

# EYEGLAMOUR

**DATO' LIAW CHOON LIANG  
REVEALS ALL**

**ALL EYES ARE ON  
HONG KONG**

**ASHLEY LOLA MAKES  
ITS DEBUT**





# FOCUS POINT

## 30 AND THRIVING!

As Focus Point Vision Care Group celebrates their 30th anniversary, we take a walk down memory lane with the man who made it happen, founder Dato' Liaw Choon Liang.



### **What makes you passionate about eyewear?**

I started with my brother in 1989, when I was about 22 years old. I had just graduated from school, and decided to work at an optical store. I did not feel any passion for eyewear in the beginning, it was just a way to make a living for me. Eventually I realised the potential of this business so I started expanding it slowly. My love for eyewear grew along with my business.

### **How has Focus Point Vision Care Group changed in the last 30 years?**

We started as a very small store in southern Johor, then came to Kuala Lumpur in 1997. So Focus Point has definitely seen a lot of changes in the last thirty years. The last ten years have not been easy, the economy has taken a downturn and we faced many obstacles. But Focus Point managed to remain on track in its goal to further expand and upgrade its business. We have been very innovative, often coming up with new products and concepts, and that is how we have grown from a small outlet store to the largest optical group in Malaysia.

### **How has eyewear trends changed in the last 30 years? Do you see any trends making a comeback?**

I would say that eyewear trends in Malaysia are heavily influenced by the K-POP industry. That is why you see everyone wearing round shaped glasses, which are in fact from Korea. But Malaysia picked up on this trend a little more slowly compared to Korea, Japan, Taiwan and Hong Kong. But we are catching up. Even the global eyewear industry is influenced by Korea, because the K-POP industry really is that significant. So even brands like Tom Ford have special designs for the Asian market. As for

sunglasses, oversized frames have been the prevailing trend for many years.

### **When picking out a pair of glasses, what should customers pay most attention to?**

My advice would be to find a shape that fits your face, whether it is a round, square or heart-shaped face. The second thing to look out for would be the comfort of the frame and the material used to make them, especially when customers have myopia. You will be wearing them for 8-10 hours a day, so you need something that is really comfortable. These are the things I think consumers should focus on, rather than just blindly following a trend. If the customer insists on buying a certain shape, well, we are a business. We adhere to the customers' wishes, but of course we try to give our advice whenever we can. That is why we train our employees on how to accurately determine which eyewear shape would fit which face shape.

### **Are there certain styles or shapes that are popular with Malaysian customers?**

Not really. Like I said, they are more influenced by current trends. That is why everyone is emulating the K-POP stars and wearing round shaped glasses right now. Round shape glasses have not made a comeback for many years, until now.

### **How do you ensure that every customer at Focus Point leaves happy and satisfied?**

I think in this industry, what matters is professionalism. We are not like a convenience store where you grab something and go; customers look to us for advice. The optical industry is very



*We are not like a convenience store where you grab something and go; customers look to us for advice.*

competitive and when there is competition, there tend to be price wars and red oceans. We try not to get into that, instead we focus on being innovative and providing the best customer service. Of course when you want to provide quality customer service, you have to ensure that all your staff are well trained. Nowadays the turnover is huge, young people do not like to stay in the same company for long, so educating and training our staff is a continuous effort. That is what I feel sets us apart and allows us to gain the trust of our customers.

**Focus Point Vision Care Group has organized several notable charity events in the past. Why is it important for you to give back to the community?**

We started our foundation in 2007 to assist the poor and needy. One of the first activities Focus Point did was to go around different schools to give out free eyewear to students. Of course, charitable giving is part of our long term marketing plan, but we also believe that it is important to give back to society since our profit comes from them. Of course, our corporate social investment is linked to vision care, which is why we give a lot of talks at schools, and we collaborate with many non-profit organizations.

**What are some of the challenges you faced when running Focus Point Vision Care Group?**

Well, running a business is never easy, and I wouldn't say the last 30 years have been a smooth journey. But I think that the main challenge that Focus Point faces are its people. You need to hire the right people, provide them with sufficient training, and put them in the right positions. Also they need to be really committed to the business. I can open outlets in several prime locations, I can put in the best products, but if I do not have good people, I would still be facing huge problems.

**What does the future hold for Focus Point?**

We're still very focused, and we believe that there is still room to grow in Malaysia. We are still looking forward to coming up with more designs and more brands. With the young children and all their gadgets and iPhones, we are seeing a higher percentage of people getting myopia than before. So the market for eyewear is only getting bigger. Of course, we are also looking to expand outside of Malaysia, mainly among the ASEAN countries. We can't just depend on Malaysia since it's still a small market. However, there are a lot more opportunities within the ASEAN region. Right now, Focus Point is in talks with the Philippines and Indonesia, hopefully we will also be able to bring our own brand Whoosh! to other countries as well. That is our plan for the next thirty years.

**What are some of your favourite eyewear brands?**

I don't have a particular favourite style. I favour comfort and good quality, which is why I love Japanese eyewear designers, such as Four Nines, the brand of eyewear that I am wearing now. It is comfortable and the quality is excellent. I'm not a big fan of high end fashion brands, although I do have a few frames from luxury brands.

**How many eyewear do you think a person should own?**

People used to have just one pair for every occasion, but we actually did a study and found that within the last 2 years, consumers own more sunglasses now. This shift is due to the increasing affordability of sunglasses. We try to inform customers that eyewear is not just for vision repair but that it is also an accessory. So when you are at the office, you will need something that looks a bit more serious. During the weekends, you should wear something more casual, maybe an acetate frame with bright colours. When you are playing sports, you need a sporty frame. So I would say that each person should own at least 2-3 pairs of eyewear. Women usually own several

pairs of shoes, shouldn't eyewear be more important, since they are in front of your face?

