

EYEGLAMOUR

**BEING MINDFUL
ON MYOPIA**

**NEW SIGHTS
& STYLES**

**HAVE EYEWEAR
WILL TRAVEL**



*Shades
Of Gold*

BANGKOK'S CITY OF ANGELS CREATES
THE PERFECT COSMOPOLITAN
SETTING FOR A GIRL-ABOUT-TOWN,
HER STYLISH ACCESSORIES AND CHIC
MODERN EYEWEAR.



ARMANI EXCHANGE 4082S/F 8275/8G

Height of Fashion

THIS SEASON, FOCUS POINT VENTURES TO TRENDY BANGKOK, A MODERN CITY THAT STILL HOLDS ON PROUDLY TO ITS BUDDHIST SPIRITUALITY AND HERITAGE.



SERENGETI 8624





POLAROID 4035/F/S MRCIG



CHRISTIAN DIOR DIORSTEP/F 3Y6R2





COACH 8271U 51766V



FURLA FD SFU311 0300



GUESS 7606 10T

BATHING APE SHARK07 BK



POLICE SPL782 09U5



RAYBAN 4305/F 6166/13



Mango 50B.

ผลไม้รวม Mix fruit 60B.

แอปเปิ้ล ชมพู Rose apple 150B.

แคนตาลูป Cantaloupe 50B.

สับปะรด Pineapple 50B.



CooperVision®

YOU DESERVE A
PREMIUM
LENS-WEARING
EXPERIENCE

Only Biofinity®

Treat yourself to an advanced monthly replacement contact lens designed to work in harmony with your eyes. Made with Aquaform® Technology material, experience a **naturally wettable, breathable silicone hydrogel lens** that **provides 100% of the oxygen** your eyes need for long-lasting comfort.



CooperVision®

Give your eyes an
OXYGEN BOOST
with **clariti® 1 day**

Enjoy the benefits of a high performing, comfortable daily contact lens in **clariti® 1 day**. Made with a unique combination of 3rd generation silicone hydrogel material, **clariti® 1 day** allows up to 3 times more oxygen transmissibility than hydrogel lenses, giving you whiter, brighter eyes and a healthier lens-wearing experience.¹

1. Data on file; Brennan NA: Beyond Flux: Total Corneal Oxygen Consumption as an Index of Corneal Oxygenation During Contact Lens Wear. Optom Vis Sci 2005.

AIR OPTIX® PLUS HYDRAGLYDE® Monthly Contact Lens

NEVER
SETTLE
FOR
BLURRY
EYES



Germaine Yeap
Martial Artist & Stunt Actor

2
INNOVATIVE
TECHNOLOGIES



#NeverSettle



A PROTECTIVE SURFACE UNLIKE ANY OTHER³ WITH SMARTSHIELD™ TECHNOLOGY

AIR OPTIX® brand contact lenses feature the same exclusive SmartShield™ Technology. This technology creates an **ULTRA THIN PROTECTIVE SHIELD** around the outer surface to **MINIMIZE THE AMOUNT OF EXPOSED SILICON AT THE LENS SURFACE.**⁴



SMARTSHIELD™ TECHNOLOGY

- Superior overall deposit resistance from lipids.^{5,6}
- Helps protect the lens from deposits, such as cosmetic and hand cream residue.^{7,8}
- Clear vision, even after 2 weeks of use.^{1,2}

SMARTSHIELD TECHNOLOGY™ HAS DEMONSTRATED CLEAR¹ AND CONSISTENTLY COMFORTABLE LENS WEAR FROM DAY 1 TO DAY 30^{2,11}

THERE'S AN AIR OPTIX® BRAND CONTACT LENS TO FIT YOUR LIFESTYLE



NATURALLY BEAUTIFUL AND BREATHABLE COLOR LENSES

- Unique 3-in-1 color technology for naturally beautiful eye colors.
- 6X more oxygen than current color contact lenses.¹¹



FOR PEOPLE WHO NAP OR SLEEP IN LENSES¹²

- Highest breathability for up to 30 nights of continuous wear.¹²
- Top choice for lens sleepers among eye care professionals.¹²



COMFORTABLE, CLEAR VISION FOR ASTIGMATISM

- Clear, comfortable, and consistent vision for people with astigmatism. Uniquely designed to keep contact lenses in place and prevent blurriness.¹⁴



SEAMLESS, CLEAR VISION FOR PEOPLE WITH PRESBYOPIA

- Presbyopia is the loss of the eye's ability to focus on close objects.
- Enjoy clear vision at all distances, near through far.



