

# Custom Clips are Money Clips

- \$ Increase your bottom line
- \$ Create patient satisfaction
- \$ Offer innovative solutions

Sponsored by Eyenavision and Acquios  
By Sue Creek ABOC/NCLE- Employed by sponsor Eyenavision  
Date: March 28, 2025

## Credit Statement

This course is approved for one (1) hour of CE credit the American Board of Opticianry (ABO). One hour, Ophthalmic Level 1, Course TBD



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# Course Description

**Course Description:** This course explains how Custom Optical Clips offer solutions for patients with a variety of visual needs. Custom Optical Clips allow us to offer multiple solutions for just one pair of glasses. This course will show you multiple approaches to helping patients use clips for various vision needs and activities.

## **Learning Objectives:**

- What clips are available?
  - Compare clips for computer, sun, migraines, color vision deficiency, and headaches
- Different uses for clips
- How clips can increase profits and patient satisfaction



# Custom Optical Clips

**The # 1 way to increase  
patient satisfaction and  
quickly add \$40,000 to  
your yearly revenue.**

# Opportunity:

Multiple Pair Stats:

10% Industry Average

90% of Patients walk out without sun or blue light protection



# The Numbers



- **US Sunglass Sales:** \$5 Billion EVERY YEAR
- **Computer Glasses Sales:** Approximately \$2.7 Billion per year
- **Reading Glasses Sales:** \$16 Billion per year
- **How much of that are you capturing?**
- **Your patients are spending money on sunglasses, readers, and computer glasses. Why aren't they buying from you – their trusted optical professional?**



# Who needs more than 1 pair of glasses?

What questions can you ask about your patients' lifestyle?





**“I don’t want a second pair.”**

**What does your patient really mean?**

**How can custom clips help overcome this objective?**



# When they say “no” to a second pair, you say:

If I could turn that frame you just chose into a pair of sunglasses or computer glasses for only \$\_\_\_\_\_ what would you say?



# Types of Clips



Custom

@nordic27 5 years ago

I really like mine. These are so much better than the older fashion clips that held the inside surface of the lens. Easy on and easy off plus the benefit of being extremely lightweight.

👍 🗨 Reply



Non-Custom

Jan 18, 2025

★★★★★ Verified Purchase ⓘ

👤 Kim

They kept slipping off my glasses. I tried to adjust the metal clips around the sunglass frame, and they broke off. I don't recommend these. Not sturdy enough.

Helpful? (0) 🗨 (0) [Report](#)

## Benefits of Custom Clips



- Any frame, any lens
- Base curve matched – won't scratch RX lens
- Custom-fit so that light does not come through
- What else??

# Custom Clip Options

So many ways to help your patients



- Sun- polarized and non-polarized with UV protection
- Readers - Add power options with and without blue light protection
- Computer- Add power with blue light protection
- Color Vision Deficiency - for colorblind patients
- FL-41 - light sensitivity and headache solution
- Avulux - Migraine solution
- Night Driving
- Therapeutics - Vision therapy options

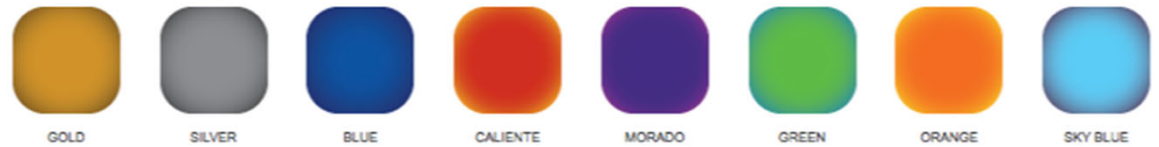
# Sun Protection

- Polarized & Non-Polarized Options
- 100% UV Protection
- 24+ Sunlens Colors
- Solid, Mirrored, Gradient Lenses
- Backside AR options