**What advice would you give to young entrepreneurs looking to start their own business?**

I think for young people, gaining some experience first is important, rather than just jumping into entrepreneurship. Passion is essential; if you really like something, then go for it. But the key to a successful business is to always start small. There are so many SMEs in Malaysia, most of them started small and now they are big companies. Lastly, I think it is important to stay focused rather than diving into too many areas. That's how we came up with the name Focus Point, and I believe that over the years, we have been able to remain very focused on the company's core vision and goals.

**LIMITED EDITIONED SUNGLASSES  
CREATED EXCLUSIVELY FOR  
FOCUS POINT'S 30<sup>TH</sup> ANNIVERSARY**







# OUR MILESTONE



Mr. C.K. Liaw



Dato' C.L. Liaw

## THE BEGINNING

Backed by strong entrepreneurial spirit and the vision of becoming a leading brand name in Asia through a focused approach in vision care, the Liaw brothers (C.K. and C.L. Liaw) established the very first Focus Point Vision Care Center in Muar, Johor. The mission is to provide consumers with the best vision care and eyewear services as well as to uphold the highest standards in reliability, quality and professionalism.



1<sup>st</sup> Focus Point store in Muar, Johor



Opened more than 10 stores in Johor and set up of office in Johor with the formation of the first management team



Expanded to Klang Valley with opening of more than 10 stores



Customer Loyalty Program Participated in the BonusLink customer loyalty program to offer privileges to BonusLink card members



BonusLink Customer Loyalty Program signing ceremony



Focus Point launched its 1<sup>st</sup> Optical City flagship store in Mid Valley. Setting a record as Asia's Biggest One-stop Optical Center in the Malaysia Book of Records



Officially recognised by the Malaysia Book of Records as Asia's Biggest One-stop Optical Center



• Relocated Headquarters from Johor to Petaling Jaya  
• Ventured into laser and cataract surgery business segment  
• Mobile Optical Service (MOS) is essentially a 16-feet-long vehicle that is well equipped with optical equipment. Its function is to visit schools, welfare organizations, senior citizens centers and orphanages to offer complimentary vision check service for the needy



Headquarters in Petaling Jaya



Excelview - Mid Valley



Mobile Optical Service (MOS)



• Business Venture in China  
• Easy Payment Scheme Participated in 0% Easy Payment Scheme which offer customer great savings with a 0% instalment plan



Business Venture in China



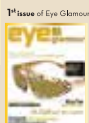
Signing Ceremony of the 0% Easy Payment Scheme



• Rebranded Opulence as a Premium Luxury Store An exclusive optical centre for luxurious eyewear brand  
• Launched 1<sup>st</sup> Carl Zeiss Concept Store  
• Developed Eye Glamour Magazine



Opulence - Sunway Pyramid



1<sup>st</sup> Carl Zeiss concept store under the brand name - EVEREST, Bangkok



Outstanding Entrepreneurship Award by MCCA +STV Entrepreneur Award



Awarded by MFA Franchise of The Year 2009 Most Promising Franchise Most Promising Franchise Best Outlet Growth



Focus Point is the 1<sup>st</sup> Optical Retail Chain listed in ACE Market of Bursa Malaysia Berhad



1<sup>st</sup> Optical Retail Chain listed in ACE Market on 23<sup>rd</sup> August 2010



Business Expansion to Brunei with Franchise Program



1<sup>st</sup> Brunei Franchise Outlet - Times Square Brunei



Ventured into Food and Beverage Sector with the brand name "Komugi" Komugi is a staple for those who appreciate quality bakery & pastry products with a Japanese soul



1<sup>st</sup> Komugi Bakery - Mid Valley



Developed New Concept "Focus Point Signature" Focus Point Signature concept store provides only the finest selection of products



1<sup>st</sup> Focus Point Signature - Mid Valley



Eminent Eagle 2013 award by Golden Eagle Award



• Launched Business Opportunity Sharing Scheme (Boss Scheme)  
• Recognised by the Malaysia Book of Records as the largest optical retail chain in Malaysia



1<sup>st</sup> Boss Scheme Outlet - Sokyen 14



Officially recognised by the Malaysia Book of Records as the largest optical retail chain in Malaysia



• Developed New Concept "Whoosh" Whoosh brings the next generation of eyewear designs and services to those who value style, quality and professional advice on the go  
• Komugi Expansion to Philippines with Franchise Program under the brand name "Kumori"



1<sup>st</sup> Whoosh Outlet - Mid Valley



1<sup>st</sup> Kumori Franchise Outlet - Landmark, Makati Philippines





1989



1999



2000



2009

FOCUS POINT

2015

Franchise Program  
Established Franchise  
Program and officially  
launched on 3<sup>rd</sup> April 2003

2003



Official launch of Focus Point's Franchise Program



1<sup>st</sup> Franchise Outlet - Kamdar Klang



Developed New Concepts,  
Opulence and Solariz

2004



Opulence LG28 - Holiday Plaza



Solariz Pavilion



Focus Point Caring Hearts  
Charity Foundation was officially  
launched in 2007.  
The foundation carries the motto  
"Together We Make a  
Difference"

2007



Caring Hearts Charity Foundation  
launching ceremony

Focus Point  
100<sup>th</sup> Outlet

Focus Point opened its  
100<sup>th</sup> Outlet at Pavilion KL.  
The outlet features a  
contemporary concept

