

EYEGLAMOUR

EYEWEAR WITH A FLAIR

FRAMES FOR THE HIPPIE HEADS

WHAT IS COLOUR BLIND, REALLY?

A RIM PARTY

THE HOLIDAY SEASON IS TO BLAME IF YOUR GIRL NEXT DOOR FLAUNTS HER DIVA GLAM WITH A FRESH PAIR OF CHEATERS.



GOT FRAME?



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Amp up your cool girl
factor this holiday
with shades that add
a dash of pizzazz in a
blink of an eye.

L-R
GUCCI 818SA 004
BURBERRY 4251-Q 3663/7J
BVLGARI 6128-B 2014/8G



NATURE CALLS



L-R
CELINE CL5001U 052
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SHOW AND TELL



L-R
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CELINE CL40006F 72K
GUCCI 8215 001



T-B
BURBERRY 3113 1109/93
DIVANCHI IVANNO DI1042 COL1



TIME TRAVELLER

Round, gold frames are so 2019. Start seeing things in a retro perspective because old fashion is back in action! Emit that classy yet hippie vibe in these charming gems.



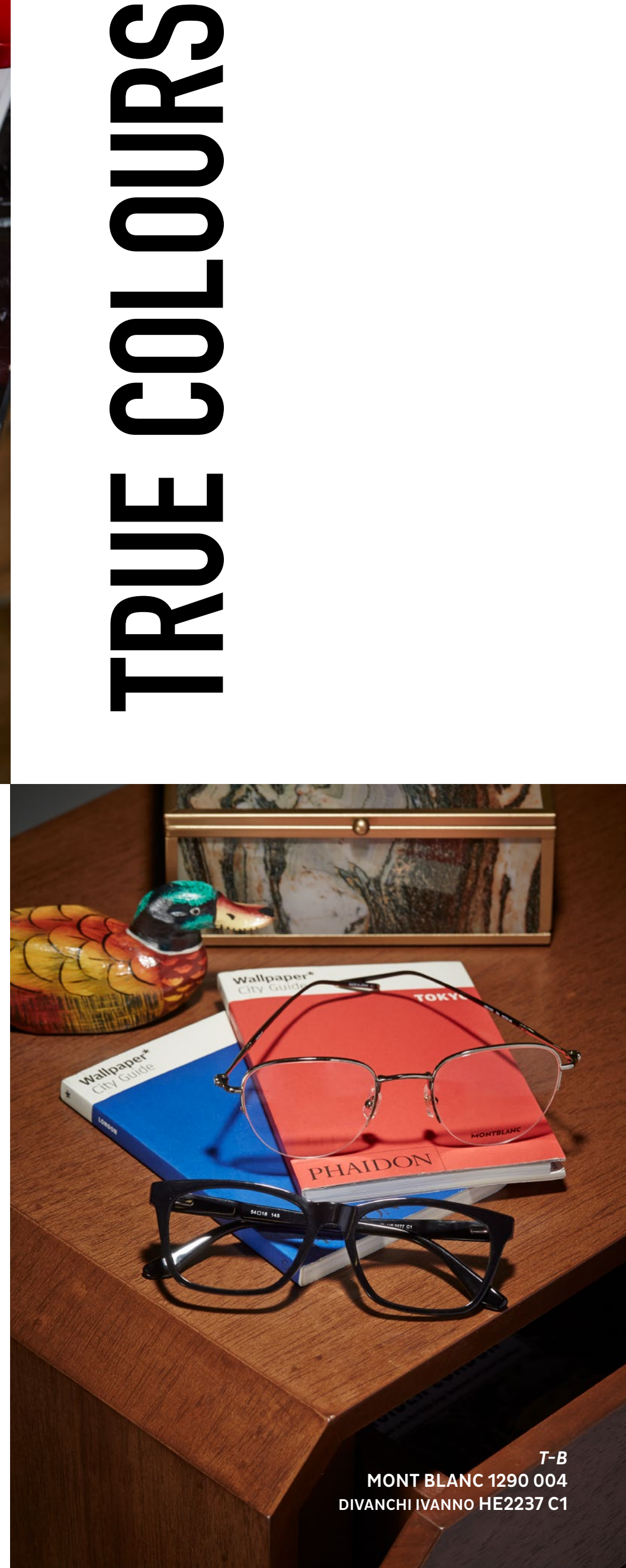
T-B
DIVANCHI IVANNO HE2304 C1
HUGO BOSS 1145/F DLD
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T-B
HUGO BOSS 1144/F/S KJ1LC
MOSCOT DRIMMEL BLACK/GOLD
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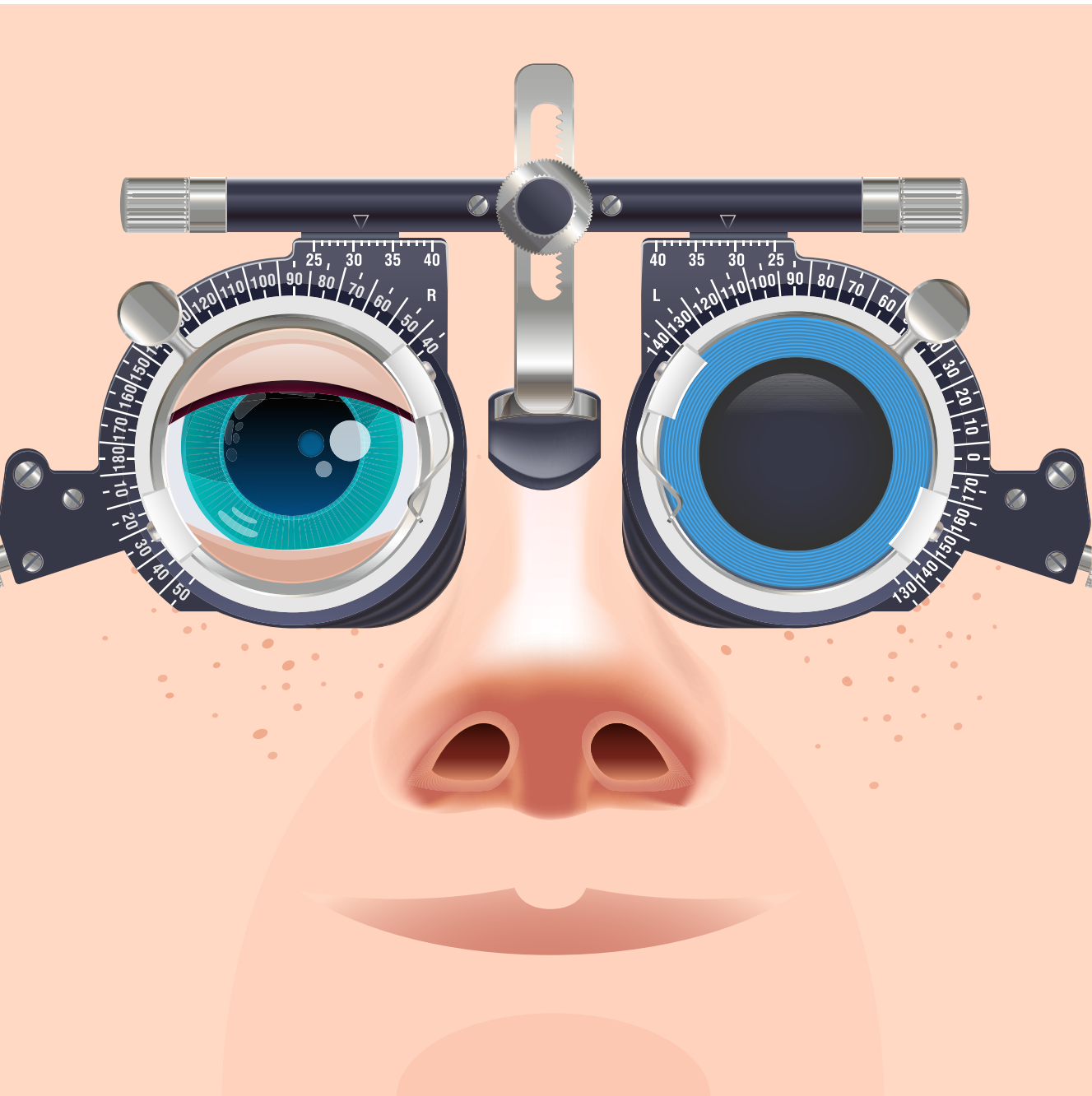
T-B
MONT-BLANC 1285 003
MONT-BLANC 126S 004