## SOLID SUNLENS COLORS



## MIRROR SUNLENS COLORS



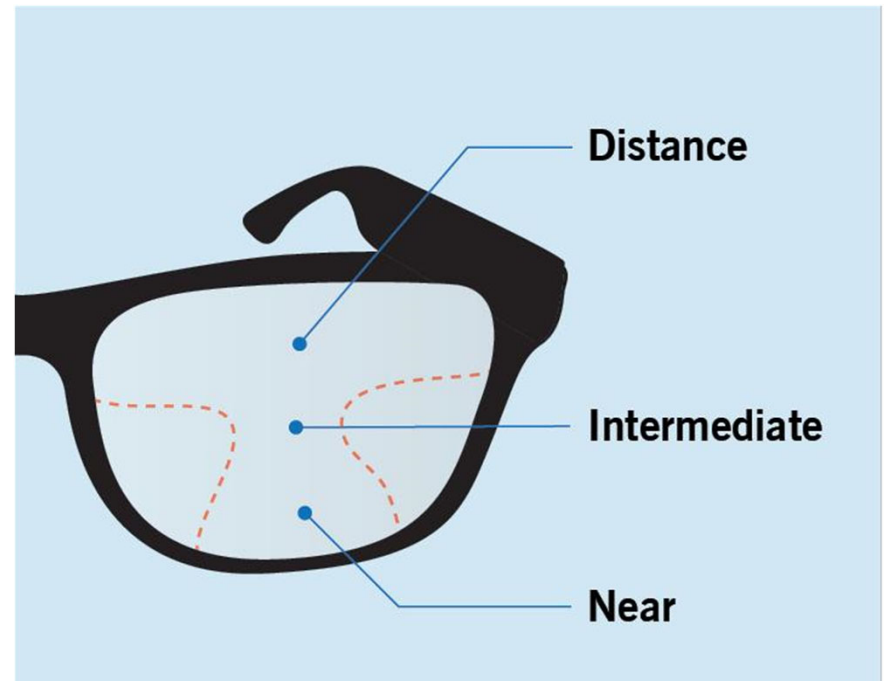
## GRADIENT SUNLENS COLORS





# Reading Powers

- Presbyopes
- AR Coating
- +.50 to +2.50
- Low Vision
- Non-adapts



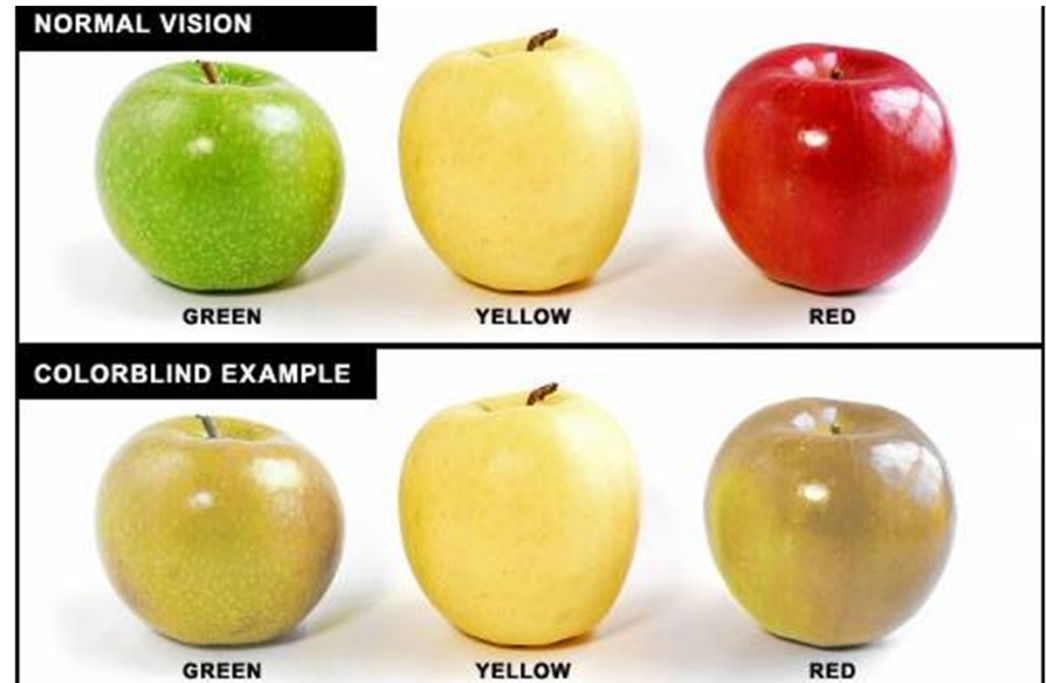
# Blue Light Protection

- Plano options
- Intermediate Distance to +2.00
- +.50 to +2.50
- Perfect for hard to find intermediate corridor
- Non-adapts



# CVD Treatment Options

- Do you test for CVD?
- Differing types & needs
- Different levels of severity





NORMAL COLOR PERCEPTION



CVD PERCEPTION

