

# IN FOCUS

Summer Issue • 2010

## INDUSTRY NEWS

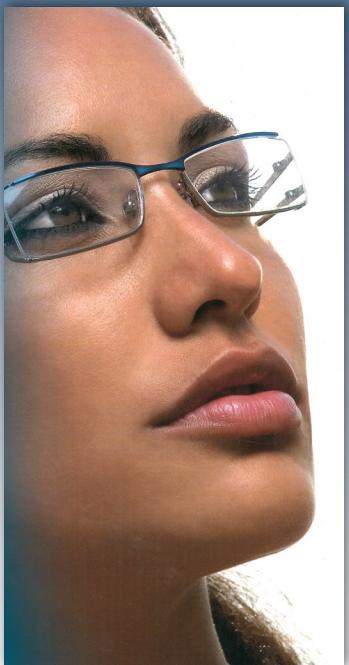
### Cover Article: CSC Refines Boutique Collection

### Outreach News (p. 2): Medical Mission trip to India: Amazing!

### Patient Care (p. 3-4): • 10 Dispensing Tips • Customizing Free-Form Lenses



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## CSC Refines Boutique Collection

Each frame collection of the Boutique Designs, Ltd. offers a unique quality to match your customer's personal style.

Additional styles for 2010 have been added to the existing 55 styles. This includes exclusive frame products from the high, high end European designer, **Gattononi**. The Gattinoni name is highly-regarded in Europe; their Ready-to-Wear ladies' apparel line has been featured on the magazine covers of Bazaar-Italia, Vogue-Espana, and Marie Claire-Italia. CSC labs is the exclusive distributor of the Gattinoni eyewear collection; **Garrison Perspectives** frame line features temples constructed of the beautiful African hardwood, Bubinga hand made by highly skilled wood carving craftsman; absolutely beautiful, upscale lady's frames from **Living by Martini** feature genuine Swarovski crystal embellishments; the exclusive collection of designer frames by **West**, highlights a combination of edgy fashion trend as well as high-end quality creating vivid color and a perfectly contoured personalized fit.



### EXCLUSIVE EUROPEAN DESIGNS

Among the most discreet yet important fashion designers of Italy is **Renato Balestra**. Throughout his career, Renato Balestra has been invited to present his Collections all over the world, with enormous international success. Among his clientele are well-known women including the Queen of Thailand and the First Lady of Egypt and movie actresses Lauren Bacall and Elizabeth Taylor, just to name a few. CSC Labs is proud to offer the high fashion frames of Renato Balestra to your customers.

In addition to being a well-established distributor of high end frames, CSC is the third largest independently owned laboratory in the U.S.

Surveys show that **customers expect what CSC delivers:**

**Highest quality** -----> Less than 1% lab redo's consistently

**Fastest delivery** -----> 1.5 Days Lab Turn Around Time

FREE FedEx Next Day Service (2.5 job min.)

**Comparative prices** ---> Flexible pricing policy to meet your needs

**One-stop shop** -----> In-house services include **premium A/R coating**, **Free-Form solutions**, distribution of high-end designer frames and premium lens products

*The New Way to Buy Eyewear*



**DR. WAN PERFORMING EXAMS AND INTERACTING WITH THE KIDS AT THE CHILDREN'S HOME**

600-1000 patients per day thru the clinic

## Making a Difference

### CSC Gives 500 Frames to Dr. Wan's Mission

For every \$1 that was donated Dr. Wan was able provide \$20 of eye care to a village in Southern India. Dr. Wan writes in a letter to Mr. Kim, President of CSC Labs, "This was my first large-scale volunteer medical humanitarian trip. It has left such a profound impact on me that I hope to do this again within the next 2 years." CSC Labs looks forward to supporting this worthy cause as it continues through the years to come.



Thanks Again,  
You helped so many  
people,  
Best Regards,  
R. Wan

## Medical Mission trip to India: Amazing!

Dr. Wan recently volunteered for a medical mission trip to provide glasses, medical vision care and cataract surgeries outside of the Hyderabad area of Southern India.

The team consisted of 2 optometrists and 12 volunteers from the United States. The team collected donations of new frames, medicines and monies to provide the villagers with needed vision care. The team coordinated their resources with 2 local Indian hospitals, 10 Indian opticians, 100+ Indian volunteers and a Christian Indian church organization.

The combined effort allowed Dr. Wan and the team to deliver medical care to around 4000 individuals over 5 days of clinic. The team provided clinics at 3 separate villages. Over 1200 glasses, 350 cataract surgeries, 95+ glaucoma treatments and 1100 reading glasses were provided at no cost to the villagers.

