

This stunning accessory can also be transformed into a glamorous bracelet that will add a touch of sparkle to all of your holiday looks.



GU7611 Col. 01B

The large cat-eye shape of these feminine sunglasses features thick edges and stands out with its iconic "rock & rose" embellishments on the temples: metallic roses and studs are completed by the brand's handwritten signature.



CHARMANT Titanium Perfection

embodies the pinnacle of top-quality eyewear.

This premium CHARMANT brand features light and comfortable men's and women's frames made of the finest titanium materials, β -Titanium.

High
QUALITY

Stylish
DESIGN

Innovative
TECHNOLOGY

Superior Wearer
COMFORT

CHARMANT Titanium Perfection eyewear appeals to connoisseurs of quality and elegance.

The high-tech, contemporary frames inspire long-lasting loyalty in wearers with its rare fusion of superb craftsmanship and comfort, with eye-catching, modern styling.

Design created based on **Asian Headsize Database**

CHARMANT

ZEISS Myopia Management Lens Solution.

Did you know,
almost 90% of young asians
below the age of 20 have myopia.



What causes myopia?



Genetics.



Environment & Lifestyle.



What are the contributing environmental factors to myopia?

- Education
- Levels of near work, such as reading
- Time watching TV
- Time spent at the computer
- Lighting
- Living environment
- Time spent outdoors / indoors

Ask your
optometrist
to find out
more!

Our Solution is answering to these insights and needs!

MyoVision® Pro by ZEISS

Peripheral Defocus Management



+



Myopia correction

The central zone provides sharp and uncompromised distance vision.



Myopia control

The periphery of the lens is a specific design with the goal of reducing myopic progression **without side effects.**

MyoKids® by ZEISS

Accommodative Lag Management



+



+



Myopia correction

The top half of the lens corrects myopia and supplies clear vision in the distance.



Myopia control

Whereas the bottom active zone simultaneously supports near vision tasks and can help to reduce myopia progression **without side effects.**



Revolutionalize
your progressive lens
experience

NEW **VARILUX**[®]  **series**[™]

EMBRACE EVERY INCH OF YOUR WORLD

INSPIRED BY YOU, POWERED BY MORE THAN 55 YEARS OF INNOVATION

Varilux[®] X Series[™] is Varilux[®] best progressive lens allowing you to seamlessly capture every detail within arm's reach with high precision, as well as beyond

Varilux[®] research and development team puts you first, using a unique process called LiveOptics[™]. It combines the latest optical research with observation and testing by 2,742 glasses wearers in their daily lives

In today's world, your vision habits like your posture and the way you look at close things have changed, you're swiping from your smartphone to your notebook or grabbing your mug while texting your kids lives

In short, everything that matters, happens within arm's reach

Acknowledging today's new vision behaviours, Varilux[®] team of experts has redefined the challenge of near vision, without compromise

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Cosmetic & Beauty Contact Lenses

Beauty with Attitude
Crafted for Woman

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MACTTALIC™ PRIME
Cosmetic & Beauty Contact Lenses