# BASIC OVERVIEW OF CVD & THE OPPORTUNITY

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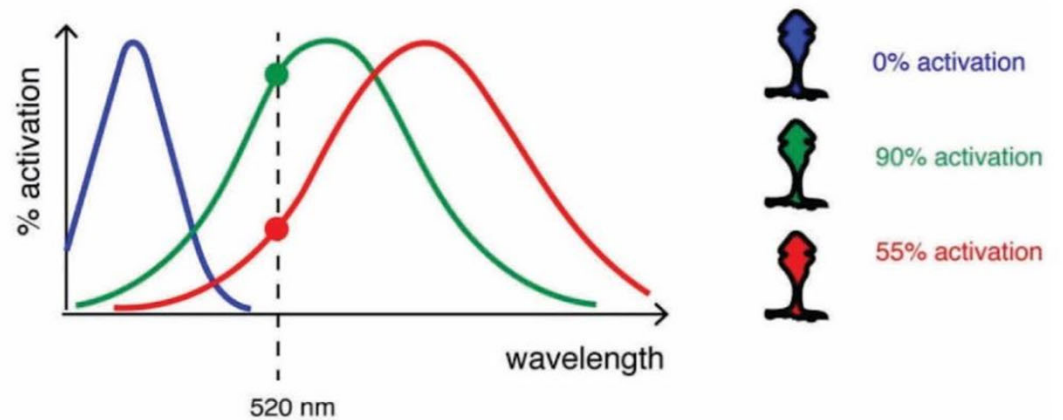
- **Color Blindness or Color Vision Deficiency:**
  - Hereditary - linked to the X chromosome
    - 1 in 12 men
    - 1 in 200 women
  - Caused by deficiencies in one or more of the three sets of color sensing cones (photo receptors) in the eye
  - No cure for CVD
  - Disability starts from birth and is lifelong
- **Opportunity**
  - 8% of your male patients suffer from CVD



## RED/GREEN SEPARATION

In *normal color vision*, the Red and Green cones have specific activation that allows for normal color perception.