2008



Opening ceremony at Pavilion KL

Developed New Concept  
"Focus Point Outlet"  
Focus Point Outlet offers  
great value for products with  
all year long promotions

2016



1<sup>st</sup> Focus Point Outlet - Freeport Melaka

Developed New Concept  
"Focus Point Concept Store"  
This store offers the unity of  
several subsidiary brands that  
would bring to the customers the  
1 stop convenience and varieties  
of products for all age groups

2017



1<sup>st</sup> Focus Point Concept Store - AEON Teluk City

Komugi Expansion  
to Melbourne with  
Franchise Program

2018



1<sup>st</sup> Komugi Franchise Outlet - Eastland Mall,  
Ringwood Melbourne

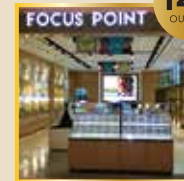
Developed New Concept  
"Focus Point Lifestyle"  
A new retail concept that  
houses Focus Point and Komugi  
bakery cafe under one roof

2019



1<sup>st</sup> Focus Point Lifestyle Outlet - Aeon Nishi

To date, we have **more than 190** optical retail stores  
with **more than 230** Eye Care Professionals and  
**24** Komugi outlets in the region



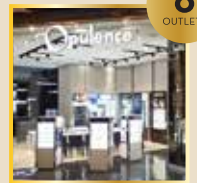
148  
OUTLETS



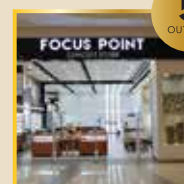
21  
OUTLETS



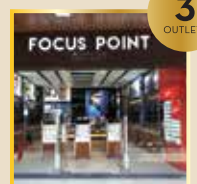
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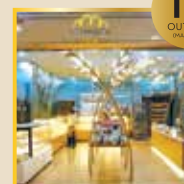
6  
OUTLETS



5  
OUTLETS



3  
OUTLETS



10  
OUTLETS



14  
OUTLETS

FOCUS POINT

FOCUS POINT  
SIGNATURE

FOCUS POINT  
OUTLET

FOCUS POINT  
CONCEPT STORE

FOCUS POINT *Lifestyle*

eyefont

Opulence®  
eyewear boutique

Solariz™

whoosh  
eyewear

EXCELVIEW™

KOMUGI  
こむぎ

KUMORI  
くもり



# EXCLUSIVE SIGHTS

In line with our commitment to bring you the best and most-up-to-date in eyewear, Focus Point is pleased to present a host of exclusive brands, including some of the world's most stylish and popular names. Whether you're young or old, trendy or conservation, a student, an executive or even an athlete, you can be assured we have something for you.

Of course, this is by no means an exhaustive list. The fashion industry is always changing, and we are always on the lookout for exciting new collections to add to our stable. So do visit [www.focus-point.com](http://www.focus-point.com) regularly for updates.



# JAGUAR



The elegant Jaguar eyewear collection is styled for men with a sense of tradition yet with a youthful flair. Made of metal and titanium and often with zyl accents, Jaguar eyewear frames are durably constructed, frequently with flex hinges, and provide a comfortable fit.

# KOALI



Inspired by nature, Koali is a high-quality sunglasses collection that stands out from other brands through its organic design. The collection is chic and elegant without being ostentatious, appealing to women who want to wear sunglasses that are a little bit different from other designer brands.





# LIGHTTEC

Using a combination of exceptional materials and advanced technology, the Lighttec collection of eyewear includes frames made for people of all ages using a screwless system for low maintenance and high durability, and is available in both modern and classic designs.

# SERENGETI

With Serengeti sunglasses, there is no such thing as an average day for your eyes. Light changes continually from sun up to sundown. No matter what the weather may be, your eyes are constantly exposed to lighting conditions that could strain and fatigue them. Only one brand of sunglasses offers that ultimate protection - Serengeti.











## JAGUAR EYEWEAR

JAGUAR premium automobiles and sports cars provide exceptional performance, desirable design and an intensive and luxurious driving experience which only JAGUAR offers. Inspired of that, the glasses of the JAGUAR Eyewear Collection give new impulses and celebrate the unmistakable JAGUAR feeling.

Progressive eyewear technologies combined with unique design and material transfers results in modern, sporty frames and sunglasses.

The result is a high level of desire that makes JAGUAR one of the most successful men's brands on the eyewear market.

[www.menrad.com](http://www.menrad.com)

Mod. 37612



# SERENGETI®

THE MOST ADVANCED EYEWEAR



## SPELLO & TELLARO

SPELLO and TELLARO, both navigator shape models, feature double-injected rubber temples mixing hard rubber on the external side for a sporty look and softer rubber on the inside to maximize comfort.

Bright colors inside the temples subtly spice up this timeless design.

The wire core inside the temples allows easy adjustment, providing a customized fit.

They are also available in a non-polarized version for pilot needs, enabling improved reading of dashboard instruments.