CLEAR AND COMFORTABLE, ALL MONTH LONG¹³

- HydraGlyde® Moisture Matrix attracts and retains moisture on the lens surface for a longer lasting moisture boost to support a comfortable lens wearing experience.^{10,11}

Alcon

Get Naturally Twinkling Eyes with NEW FreshLook® ILLUMINATE



The new 3-in-1 Color Technology of FreshLook® ILLUMINATE has Starburst pattern that is designed to make your eyes **bigger** and **naturally twinkling** for a new natural effect on your eyes.

• 3-in-1 Color Technology

Now with newly added Starburst pattern.



• Bigger Print Diameter

New FreshLook® ILLUMINATE features 13.2mm graphic (print diameter) which is 5% larger than previous FreshLook® ILLUMINATE, to make your eyes bigger but still naturally beautiful.



• Blink-Activated Moisture Technology^{15,16}

An innovative moisturizing agent that is released with every blink for refreshing all-day comfort.



For those of you who prefer having a noticeable color change, giving you **Naturally Vivid Eyes**, check out **New FreshLook CC Lens**.

FreshLook® CC Lens is available in 2 new colors; **Mystic Hazel** and **Mystic Gray**.



Brought to you by FreshLook®, the #1 eye care professional driven color contact lens⁴ that provides a wide range of desired looks for **beautiful** and **natural-looking eyes**.

Alcon

Freshlook

For more information about FreshLook® ILLUMINATE and FreshLook® CC Lens, visit www.alconmalaysia.com or [Facebook/AlconMalaysia](https://www.facebook.com/AlconMalaysia).

References: 1. Pruitt, J., Lindley, K., Winterton, L. Triple-action moisturizers for increased comfort in daily disposable lenses. *Optician*, Nov 2007:27-28. 2. Alcon Data on File R377C007. 3. Alcon Data on File Pruitt Comfort Additives Memo. 4. Independent retail audit of the soft contact lens market, Malaysia Jun 2016. © 2016 Alcon. MY-FI0W-1900007