(A) Normal



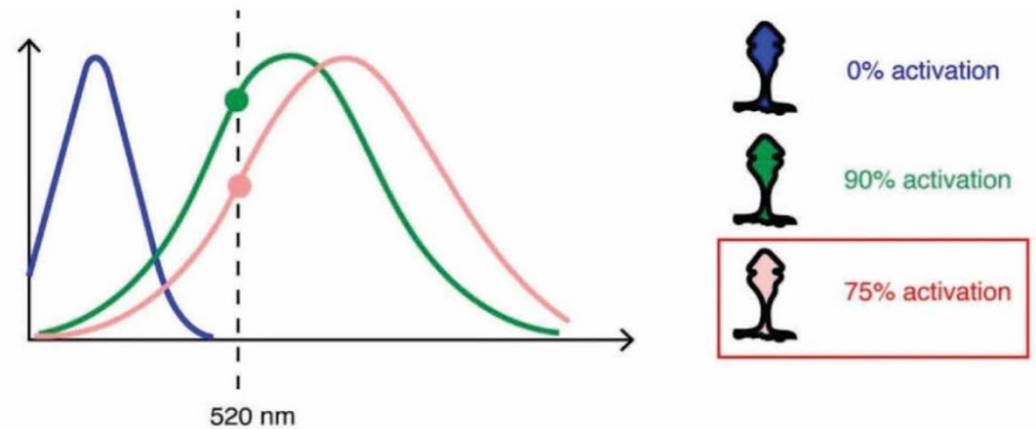




## RED/GREEN SEPARATION

In a *protan patient*, the higher activation of the red cones push upwards towards the green cones, resulting in muted and distorted colors.

(B) Protanomaly

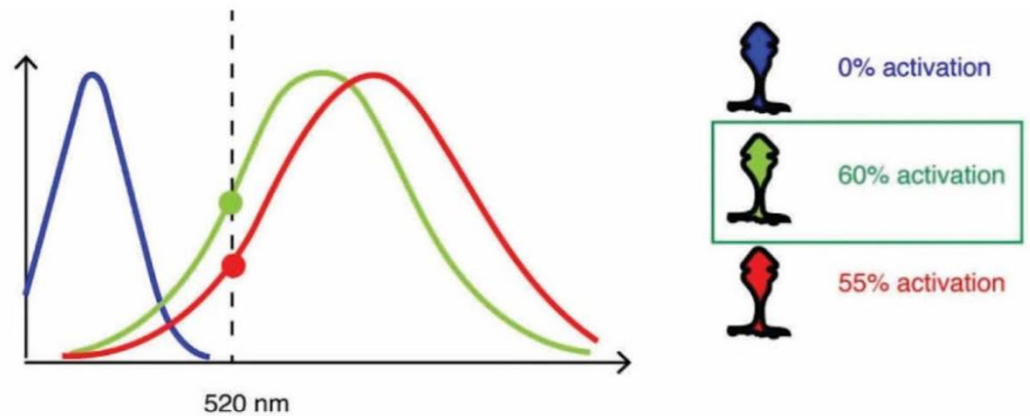




## RED/GREEN SEPARATION

In a *deutan patient*, the lower activation of the green cones come closer to the red cones, which also results in muted and distorted colors.

(C) Deuteranomaly



# Therapeutic & FL-41

- Designed to relieve discomfort from light sensitivity (photophobia)
- Differing tints (light/medium)
- Manage discomfort caused by harsh light





