

## Eyenvision, Inc. Announces the Release of the Chemie Frame Collection and Single Vision Prescription Lenses

FOR IMMEDIATE RELEASE

PITTSBURGH, Pennsylvania (December 11, 2013) - Eyenvision, Inc. ("Eyenvision"), a company focused on innovative consumer products for the independent optical retailer, announces the release of its Chemie™ Frame Line and a stock prescription lens program.

This new Chemie frame collection was born with the same vision as the patented Chemie Magnetic Lens Layering System; provide a quality product that will enable the independent optical retailer to deliver value to its customers. The Chemie frame collection provides popular frame designs, encouraging rapid turnover and strong profits for Eyenvision's retailer customers.



"Our goal is to provide a limited collection of frames with a focus on quality and fashionable designs," commented Joseph Zewe, CEO of Eyenvision. "This is our next step in the process of creating additional products that will assist our independent retailer customers to better compete in the optical marketplace."

The collection features a modern take on classic designs made up of eight different styles, each available in multiple colors. Additional designs are in production and will be released in early 2014. A point of purchase display is also available for retailers carrying the frames.

In addition to the Chemie frame line, Eyenvision is now offering stock polycarbonate prescription lenses. These lenses include both a hard and anti-reflective coating and are offered in powers from SPH -6.00 to +4.00 and up to CYL -2.00. The stock lens program focuses on retailers that carry a full inventory of stock lenses and typically order 100 or more lenses at a time. Mr. Zewe commented, "Our purchasing power enables us to pass along significant savings to our retailers that perform in-office finishing. The new stock lens program is targeted to retailers who, despite consistent volumes, still do not purchase at the level required to go direct to the factory."

Information and pricing for these new products is available to existing customers with a login on the Eyenvision ordering website. Information is also available by calling the company at 888-321-3939 or emailing at [info@eyenvision.com](mailto:info@eyenvision.com).

**ABOUT EYENAVISION, INC.** – Eyenvision, Inc. is the developer of innovative products for the optical industry. Under the brand name, Chemie™, Eyenvision sells its patented Magnetic Lens Layering System series of products that eliminate the challenges typically associated with clip-on eyewear. Eyenvision's products are sold to consumers at over 2,500 optical retailers nationwide. For more information, visit [www.eyenvision.com](http://www.eyenvision.com).

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