¹SmartShield contact lenses: AIR OPTIX AQUA Multifocal (SmartShield), AIR OPTIX for Astigmatism (SmartShield), and AIR OPTIX CONTACT (SmartShield) contact lenses. (SUA) 13.6 x 9.0 mm. AIR OPTIX NIGHTBLOOM (SmartShield) contact lenses: (SUA) 13.6 x 9.0 mm. (Other lenses may vary in size). ²Alcon Data on File. ³Alcon Data on File. ⁴Based on a clinical study with AIR OPTIX AQUA, AIR OPTIX for Astigmatism, and AIR OPTIX CONTACT (SmartShield) contact lenses. ⁵Overall superior lipid deposit resistance of AIR OPTIX AQUA contact lenses, as compared to other leading brands. ⁶Reference: J. Smith, W. Gifford, M. Gifford. In vivo analysis of cholesterol deposits on conventionally available silicone hydrogel contact lenses using a fluorescently labeled cholesterol ester. *Invest Ophthalmol Vis Sci* 2011;52(12):7282-7287. ⁷Smith, W. Gifford, M. Gifford. In vivo analysis of cholesterol deposits on conventionally available silicone hydrogel contact lenses using a fluorescently labeled cholesterol ester. *Invest Ophthalmol Vis Sci* 2011;52(12):7282-7287. ⁸Smith, W. Gifford, M. Gifford. In vivo analysis of cholesterol deposits on conventionally available silicone hydrogel contact lenses using a fluorescently labeled cholesterol ester. *Invest Ophthalmol Vis Sci* 2011;52(12):7282-7287. ⁹Smith, W. Gifford, M. Gifford. In vivo analysis of cholesterol deposits on conventionally available silicone hydrogel contact lenses using a fluorescently labeled cholesterol ester. *Invest Ophthalmol Vis Sci* 2011;52(12):7282-7287. ¹⁰Smith, W. Gifford, M. Gifford. In vivo analysis of cholesterol deposits on conventionally available silicone hydrogel contact lenses using a fluorescently labeled cholesterol ester. *Invest Ophthalmol Vis Sci* 2011;52(12):7282-7287. ¹¹Smith, W. Gifford, M. Gifford. In vivo analysis of cholesterol deposits on conventionally available silicone hydrogel contact lenses using a fluorescently labeled cholesterol ester. *Invest Ophthalmol Vis Sci* 2011;52(12):7282-7287. ¹²Smith, W. Gifford, M. Gifford. In vivo analysis of cholesterol deposits on conventionally available silicone hydrogel contact lenses using a fluorescently labeled cholesterol ester. *Invest Ophthalmol Vis Sci* 2011;52(12):7282-7287. ¹³Smith, W. Gifford, M. Gifford. In vivo analysis of cholesterol deposits on conventionally available silicone hydrogel contact lenses using a fluorescently labeled cholesterol ester. *Invest Ophthalmol Vis Sci* 2011;52(12):7282-7287. ¹⁴Smith, W. Gifford, M. Gifford. In vivo analysis of cholesterol deposits on conventionally available silicone hydrogel contact lenses using a fluorescently labeled cholesterol ester. *Invest Ophthalmol Vis Sci* 2011;52(12):7282-7287. ¹⁵Smith, W. Gifford, M. Gifford. In vivo analysis of cholesterol deposits on conventionally available silicone hydrogel contact lenses using a fluorescently labeled cholesterol ester. *Invest Ophthalmol Vis Sci* 2011;52(12):7282-7287. ¹⁶Smith, W. Gifford, M. Gifford. In vivo analysis of cholesterol deposits on conventionally available silicone hydrogel contact lenses using a fluorescently labeled cholesterol ester. *Invest Ophthalmol Vis Sci* 2011;52(12):7282-7287.

miacare™

Comfort Round the Clock



Providing your eyes with optimum care and hydration, revealing the youthful sparkle within.