T-B
MONT-BLANC 1290 004
DIVANCI IVANNO HE2237 C1

TRUE COLOURS

GEEK SLEEK



ARE YOU COLOUR BLIND?

What is colour blindness?

Colour vision deficiency or commonly termed as colour blindness is the incapability to differentiate certain shades of colour, ranging from mild to severe depending on the condition. The most common misperception among the public is that people with colour blindness only see shades of black and white, which can be true, albeit super rare.

What does a colour blind person actually sees?

There are three types of colour vision deficiency:

- Monochromat or total colour vision deficiency is very rare and labelled as the most severe form where one can only perceive black, grey and white tones.
- Dichromat is a moderately severe form where one can either be protanopia (incapable to perceive red

colour), deuteranopia (incapable to perceive green colour) or tritanopia (incapable to perceive blue colour).

- Anomalous Trichromat is the most common type where one can either be protanomaly (red looks greener and less bright), deuteranomaly (green looks redder), or tritanomaly (difficulty in distinguishing between blue-green and yellow-red).

How can a person be colour blind?

There are two possible causes of colour vision deficiency:

- Congenital — Colour vision deficiency is typically inherited or genetically passed on from parents to their children, with men having higher risk of colour deficiency at five to ten percent more than women. The most common type of congenital colour vision deficiency is red and green deficiency.

- Acquired — One may develop colour vision deficiency later in life due to underlying health conditions (diabetes, glaucoma, age-related macular degeneration and multiple sclerosis), side effects of medication (digoxin, ethambutol, chloroquine, hydroxychloroquine, phenytoin and sildenafil), exposure to harmful chemicals (carbon disulfide and styrene) and injuries that damage the optic nerve or retina.

Is colour vision important?

Yes. Colours are vital in many aspects of our daily life — to identify, to choose, to study, to watch, to shop, to drive, and more. In fact, some jobs and careers involve some degree of colour identification. Colours also play a special part in the children's world as it aids in their learning process.