Over 350 Indians that were functionally blind from severe cataracts were provided surgery, lens implants and

transportation to and from the hospitals 50 miles away. The team partnered with 2 local hospitals that enabled them to provide the cataract surgeries for only \$32 per eye. Afterward, the CEO of Sankara Hospital came out to visit them at the village to see how they were organized and to establish a future partnership. The free care was provided to anyone in need including several children's orphanages, schools and the elderly.

The doctors and volunteers paid their own way, and 100% of all donations were used to provide medicines, surgeries and glasses to those in need. Next time you are in the office, Dr. Wan would be happy to share his experience or look for the photo album in the reception area.

*Check out some of Dr. Larry K. Wan's photos of his India medical mission trip on his Facebook page.*

### Call for Submissions

Share your accomplishments with other ECPs in our network and get support. Send information about your outreach projects for our next In Focus.

# 10 Dispensing Tips for Eye Care Professionals

Here are ten up-to-date tips that you need to fit your patient with a high-quality frame and lens solution.



- 1. Patient Profile:** A patient, 30-year old professionally dressed female, walks into your office. As you approach them they reply, "I'm just looking."

**Tip:** Instead of just walking away, simply say, "Do you know about our special?" It will peak their interest.

- 2. Patient Profile:** Wire-frame eyeglasses keep slipping off of the patient's nose caused by excessive temple pressure.

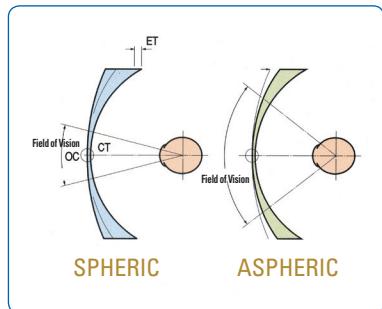
**Tip:** Offer the patient a selection of frames that bow at the temple, instead of just going straight back.

- 3. Patient Profile:** Patient works loading and unloading products in the freezer, and his glasses naturally fog up.

**Tip:** Offer the patient two pairs of eyeglasses and tell them to keep one in the cold storage.

- 4. Patient Profile:** Spherical design plus power lenses are magnifying the patient's eyes.

**Tip:** Give your patient the best appearance by using aspheric design lenses.



## Better Looking, Thinner and Flatter

Nobody likes thick, Coke-bottle lenses - asphericity thins and flattens any prescription for the optimum cosmetic effect.

- 5. Patient Profile:** Patient brings in a pair of wrap frames, and you are unsure whether or not you can fit them with the given minus prescription.

**Problem:** Standard edgers cannot provide a bevel to fit today's wrap frames, so they would be hand-edged.

**Tip:** Send these difficult frame mounts to a lab, such as CSC Labs, that can produce unique bevels just for wrap frames with special CNC equipment..

- 6. Patient Profile:** Patient is looking for the least expensive option and doesn't want to consider AR coating on high-index lenses.

**Tip:** Consider bundling high-index and AR together; refer to them as AR lenses and not as lenses with an AR "coating."

- 7. Patient Profile:** A patient ordered new transition lenses for her child's old frames to use right away outdoors.

**Tip:** When dispensing transitions, darken them first in front of the patient, so they will have some tint as they walk out.

- 8. Patient Profile:** Patient has a large nose and would like it to appear smaller.

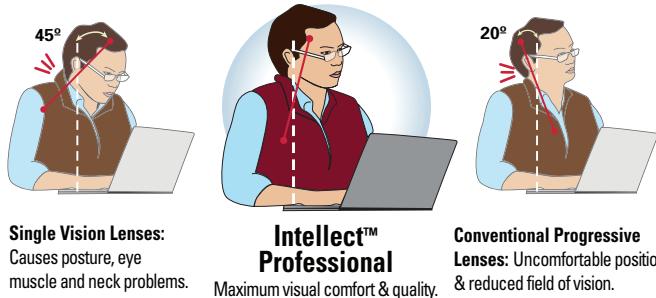
**Tip:** Try offering them a frame with a dark saddle bridge, which will draw attention away from their nose.

- 9. Patient Profile:** The patient is unhappy because their plus lenses are thicker by several millimeters at the nose in their new grooved, rimless frames.

**Tip:** Recommend that their best option is aspheric, high-index lenses (reduced thickness), with minimal decentration, in a full-rim frame (hides the lens edge). Don't put them in a frame which is larger than the are wearing.