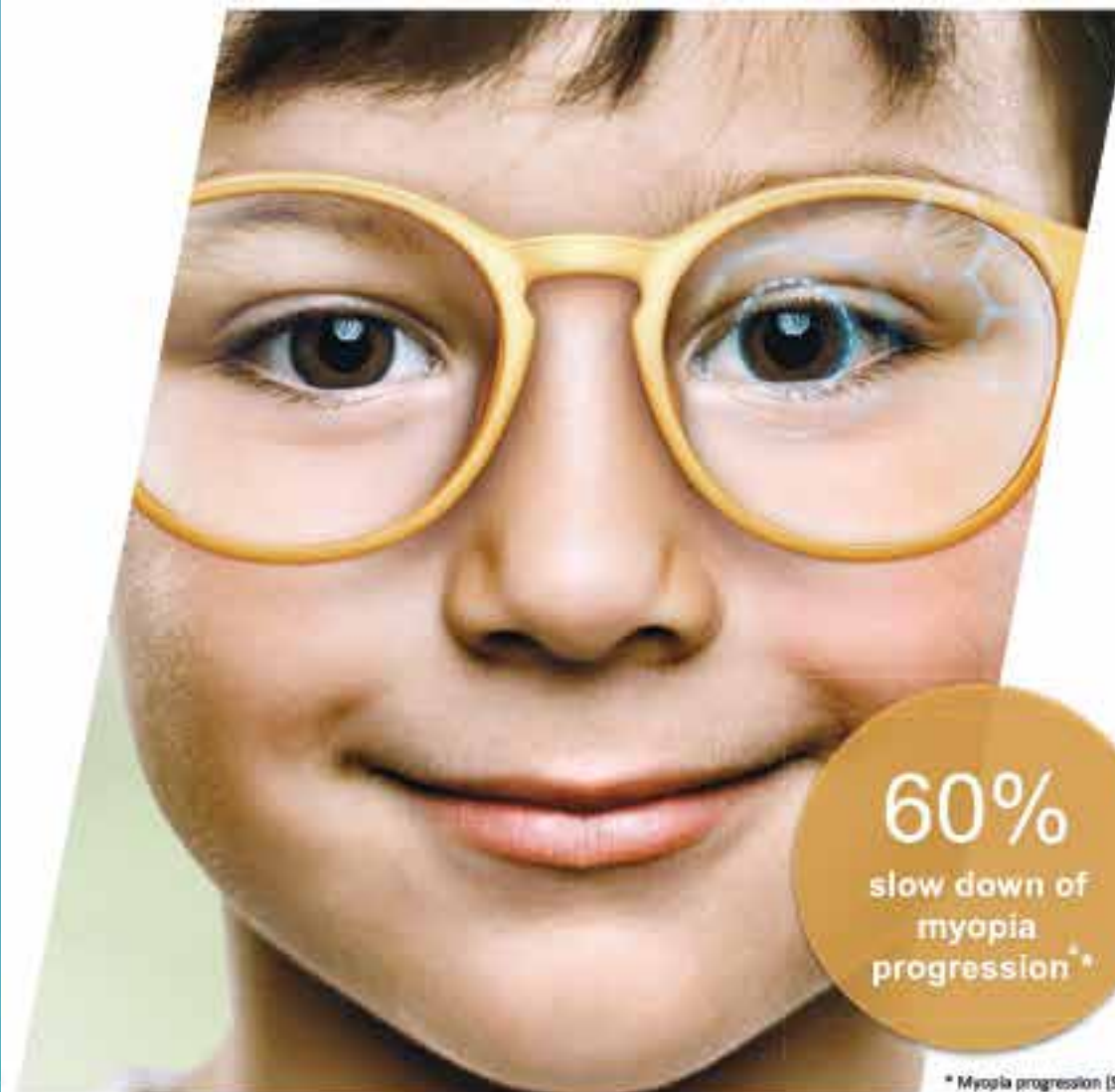
Newly launched with upgrade formula



DELIGHT™ Silicone Hydrogel Daily Contact Lens



HOYA



In 2018, the MiYOSMART lens with D.I.M.S. technology was awarded the prestigious Grand Prize, Grand Award and Special Gold Medal at the 46th International Exhibition of Inventions of Geneva, Switzerland.*



60%
slow down of
myopia
progression*

**EASY AND EFFECTIVE
NON-INVASIVE METHOD
TO MANAGE MYOPIA**

* Myopia progression (SER) by 59% and axial elongation (AL) decreased by 60% compared

CONSUMER RELEVANCE TODAY

An estimated **5 billion** people, or **half of the global population** could be affected by short-sightedness by 2050¹

Research shows that **more time spent on near-work activities** is associated with a **greater likelihood of myopia**²

HOYA'S SOLUTION MYOSMART	FEATURES	 D.I.M.S. TECHNOLOGY	 EYE SHIELD
	BENEFITS	An award-winning ³ and clinically-proven solution that corrects myopic refractive error while curbing myopia progression in average by 60% and halts myopia progression in 21.5% of children who participated in the trial. ⁴	Impact-resistant material safe for active kids and provides UV protection

¹Haidich A., Frickel TR, Wilson D.A., Jiang M, Haidich K.L., Samardung P, Wang T.S., Rudrapatni L.L., Swales J. Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2019. American Academy of Ophthalmology. 04/2016, vol. 123, no. 3, p.1032-1042. <https://doi.org/10.1093/ptnp/ptaa014>

²Huang H.M., Cheng D.S., Wu P.C. The Association between Near Work Activities and Myopia in Children - A Systematic Review and Meta-Analysis. 2019. PLoS ONE. 14(10): e0218419. <https://doi.org/10.1371/journal.pone.0218419>

³Price list of the 46th International Exhibition of Inventions of Geneva - 2018. http://www.inventions-geneve.ch/images/2018_PRICE_LIST_English.pdf, accessed 24.08.19

⁴Lum CL, Tang WC, Lau CC, Lee RHC, Qiu Y, Ho J, Swales J, Li H, Yamada T, To CH. Delcous Incorporated MiYOSMART (M40) Specialty Lens: slow myopia progression. *J Opt Soc Am Opt Technol*. 2018; 16(1): 1-11. <https://doi.org/10.1364/OPTON.16.1.1>

SEE MORE. DO MORE.