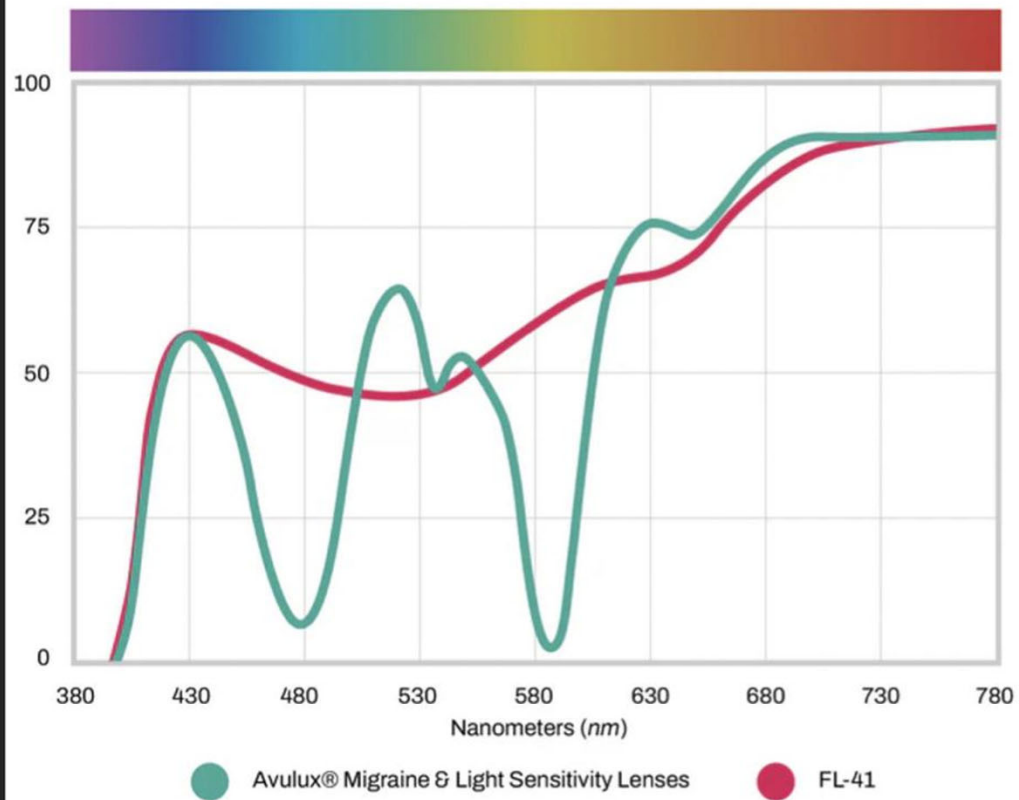
**CHEMISTRIE** | **AVULUX** 

The comfort of clinically proven Avulux Migraine & Light Sensitivity Lenses combined with the convenience of patented Chemie Clips.

As many as 90% of people living with migraine experience light sensitivity as a symptom.

Avulux is the only clinically proven lens for people living with migraine and light sensitivity.

Avulux lenses precisely filter up to 97% of harmful blue, amber and red light, while allowing in soothing green light - without disturbing the wearer's color perception.



## AVULUX VS. FL-41 LENSES





Created in 2018 specifically for migraine patients.

Multi-band precision optical filter.

Peer reviewed clinical study proving efficacy.

FDA pathway, general wellness device.

Patented lens, patient receives same lens as clinical study.

Color neutral.

Filters almost all harmful light, allows in more green light.

## FL-41

Created in the 1980's for flickering fluorescent light.

Tint/coating.

Color distorting pink/red color.

Filters less harmful light, allows in less green light.

Many ODs have been prescribing this for years, as they are not aware of Avulux yet.

# Night Driving

- New in 2025
- Innovative new hard coat
- Pink color helps cut glare and absorbs yellow and bright light from headlights and night hazards



## FEATURES AND BENEFITS

REDUCES HIGH INTENSITY LIGHT FLARES FROM LIGHT SOURCES.

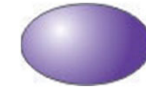
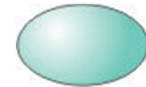
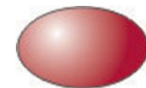
HELPS REDUCE LIGHT SENSITIVITY AND PROVIDES EYE STRAIN PROTECTION.

IMPROVES COLOR CONTRAST AND SHARPENS VISION IN LOW LIGHT CONDITIONS.

LOWER INVENTORY BY TURNING ANY CLEAR LENS INTO A NIGHT DRIVING LENS.

# Future Therapeutics

- New options in 2025 and 2026
- Working with low-vision ODs and experts to explore most needed on-demand relief
- Tint & dyes from established therapeutic management systems
- Therapeutic relief possible for age-related macular degeneration, photophobia, trauma, eyestrain, and more.
- What is the most prescribed tint in your office?





**Which of your  
patients will love  
custom clips?**

**The easiest way to  
increase patient  
satisfaction and add  
\$40K in incremental  
revenue just by  
selling 1 clip a day...**





# Questions?

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