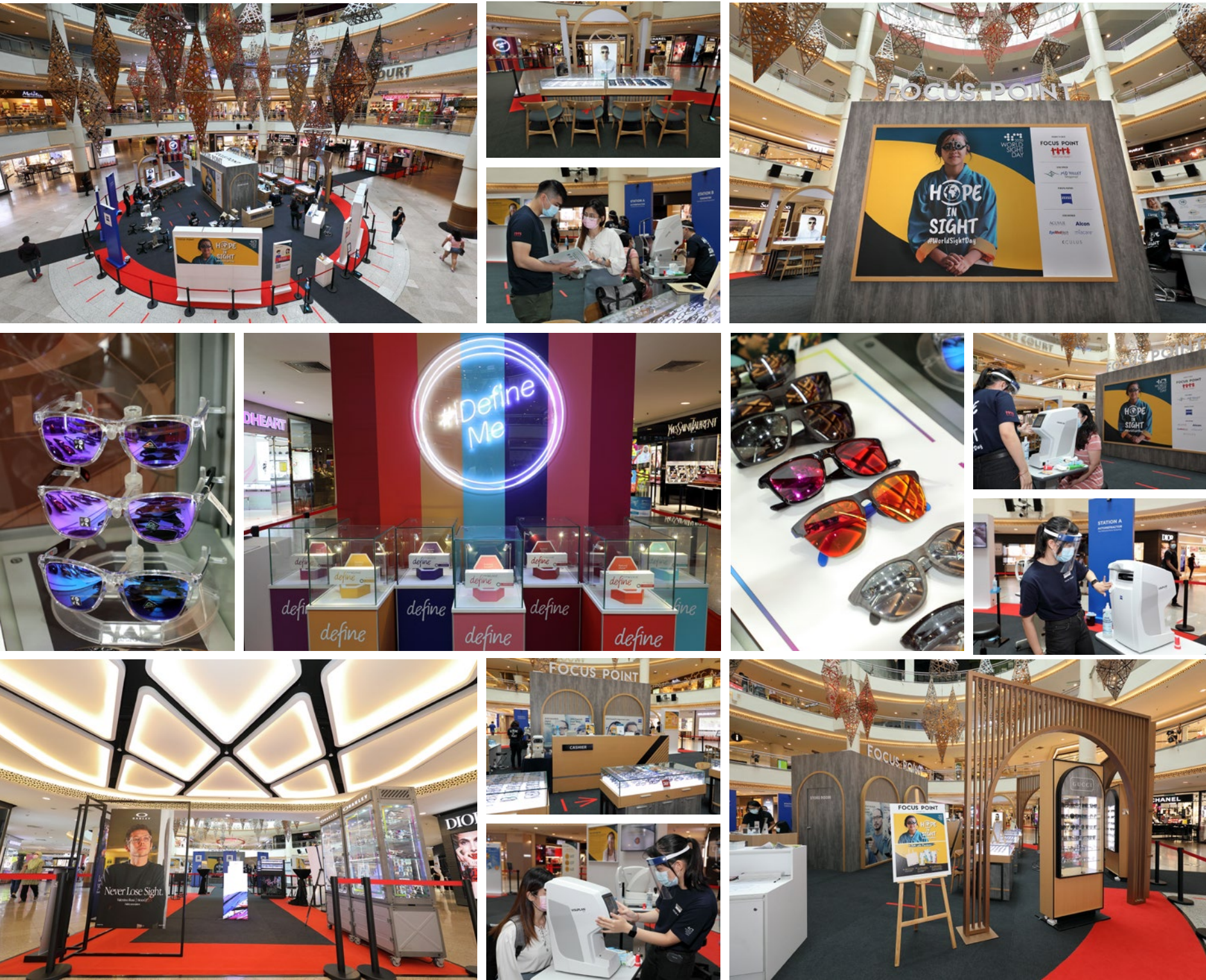
How to treat colour blindness?

Although there is no cure for inherited colour deficiency, those who acquired it may treat the cause that led to one's colour vision deficiency, which can improve their colour vision provided that there is no damage involving the optic nerve or retina. Alternatively, one can opt to use specially tinted, filtered eye glasses or contact lens to enhance colour perceptions and the ability to distinguish between colours better. They can also organize and label coloured objects with the help of family and friends to remember or recognise the order of things, rather than by its colour.

Are you having trouble distinguishing certain colours or at doubt as to whether you are colour blind? Fret not! Seek advice from your optometrist or ophthalmologist. We will perform a thorough eye examination, get a family history and determine if you have some form of colour blindness. We will always be there whenever you need us for your vision needs and eye care.



NIK MOHAMED ZULHAYIZ BIN ZULKIFLI
Optometrist
B. Optom (Hons) UTM
Focus Point Sky Avenue Genting



WHY CARE ABOUT EYE CARE?

Focus Point redefines the public's perception towards eye health in this digital age through its "Hope In Sight" campaign.