#1 IN SPECTACLE LENSES WORLDWIDE*

Eyezen RELAX YOUR EYES AND HELP PROTECT FROM SCREENS. With EYEZEN™ lenses, your eyes will not tire⁽¹⁾ thanks to their specific design enhancing your vision on screens. They also protect you against harmful blue-violet light⁽²⁾.

essilor

*Based on the 2018 Global Spectacle Lenses Market Report. © 2018 EssilorLuxottica. All rights reserved. For more information, visit www.essilor.com.

LIVES CHANGE FASTER THAN BODIES CAN ADAPT TO

Constantly stretched in different directions, with a to-do list that never ends, we neglect to realise the strain on our bodies. This carelessness leads us to overlook simple tweaks that can bring instant relief and protection.

WHEN IT COMES TO YOUR EYES, IGNORANCE IS DANGEROUS

It is possible to get eye strain at any age but it shows up most abruptly with extended use of digital devices. This is due to the physical characteristics of devices and digital screens, compounded by our usage behaviour and lifestyle. One example of the different elements coming together is how it is common to enjoy shows on mobile devices – whether commuting or at home – instead of on television.

As devices get smaller and our time spent on them increase, new and ill-fitting postures and habits can develop when we are not alert. We all know someone who use their mobile phones in dim lighting or right up to the time they sleep. Multi-tasking between applications and faster finger- or thumb- scrolling also force our eyes to focus faster than ever before, thereby increasing visual strain.

Most do not realise they experience visual fatigue as a result of these modern behaviours. Symptoms of eye strain range from feeling the need to blink, dry eyes, being bothered by the glare of screens, and feeling the need to rest your eyes in the middle of tasks or get closer to the screen. A qualitative study among 482 18-39 year olds across USA, France and China found that 7 out of 10 persons experience medium to high level of tired eyes.

Fortunately, Eyezen™ was developed to relax and protect your eyes so that you can enjoy life without missing a byte.

NO NEED TO COMPROMISE

If you are short sighted, there is a high chance your current eye glasses are designed to support your far vision needs – helping you to see classroom boards and presentation screens clearly. As more tasks are done up-close and time spent on digital devices nowadays, it is timely to consider more suitable eye glasses. Eyezen™ lenses were developed to answer your evolving visual needs.

Compared to regular lenses, Eyezen™ technology gives you sharper focus and clarity of vision, to relax your eyes in your multi-tasking and digitally connected life. Eyezen™ lenses are also embedded with technology to protect your eyes from harmful blue-ultraviolet light from digital screens.

So what are you waiting for? Bring your everyday eye glasses to your trusted eye care professional for a check. If they are regular single vision lenses, you can ask for Eyezen™ – designed specifically to relax and protect your eyes for your digitally connected lifestyle.

BAUSCH + LOMB

ULTRA™ contact lenses with MoistureSeal™ technology

SEAL IN THE MOISTURE

A new generation of silicone hydrogel

16 HOURS COMFORT*

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

Retains moisture for a full 16 hours^{1,2}

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

1. Data on file. 2018 16-Hour Comfort, Dispensing Clinical Evaluation of Moisturized Contact Lenses as Compared to Air Optix Aqua, Avaira Bello & Bello, and Biotruly Lenses. RDC1-13-002, 2nd May.
2. Data on file. 2018 MoistureSeal™ Support Study. 27th May.
3. Sheffer, R. et al. (2014). Clinical Performance of Bausch + Lomb 4 Silicon Hydrogel Contact Lenses. Contact Lens Spectrum, Special Edition, 39-38.

See better. Live better.