### SPELLO



**Base Curve** 6 **Temple Length** 143mm

**Lens Size** 58 x 45 x 53mm **DBL** 16mm **Fit** Medium **RX** Available

**Key Features** Mineral Lens, High Nickel silver, Double Injected Rubber Temples, Adjustable Rectangle Nose Pads

**Serengeti® 3in1 lens technology** Photochromic, Spectral Control® and Polarization

**Also available with non-polarized Drivers® Gradient lens**

### TELLARO



**Base Curve** 6 **Temple Length** 143mm

**Lens Size** 60 x 45 x 66mm **DBL** 17mm **Fit** Large **RX** Available

**Key Features** Mineral Lens, High Nickel silver, Double Injected Rubber Temples, Adjustable Rectangle Nose Pads

**Serengeti® 3in1 lens technology** Photochromic, Spectral Control® and Polarization

**Also available with non-polarized Drivers® Gradient lens**





Double-injected  
rubber



Flat metal profile  
and Branding  
on top of the end-piece



Ultimate comfort,  
ergonomic and flexible  
adjustable rubber  
nose-pads

## HIGH QUALITY RUBBER MATERIAL

At Serengeti, we pay close attention to the quality of the materials used in our products.

This is why we carefully selected the different rubbers used for the SPELLO and TELLARO temples.

As demonstrated by the two results outlined below, our rubbers successfully pass the perspiration and pH tests and guarantee that our products last and endure over time.



Internal Soft rubber

External Hard rubber

**PASSED**

### Standards ISO 12870 24-hour Perspiration test

**Using** 50ml lactic acid, 1000g Sodium Chloride and 1000ml water at a temperature of 55 degrees, with 5 degree tolerance, in oven to heat the rubber temple during 24 hours.

**There is no substance peeling off on its surface.**

**PASSED**

### Standards ISO 976 Determination of pH

An adequate volume of distilled water was transferred into the vessel. The pH value of the distilled water was determined with the calibrated pH meter and recorded.

**The operation was repeated with a fresh portion of the test temple.**





## *The Morel heritage*

Morel has been designing and developing frames since 1880. Its history is first and foremost that of a family whose passion for attractive glasses has been passed down from generation to generation.

## *The Definitive French Eyewear Brand*

Very recently, Morel decided to change its brand image. The French brand decided to exploit the values dear to its heart: its independence, openness towards the world and creative passion, without denying its origins or its history.

## *The Morel style*

Morel glasses delight the senses, displaying ever-greater refinement to people with perception. Minute details, the fruit of a recognized eyeglass maker's skill; and a style that mixes creativity and modern style. It is this delicate mixture of heritage and modern style, somewhere between rigor and creativity, that gives Morel frames all of their charm.



### ◀ 20061, the Koali Collection

A glamorous, airy look: this all-metal frame uses a dual approach to its construction, with refinement. The butterfly-wing shape and mother-of-pearl colors give a resolutely vintage touch, overall.

### 10113, the Öga Collection ▶

A style that makes no concessions, whose raw, masculine lines are clothed in clear blue. This is a modern, but also technical frame; whose open hinges give a glimpse of the high precision technical work.



### ▲ 30159, the Lightec Collection

Trendy frames, playing on the current tendency towards ultra-minimalist design. The pilot shape is cleverly highlighted by the slim, bright lines of the front.





## The New Classics

ASHLEY LOLA, the new name in eyewear, officially launches its 2019 debut collection.

For Malay women, finding the perfect eyewear can be tricky sometimes. After all, one's tudung has to be taken into account, which means saying goodbye to the oversized frames that are all the rage right now. As if that is not complicated enough, there is also the issue of finding a pair that will not only suit your face shape but your tudung as well.

ASHLEY LOLA is the new kid on the eyewear block and they have stepped up to the challenge with their 2019 debut collection of women's eyewear, specially designed with muslimah women in mind. Bringing petite frames to the forefront once more, ASHLEY LOLA has elevated the feminine shapes with a dash of spunk by incorporating rhinestones on the temples of the frames. Perfect for girls who love a little extra bling on the side. A classic colour palette completes the refined sophistication of the collection, making these frames the ideal complement for empowered young women seek adventure and opportunity while staying true to their cultural heritage.



*Ashley Lola*



Ray-Ban

GENUINE SINCE 1937



**EXCLUSIVE AT FOCUS POINT**

Check in-store for more details. While stocks last.





# EASY ON THE EYES

Look effortlessly dapper with these fine frames that will elevate your style and make you the talk of the town.