- 10. Patient Profile:** A pre-presbyopic complains of fatigue, eye muscle and neck problems after office work.

**Tip:** Offer the patient a special purpose lens such as Intellect™ Professional that will eliminate the symptoms of CVS by providing a deeper field of vision in a natural head position.





A new and innovative category of specialized, back-surfaced progressive lenses, fully personalized for any lifestyle is now available from CSC Labs.

## Intellect™ Characteristics

- Eliminate front curve distortion
- Minimize peripheral distortion
- Smooth gradation of power, gentle binocular balance design, and assured near vision performance
- Better definition
- Wider field of vision

- Mathematically calculated design
- Higher level of customization
- A/R coating eliminates reflections and improves visual acuity
- Customized design & shape ensuring the finest visual performance for any size frame with some exceptions

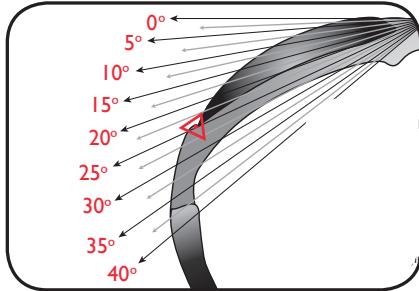
## Intellect™ Availability

- **FIXED DESIGN (22, 19, 16)**
- **PERSONALIZED VARIABLE DESIGN**
- **PROFESSIONAL DESIGN**
- **OUTDOOR DESIGN**
- **DRIVE DESIGN**
- **GOLF DESIGN**
- **S.V. DESIGN (COMING SOON)**

## Customizing Free-Form Lenses

The beauty of Free-Form lens technology is that it allows you to custom-fit the lens prescription to the patient's eyes and performance. Six critical components are listed here that are required for a successful fitting. If you don't already have a "special" tool for free-form measurements, you can request one from your lens lab or sales rep.

Without these additional measurements, the lab will use computer-generated default data. Your patient will still be able to recognize the superior quality of these lenses compared with other conventional progressive lenses. However, a truly customized lens cannot be manufactured without knowing the exact relationship of the frame to the patient's face.



Frame Wrap Measurement Chart

## 5 Measuring Tips

### 1 Frame Adjustment

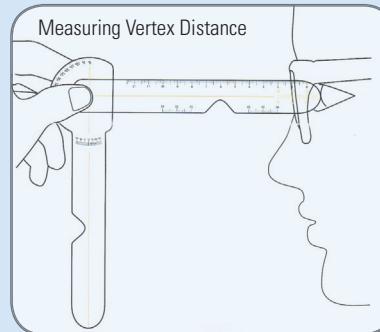
Be sure that the patient's frame is adequately adjusted before carrying out any measurements. When adjusting the frame, make sure the vertex distance is as close as possible in order to enable wider fields of vision. A positive pantoscopic angle of approximately 10° is recommended.

### 2 Frame Wrap

Contact your lens rep and request a frame wrap measurement chart. This easy-to-use chart includes simple directions to calculate this curve.

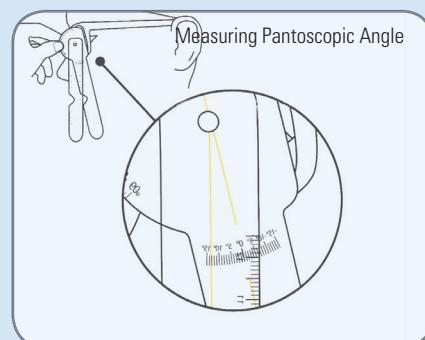
### 3 Vertex Distance

Have the patient wear his frame normally. Measuring from the side align the rounded part of the ruler tip with the front of the cornea. Check where the scale intersects with the back surface of the lens. This is the vertex distance.



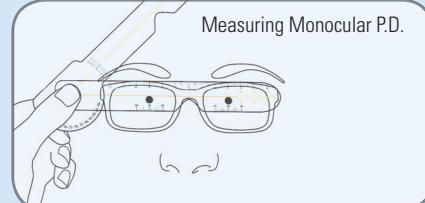
### 4 Pantoscopic Angle

Hold the special ruler by the semi-circular section and rest the flat section on the temporal end of the frame. The scale shows the angle (Diagram below).



### 5 Monocular P.D.

Measure the distance from the center of the bridge to the center of the pupil for each eye using a pupillometer.



### 6 Progressive Height

Using a ruler or the scale on the metric ruler, measure from the pupil center to the bottom of the frame box (B Meas.).