FreshKon COLORS FUSION
Cosmetic Contact Lenses

NO.1 COSMETIC CONTACT LENSES

Styled In COLORS

NEW! MOONDUST Series 1-MONTH Disposable

BLOSSOM Series 1-MONTH Disposable

BRIGHT BROWN Series 1-MONTH and 1-DAY Disposable

MOONDUST Series: MOONDUST BLUE, MOONDUST PINK, MOONDUST GREEN, MOONDUST PURPLE, MOONDUST ORANGE, MOONDUST RED, MOONDUST YELLOW, MOONDUST WHITE.

BLOSSOM Series: BLOSSOM PINK, BLOSSOM ORANGE, BLOSSOM GREEN, BLOSSOM PURPLE, BLOSSOM BLUE, BLOSSOM RED, BLOSSOM YELLOW, BLOSSOM WHITE.

BRIGHT BROWN Series: BRILLIANT BROWN, BRILLIANT PURPLE, BRILLIANT BLUE, BRILLIANT GREEN, BRILLIANT PINK, BRILLIANT ORANGE, BRILLIANT RED, BRILLIANT YELLOW, BRILLIANT WHITE.

MODEL IS WEARING Brilliant Brown

www.freshkon.com



MYOPIA - CAN BE TREATED?

What is myopia?

Myopia, or also known as short-sightedness, is a vision condition in which people can see close objects clearly but objects farther away appear blurred.

What is risk factors for the development of myopia?

An important risk factor for the development of myopia is a family history of myopia. Besides, decreased accommodative function and esophoria at near may be risk factors for myopia development. Environmental factors, such as lifestyle changes that include decreased time outdoors and increased near work activities, are likely a big cause of the upswing in myopia.

Why we need to look on the development of myopia seriously?

We need to concern on increase of myopia progression. High myopia increases the risk of ocular diseases such as:

- Glaucoma: Glaucomatous optic neuropathy
- Myopic choroidal neovascularization
- Retinal detachment
- Cataract

In addition, mild vision impairment found in high myopia without ocular pathology (in healthy eyes). Myopia also affects quality of life and personal development.

Is it correct if we follow exactly prescription that given by optometrist will increase the myopia progression when we wear a new spectacles?

We often hear that we need to reduce a little bit prescription given (undercorrection) so that our refractive error will not be increase. Unfortunately, no evidence support this idea. Recent reports show that undercorrection is associated with a higher rate of myopia progression due to peripheral and central blur, stimulating axial length growth.

So, how to stop the myopia progression?

Very hard to say that we cannot stop the myopia progression easily but we can reduce the rate of myopia progression such as:

- 1. Optical control using functional spectacles lenses**
Multifocal and executive bifocal lenses can reduce the rate of progress of myopia safely without any side effect by a +1.50DS addition. These lenses are thought to reduce the stimulus for axial elongation, either by reducing the accommodative lag in myopia or by imposing myopic focus in the superior peripheral retina.
- 2. Specially designed contact lenses that reduce peripheral hyperopia or create significant myopic defocus can slow the progress of myopia.**
- 3. Orthokeratology**
Process that uses specially designed gas permeable contact lenses overnight to temporarily reshape the contour or flatten of the cornea to reduce refractive error.
- 4. Pharmacological and therapeutic control**
Low-dose atropine (0.01%) has been shown to be one of drug to reduce the myopia progression. Other agents have been suggested for the control of myopia, such as 7-methyloxanthine. However, larger clinical trials are needed to establish their safety and efficacy.
- 5. Time spent outdoors**
Spending more time outdoors can protect against the onset of myopia, the effect of near work and the effect of parental myopia and possibly slow the rate of progression of myopia.

For a conclusion, myopia progression among us not a small thought that we can easily ignore because myopia can be inherited. If any questions, please seek advice from your optometrist or ophthalmologist and get an eye examination regularly. Start to advice your beloved to reduce screen time, let's play outside!



'AMMAR BIN AMIR
Optometrist
B. Optom (Hons) UKM
Focus Point AEON Kinta City



A SIGHT FOR SORE EYES

In conjunction with World Sight Day 2019, Focus Point brings attention to the importance of eye health through its "Vision First" campaign.

Educating Malaysians about the importance of eye health was one of the core focuses for Focus Point Holdings Berhad, as they launched their "Vision First" campaign in conjunction with World Sight Day 2019. Held from 7th to 13th October, a series of activities were held at Sunway Pyramid to bring attention to the current rise in myopia or short-sightedness among school children and adolescents.