JAGUAR 37356 6000









# URBANE CULTURE





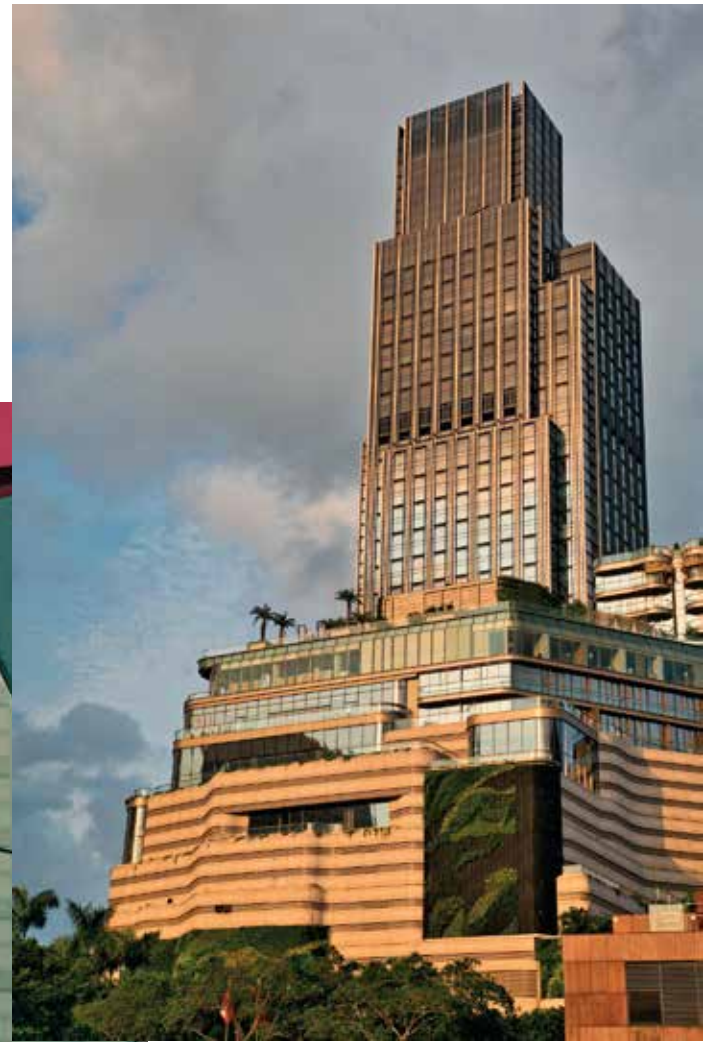


OGA 100690 GR09

# MAN OF LETTERS



# CITY SLICKER







OGA 100530 NR10

# COSMOPOLITAN COOL







# DOWNTOWN CHARM







# LOST IN TRANSLATION



# IN HINDSIGHT







JAGUAR 37356 6000

# FRAME OF MIND







JAGUAR 36809 5600



# GOURMET AND CHIC





# TRAIN SPOTTER

Channel your inner Clark Kent with these classic full-rimmed frames as you beat the morning rush in style.

LIGHTEC 30055L MN04







# POINT OF VIEW



KOALI 20035K 0023



GUCCI 3515 003







GUCCI 3535 004



BURBERRY 2294F 3757



GUCCI 3965 001





BURBERRY 2294F 3757



BURBERRY 2294F 3757



RAYBAN 5369F 5750





BATHING APE 13054



GUCCI 396S 002



JAGUAR 37179 8840





## AN EYE FOR FASHION

Focus Point celebrates its 30th anniversary with a fashion show, featuring Gucci and Cartier's Spring/Summer 2019 Eyewear Collection.

Focus Point Group is fast approaching its 30th anniversary. To commemorate the happy occasion, the retail eyewear giant organized and executed a fashion show of their own during 1 Utama's Fashion Week on the 5th of April 2019. The event took place from 7pm till 10pm, and featured exclusive highlights from the latest Spring/Summer 2019 eyewear collection from Gucci and Cartier, all of which can be found in selected Focus Point outlets.

For an added touch of glam, several celebrities and influencers have been invited as guests to this event, including Zoey Rahman, Felicia and Fyrone Lee, Maxx Loh, as well as Axrel Ismail. Meanwhile, twelve models were carefully selected to stomp the runway decked in Focus Point's trendiest frames.

The Malaysian Book of Records has officially crowned Focus Point Vision Care Group as the largest optical retail chain store in Malaysia. In gratitude to their loyal customers for their unwavering support for the last three decades, Focus Point also ran a giveaway campaign that will see 30 lucky winners each month walk away with exclusive and attractive prizes.







# ZEISS AdaptiveSun

Your all-in-one sunglass solution

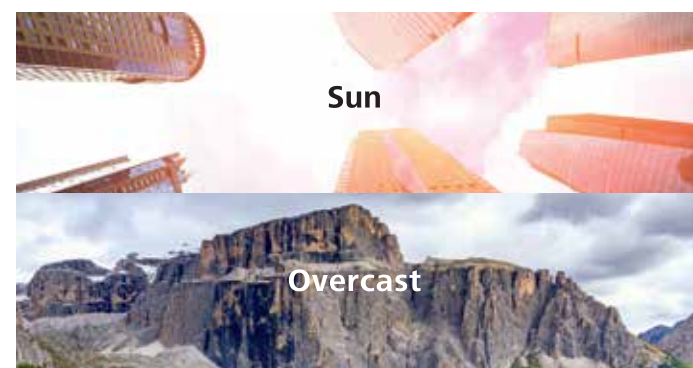


Dawn

Sunset

## Struggling with clear, comfortable vision whenever light conditions change?

Sunglasses provide UV protection, glare reduction and comfortable vision. But even when wearing them we often struggle to see clearly because of constantly changing light conditions. The lenses can either become too dark in shady areas or too light in bright sunlight. We then tend to take them off, leaving our eyes unprotected.



Sun

Overcast

## ZEISS AdaptiveSun Solutions.

Smart sunglass lenses that adapt to changing light.

ZEISS AdaptiveSun Solutions are sunglass lenses designed to automatically adjust their colour intensity depending on UV exposure, giving you full UV and glare protection.

- 1 Versatile**  
Adapts to changing light conditions for clear and comfortable vision.
- 2 Full UV protection**  
Comes standard in all ZEISS AdaptiveSun Solutions.
- 3 Reduces glare**  
Changing tint reduces glare and light intensity. Polarized sunglass lenses are available for extreme light conditions.
- 4 Fashionable**  
A choice of colour options to suit your personal style.



### Fast



ZEISS AdaptiveSun sunglass lenses adapt to changing light fast – for more convenience. Darkens in 18–35 seconds<sup>1</sup>

### Dark and darker



ZEISS AdaptiveSun sunglass lenses become very dark outside in sunlight – for optimum vision at all times<sup>2</sup>.

- In shady conditions, the lenses absorb up to 60% of light.
- In bright, sunny conditions, the sunglass lenses are “activated”, and absorb up to 97% of light.

### Colour consistency



ZEISS AdaptiveSun sunglass lenses demonstrate excellent colour consistency – for natural sight.

