



**CHERRY
OPTICAL**

January 2010

The Spectacle

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Crizal lab of the Year Awarded to Cherry Optical!

We are pleased and honored to announce that Cherry Optical was awarded "Crizal Award of Excellence" and I.D.D. Lab of the Year" by Essilor of America. Richard Cherry, Debbie Mullins and Dan Cherry were presented the award Thursday January 7th at the annual Essilor National Sales meeting held in Hollywood Florida. We are extremely proud of our team, hard work and dedication and certainly of your continued support.

We look forward to the future always seeking new ways to improve our production and to give your patients the highest quality in optical wear.

What does 20/20 Mean?

Vision Testing

Visual acuity is usually measured with a Snellen chart. The Snellen chart displays letters of progressively smaller size. "Normal" vision is 20/20. This means that the test subject sees the same line of letters at 20 feet that a normal person sees at 20 feet. 20/40 vision means that the test subject see as 20 feet what a normal person sees at 40 feet. Another way of saying this is that a person with 20/40 vision has vision that is only half as good as normal - or, objects must be at half the normal distance for him to see them. A person with 20/20 vision is able to see letters 1/10th as large as someone with 20/200 vision. However, 20/15 vision is better than 20/20. A person with 20/15 vision can see objects at 20 feet that a person with 20/20 vision can only see at 15 feet.

YOUR EYES UNIVERSITY 2010!

Get Ready for the best year ever. This year we have put together a packed full line up. So much to cover. Save the date!

APRIL 17TH

Levels of Vision

- 20/20 - Normal vision. Fighter pilot minimum. Required to read the stock quotes in the newspaper, or numbers in the telephone book.
- 20/40 - Able to pass Driver's License Test in all 50 States. Most printed material is at this level.
- 20/80 - Able to read alarm clock at 10 feet. News Headlines are this size.
- 20/200 - Legal blindness. Able to see STOP sign letters.

FREE FORM ... Whats it all about?

What is a Free Form lens? You can ask 5 different people and they may give you 5 different answers. Here is a basic definition: *Free Form* is a process that allows us to tool the design we want into the lens. Any lens can be *Free Form* - single vision to progressive. Semi-finished progressive lenses are made with a mold having the design on the front side and the patients RX later ground onto the back side. Lenses that are *Free Form* on one side are the Physio, Comfort and Definity. A truly *Free Form* begins with a single vision lens and is digitalized on both the front and back. Examples of these are Hoyalux ID, Kodak Unique, and Shamir.

For years the standard progressive lens was highly regarded. Now, with the technology, we are able to fine tune the original design to eliminate unwanted distortion. Think of it like high definition TV. When the TV first came out, the largest screen was a 22 inch. If you enlarge that picture, the image will be distorted. With the new "High Definition" TV we receive a crystal clear picture. *Free Form* lenses are the optical version of HD TV with clearer vision and less distortion.

Did you know we can supply your patients with a clip for any frame?

No matter what the frame and virtually any RX, Chemestrie Sunlenses are a whole new way of looking at detachable sunlenses. 16 individually colored lenses, 12 different color crystals or choose one of the 3 metal magnet and 5 bridge colors. Give us a call so we can show you the complete kit.



Are you recommending the right lens style and material for your patient?

Years ago you had glass and line bifocal to recommend to your patient. Now you have so much more to offer. If you imagine all of the lens designs that are available, it is overwhelming to you as a professional. Imagine how overwhelming it can be to a patient. You must first begin by discussing with your patient his visual needs and life style such as work, hobbies, sport, etc. Once that information is gathered, YOU can make a professional recommendation. This is what can distinguish your practice from those that offer little or no help in lens design. For example, if the patient tells you he spends the day using a computer, you might recommend a computer lens design as a second pair. Remember, your patient is looking to you to give them the latest product on the market today that is best suited for his needs.