Myopia is a serious issue amongst Malaysia's youth, as at least 10% of the children in Malaysia suffer from undiagnosed vision problems. A substantial number of children between the ages of 4 to 6 also face eye-related issues that could lead to permanent visual impairment if left unchecked. According to Focus Point president and chief executive officer Datuk Liaw Choon Liang, the company's aim was to raise public awareness on the importance of sight and proper eye care in order to prevent eye-related diseases.

The week-long campaign saw Focus Point invite eyecare professionals to provide free, comprehensive eye check-ups for the public. Several talks and seminars also took place throughout the week to inform the public on how best to protect one's eyes from environmental harm and tips on dealing with myopia.



ASHLEY LOLA JM6207 C10



ASHLEY LOLA JM08040 C5



A Traveler's Perspective

FOCUS POINT SETS NEW STANDARDS FOR THE FASHION SAVVY, AND EVERYONE ELSE LOOKING FOR THE LATEST AND GREATEST IN EYEWEAR.



COACH 8271U 51766V





WHOOSH WFS5030 C2



ASHLEY LOLA JM08033 C4A



WHOOSH DE16338 C02





WHOOSH DE1629 C1



GUCCI 4120K 002



WHOOSH DE16527 C4



ASHLEY LOLA JM6205 C5





Shine on Me

WHOOSH WFS5001 C9

ASHLEY LOLA JM8039 C6



Floral Phenomenon

WHOOSH DE1629 C1

ASHLEY LOLA JM8038 C5



Haute Pazaar



Motif Maden

WHOOSH BB10003 C4



Forbidden Fruit

ARMANI EXCHANGE 3057F 8266

Chatuchak

OPEN YOUR EYES TO CHATUCHAK MARKET, ASIA'S LARGEST MARKET AND MUST-SEE DESTINATION IN THE THAI CAPITAL.