### Glare reduction



ZEISS AdaptiveSun sunglass lenses are available with polarization for extreme light and glare conditions.

<sup>1</sup>Photochromic performance depends on temperature, UV exposure and colour.  
<sup>2</sup>As with all photochromic lenses, ZEISS AdaptiveSun sunlenses will become much darker in cold, sunny environments, and may limit visibility in extremely cold weather. They are not suitable for operating open air vehicles such as convertibles, motorcycles, all-terrain vehicles, snow-mobles or engaging activities such as skiing.

## ZEISS AdaptiveSun Solutions. Smart sunglass lenses for a convenient, fashionable lifestyle.

ZEISS AdaptiveSun Solutions are available in four fashionable colours, in solid or gradient tints that provide protection in medium to high light intensity. When exposed to UV light, these smart sunglass lenses automatically change their colour tone from very dark in bright sunlight to a moderate dark shade in lower level

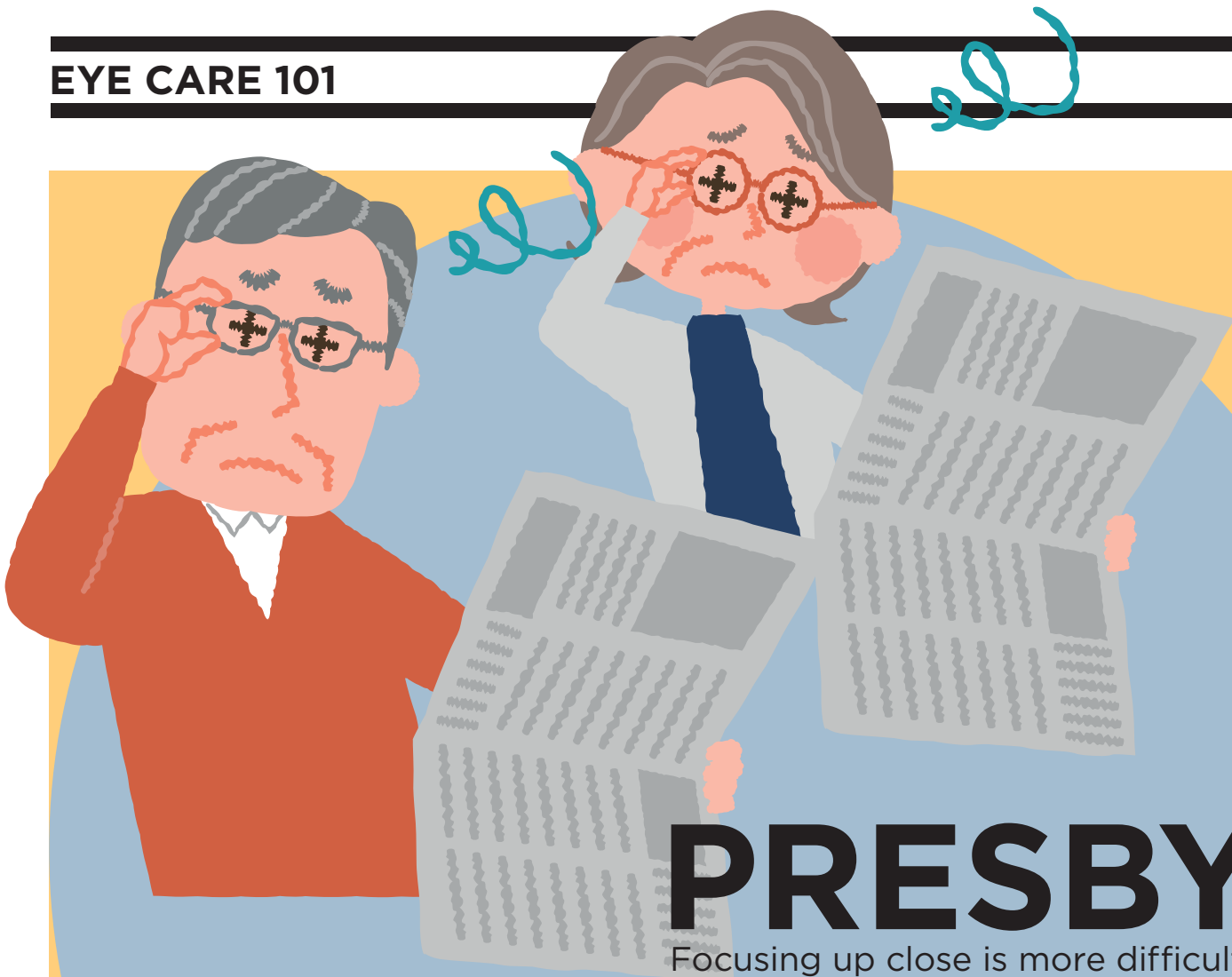
## Protected from all directions – in style.

### ZEISS DuraVision Sun UV and DuraVision Mirror UV

Sunlight doesn't only come from the front, but also from behind and reflects off the back of the lens, especially if it's tinted. ZEISS DuraVision Sun UV is a high-end, anti-reflective coating package applied to the back of the lens to eliminate distracting reflections. A transparent hard coat can be applied to the front surface to give it the appearance of fashionable sunglasses. ZEISS DuraVision Mirror UV combines the anti-reflective ZEISS DuraVision Sun UV on the back surface, with a stylish mirror effect on the front of the lens.







# PRESBYOPIA

Focusing up close is more difficult after you reach 40's. It happens to everyone, and it's known as presbyopia.

Presbyopia occurs when the crystalline lens in your eye loses its elasticity and flexibility with age.