On its mighty mission to educate the importance of maintaining good eye health, Focus Point Vision Care Group Sdn Bhd under Focus Point Holdings Berhad (Focus Point) decked out an informative roadshow for public participation in conjunction with World Sight Day 2020.

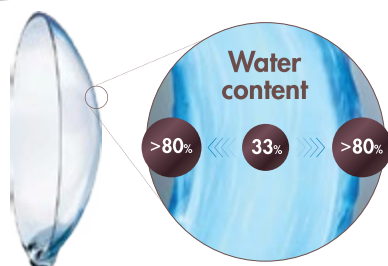
The largest optical retail chain store in the country has doubled up its forces with Carl Zeiss Vision Malaysia for this campaign by offering selected vision screening tests for the public using the most advanced equipment. With proper consultation from their Eye Care Professionals, they lend their expertise to help eye examiners decide on whether they require vision correction. The roadshow sees myriads of fashionable eyewear alongside redeemable Care Kit and copies of World Sight Day booklet which elaborates on myopia management, visual hygiene, common myths about contact lenses among other insightful articles.

Using World Sight Day 2020 as an awareness platform, Focus Point aims to shed some light on the significance of going for a regular

eye examination to detect pre-existing eye conditions. This is to potentially save one's eyesight, since many eye conditions are more treatable and economically manageable during the early stages. Studies have also proven that eye examination assists children to develop important vision skills such as eye-hand coordination, visual perception, eye focusing and tracking, on top of visual acuity.

As people are heavily relying on digital media in this digital age, the exposure to harmful blue light is higher than ever. This has resulted in an alarming increase of eye conditions such as myopia, especially among children and young adults. At the current global prevalence rate of myopia being at 30%, it is estimated to shoot up to 50% by 2050. The esteemed brand believes that eye health has never been more important in this modernized era. Committed to providing consumers with the best vision care and eyewear services, Focus Point strives to raise awareness about vision blindness while making eye and vision care more accessible to the community.

Discomfort due to dryness from your contact lens?
Switch to DAILIES TOTAL¹



FEELS LIKE NOTHING
till the end of the day²

What is Water Gradient technology?
It is an advanced lens material with water content increasing progressively from the inner core to the surface of the lens.
References: 1. Survey conducted by IQVIA Malaysia for Alcon Laboratories (M) Sdn Bhd (2019). Quantitative patient evaluation study on Dailies Total¹. N= 800. Alcon data on file, 2020. 2. In a clinical study with 80 patients. Alcon data on file, 2011. © Alcon 2020. MYD11200024



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ULTRA COMFORT TO SEE EVERY DETAILS



MoistureSeal® technology helps prevent lens dryness^{1,2}

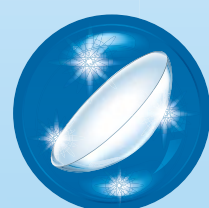


Helps maintain 95% of lens moisture for a full 16 hours^{1,2}

NEW



Provides clear end-of-day vision for digital device users³



A new generation of silicone hydrogel for healthier eyes^{4,5,6}



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. 4. Results from a 7-investigator, multi-site 2-week study of Bausch + Lomb ULTRA® for Astigmatism contact lenses on 157 current soft contact lens wearers. 5. B+L unpublished data. 2013. 16-hour, bilateral, dispensing clinical evaluation of methacrylamide lenses as compared to Air Optix Aqua, Acuvue Oasys and Biofinity. 6. Hoyt, C. (1985). Critical oxygen levels to avoid corneal edema for daily and extended wear contact lenses. Survey Of Ophthalmology, 30(1), 66-67. doi: 10.1016/0039-6257(85)90097-9. ULC.0015.MY.20

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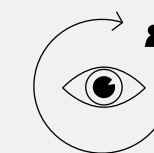


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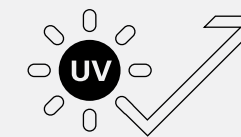
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