Prime Grey



Prime Brown



IMAGENE™
Features Bigger and Radiant Eyes



Grey



Black



Brown



Magenta



MACTTALIC™
Cosmetic & Beauty Contact Lenses



Grey



Hazel



Light Blue



Light Green



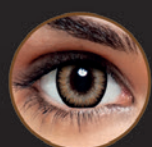
Amethyst



D2 Naturalé™
Passion & Sensuality



Smoky Grey



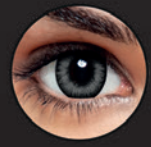
Caramel Brown



ICY VIOLET



Authentic Brown



Authentic Black



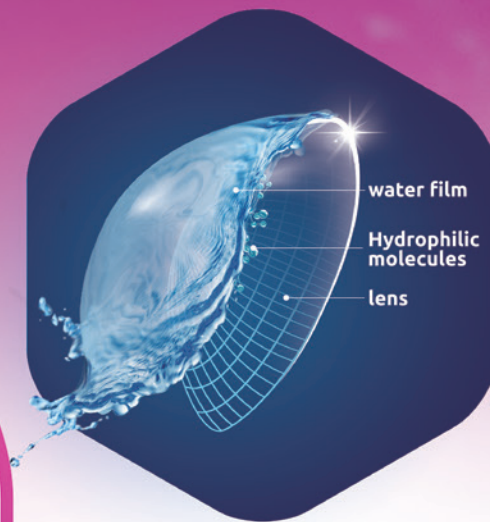
Creamy Hazel



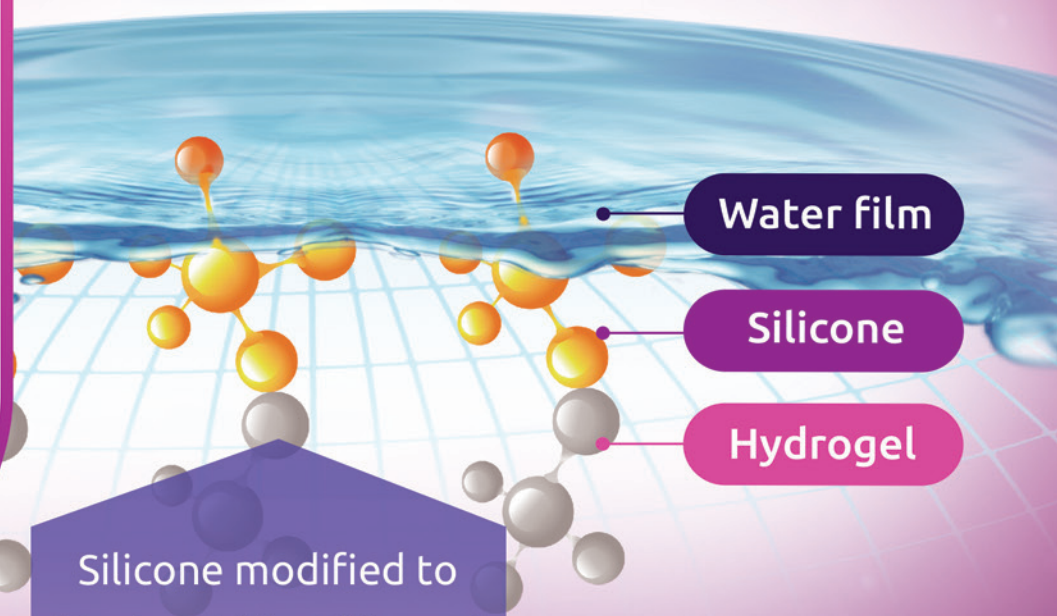
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miacare™

Silicone Hydrogel Contact Lens Expert



EutraSil™
Hydrophilic
Silicone
Technology





FreshKon®
COLORS FUSION
Cosmetic Contact Lenses

AN EYE-CONIC YOU

Ahn Seul Gi is wearing
Blooming Pink

55%
WATER
CONTENT

55%
WATER
CONTENT



58%
WATER
CONTENT

HA UV Blocking

US FDA
K103132
K122315

CE
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MESMERIZE THE WORLD WITH ONE LOOK

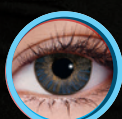
FRESHLOOK®
COLOR CONTACT LENSES



3-in-1 Color Technology blends with your
own eye color for a beautiful and natural effect.

Korean actress, Lee Sung Kyung is
wearing FreshLook® One-Day Gray.

Subtle Change



Blue



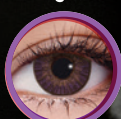
Green



Pure Hazel



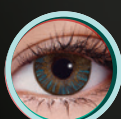
Gray



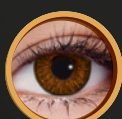
Amethyst*



True Sapphire*

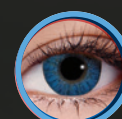


Turquoise*

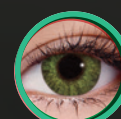


Brown*

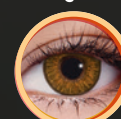
Noticeable Change



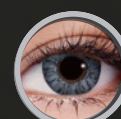
Brilliant Blue*



Gemstone Green*



Honey*



Sterling Gray*

*Only available in FreshLook® Monthly contact lenses.

Alcon A Novartis
Division

VFCB62NM082019

BAUSCH+LOMB

ULTRA™ contact lenses
with MoistureSeal™ technology



SEAL IN THE MOISTURE

A new generation of silicone hydrogel

16 HOURS COMFORT
EASIER ON EYES FOR DIGITAL USERS



MoistureSeal™ technology helps prevent lens dryness¹



Retains moisture for a full 16 hours¹



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

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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



^{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

See better. Live better.



BUILT TO
ENDURE



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AVAILABLE IN PRESCRIPTION