## EARLY SIGNS OF PRESBYOPIA:

- Difficulty seeing fine objects or small print
- Headaches, tired or sore eyes when reading
- The need to hold reading material further away
- The need to increase lighting for proximity work

## HOW IS PRESBYOPIA DIAGNOSED?

- Presbyopia can be found during a comprehensive dilated eye exam.
- If you notice any changes in your vision, you should visit an eye care professional.

## HOW IS PRESBYOPIA CORRECTED?

- Eyeglasses are the simplest and safest means of correcting presbyopia.
- Eyeglasses for presbyopia have higher focusing power in the lower portion of the lens.
- This allows you to read through the lower portion of the lens and clearly see distant objects through the upper portion of the lens.
- It is also possible to purchase reading eyeglasses.
- These types of glasses do not require a prescription and can help with reading vision.

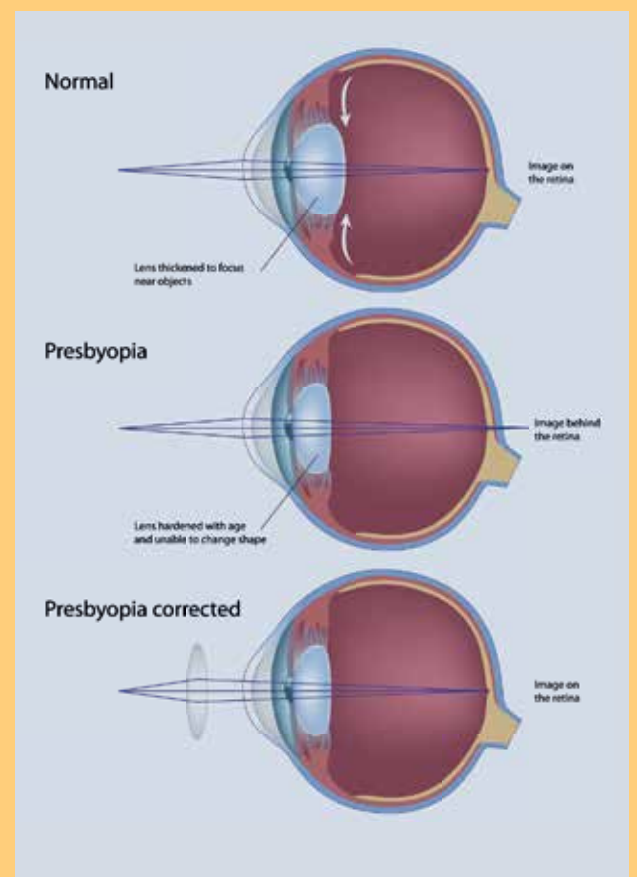
## CAN I CORRECT IT WITH CONTACT LENSES?

- Multifocal contact lenses are designed to focus both near and distance vision at the same time.
- If you only intend to wear contact lenses occasionally, single-use daily disposables offer a flexible and economic option.

Don't worry about how these lens designs work. Your eyes inherently know how to adapt to them.

Your eye care practitioner can help you try a number of different designs to see which one works best for you.

Sharenia Lakshmi  
B.OPTOM (Hons) NIOS  
FOCUS POINT SUNWAY CARNIVAL





# SEE MORE. DO MORE.

**#1** PROGRESSIVE LENS BRAND RECOMMENDED BY EYE CARE PROFESSIONALS\*



## OUTSTANDING SHARPNESS AT ANY DISTANCE.

VARILUX® lenses offer effortless vision, from near to far with smooth transitions in between, for outstanding sharpness, whatever your passion.



\*© ESSILOR INTERNATIONAL - NOVEMBER 2018 - ESSILOR® AND VARILUX® ARE TRADEMARKS OF ESSILOR INTERNATIONAL FRAMES - OLIVER PEOPLES®  
\*Survey conducted by CSA among a representative sample of 1018 independent ECPs in 10 countries: Fr, Sp, Gr, It, UK, US, China, Brazil, India, China, F05-Apr 2018

## PRESBYOPIA NEW REALITIES

The new reality of presbyopia today is no longer caused by age alone but due to the daily long use of digital devices at closer reading distance causing damaging eye strains resulting in early onset of presbyopia or in this case Vision Accommodation issues for the younger presbyopes

New findings have shown that near vision quality starts to decrease at 37 years old<sup>1</sup> through the long use of digital devices, impacting our reading distance. The time spent on digital devices per day on weekends at average is 6 hours and 48 minutes while on weekdays, it's at 5 hours and 10 minutes<sup>2</sup>

The younger presbyopes also suffer from a variety of accommodation issues not only related to near vision such as difficulty to read fine print but also blurred vision in the distance after looking at smartphones screens close up, poor vision in low light condition, visual fatigue when working or playing on the computer and a host of other issues<sup>1</sup>

Varilux® is the #1 brand recommended by eye care professionals worldwide. It has a full range of lenses to correct near, intermediate and far vision. Varilux continues to innovate, all in order to suit the wearer's individual needs with over 13 billion lens combinations worked with 38 academic institutions worldwide

To learn more about Varilux® and how it can empower your everyday vision, visit your nearest optical shop or log on to [www.essilor.com.my/products/varilux](http://www.essilor.com.my/products/varilux).

1. Total Sample: Presbyopes understanding U&A - B3TSI - 2018 Brazil / China / France / India / US (9,696 online interviews, wearers and non-wearers 30 - 65 years old)

2. Source: New postural behaviours related to the use of digital device involve new characteristics for occupational lenses, Damien Paillé, Jean-Luc Perrine, Amandine Debieuvre; ARVO Annual Meeting 2015





Wu Chun 吳尊  
#SharpenYourFocus

**BOSS**  
HUGO BOSS  
eyewear



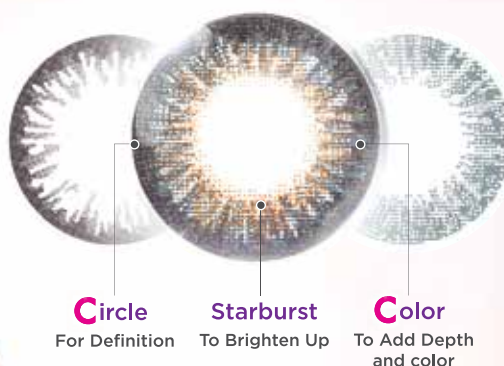
# CIRCLE+COLOR FreshLook® CCLENS *Naturally Vivid Eyes*

FreshLook® is the #1 color contact lens<sup>1</sup> that provides a wide range of desired looks for **beautiful** and **natural-looking** eyes.

And now, Circle meets Color, the New Freshlook® CC Lens is born!

## • 3-in-1 Color Technology

The 3-in-1 Color Technology of FreshLook® color contact lenses are designed to make your eyes bigger and blend beautifully for a new natural effect on your eyes.



## • Bigger Print Diameter

Besides that, the New FreshLook® CC Lens comes with a 13.2mm graphic (print diameter), making your eyes bigger but still naturally beautiful.

## • Wider Clear Zone

The new Mystic colors of FreshLook® CC Lens also features a 6mm clear zone, designed to align with the pupil of the eye, so you can enjoy clearer vision.

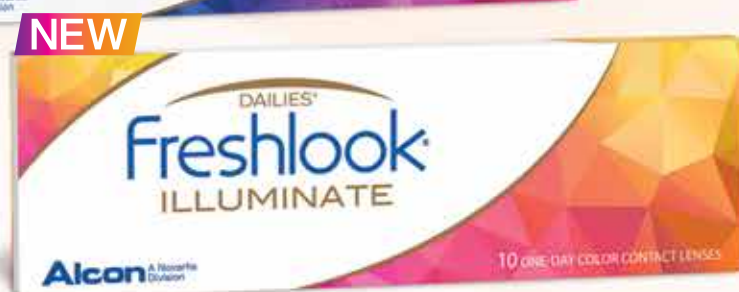
FreshLook® CC Lens is available in 2 new colors; **Mystic Hazel** and **Mystic Gray**.

	Mystic Gray	Mystic Hazel
Actual Lens Image		
Eye with Lens		

For those of you who prefer having a bigger eye look, without any noticeable color change, check out the New FreshLook® Illuminate.

Available in 2 new colors; **Espresso Gold** and **Diamond Black**.

	Espresso Gold	Diamond Black
Actual Lens Image		
Eye with Lens		







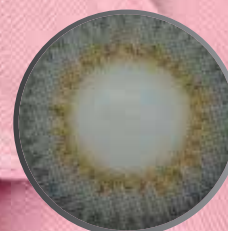
**XR Blue**



**XR Grey**



**XR Brown**



**XR Mystic Grey**



Eyemeditech

**EyeMeditech**  
[www.eyemeditech.com](http://www.eyemeditech.com)



BAUSCH+LOMB

ULTRA™ contact lenses  
with MoistureSeal™ technology

# SEAL IN THE MOISTURE

A new generation of silicone hydrogel

16 HOURS COMFORT<sup>1</sup>  
EASIER ON EYES FOR DIGITAL USERS



MoistureSeal™ technology helps prevent lens dryness<sup>1,2</sup>



Retains moisture for a full 16 hours<sup>1,2</sup>



Provides clear end-of-day vision for digital device users<sup>3</sup>

1. Data on file, [2013] 16-Hour, Bilateral, Dispensing Clinical Evaluation of Methacrylamide Lenses as Compared to Air Optix Aqua, Acuvue Oasys & Biofinity Lenses, ROC2-13-002, 2nd May.  
2. Data on file, [2013] MoistureSeal™ Support Memo, 27th May.  
3. Steffan, R., et al. [2014]. Clinical Performance of Samfilcon A Silicone Hydrogel Contact Lenses. Contact Lens Spectrum, Special Edition, 30-38.

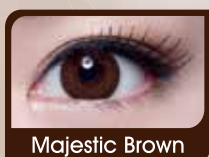
See better. Live better.

FreshKon®  
Cosmetic Contact Lenses

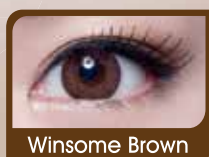


EYE CONTACT  
**BIGGER AND BRIGHTER**

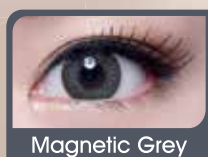
Ahn Seul Gi is wearing Magnetic Grey



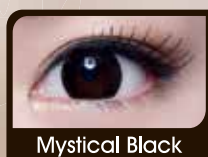
Majestic Brown



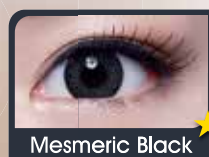
Winsome Brown



Magnetic Grey



Mystical Black



Mesmeric Black

★ Only available in monthly disposable lens

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K103132  
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CE  
0120



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ENJOY A  
**NEW**  
LEVEL OF  
COMFORT



EYECONT PRO  
*comfort daily*



Refresh your eyes with  
**55%** water content and  
enjoy the most natural  
all-day comfort.