Now You See Me

ASHLEY LOLA JM8038 C5



JAGUAR 31017 A414



Spice of life



Made in the Shade

WHOOSH DE16380 C03



HUGO BOSS 1070 1003



Porcelain Doll



Market Special

MARC JACOBS 211F 086

EVENT



WALK THE WALK

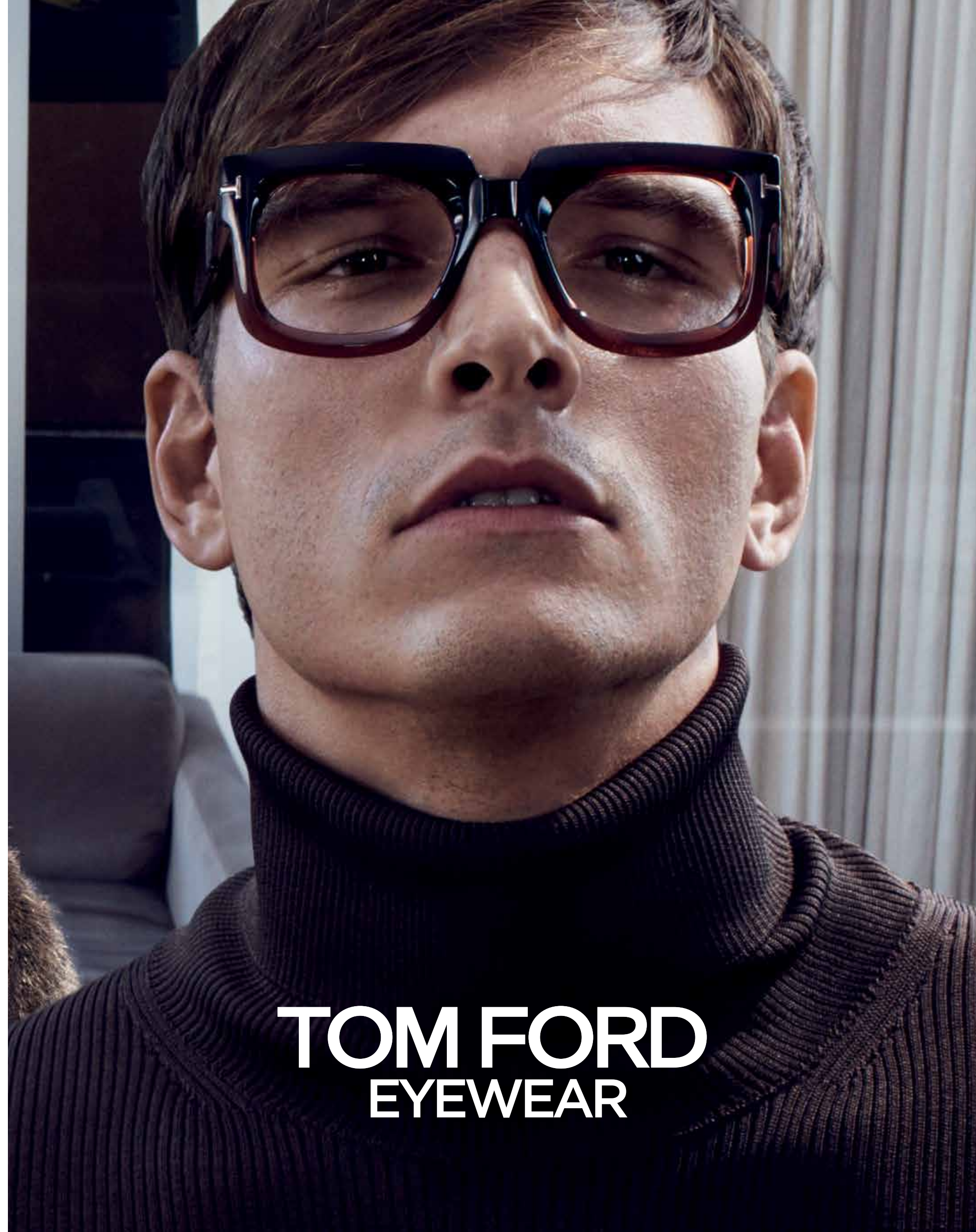
Focus Point marks another consecutive year in charitable initiatives with the Focus Point Dazzling Charity Ball.

Focus Point, Malaysia's leading optical chain store celebrates another successful year in corporate social responsibility by organising the Focus Point Dazzling Charity Ball, a fund-raising charity event that incorporated a subsidiary title show from Miss Tourism International 2019/2020 World Final's 39 delegates at One World Hotel.

For close to a decade, the Focus Point Caring Hearts Charity Foundation has been the Corporate Social Responsibility arm of Focus Point, charged with spearheading charitable events and fund-raising initiatives, which include annual highlights such as the World Sight Day, blood drives, diagnostic eye screenings for the public and awareness campaigns. This would be the 10th consecutive year Focus Point would be hosting the subsidiary title to Miss Tourism Queen of the Year International as Gold Sponsor and Official Eyewear Chain Store.

Invited members of the media and influencers flocked to attend the Dazzling Charity Ball, which featured 39 gorgeous women sashaying down the runway as they showcased the latest branded eyewear collection from Focus Point, while decked in stunningly chic looks. Chosen for their beauty, grace and charisma on stage, one of these girls would be awarded the Focus Point ambassadorship by the end of the night and of course, the much-coveted title of Miss Focus Point Dazzling 2019. That lucky girl turned out to be Ms Ukraine, who for the next year would represent Focus Point in all their marketing and brand campaigns. Meanwhile, Ms Malaysia walked away with the People's Choice Award, having received the highest votes from the 300 invited attendees.

Among the esteemed judges this year were Miss Malaysia Tourism Metropolitan 2016/2017, Miss Tiong Li San; Miss Malaysia Tourism 2018/2019, Miss Caenne Ng; Miss Tung Mei Chin, who was Miss Malaysia Tourism 1999 and Miss Malaysia Tourism Metropolitan 2015/2016, Miss Elaine Chong. Datin Nancy Sim, the Chairman for the Focus Point Caring Hearts Charity Foundation was also present during the event to express Focus Point's delight in their collaboration with D'Touch International Sdn Bhd, which helped make this event a success.



**TOM FORD
EYEWEAR**

Ray-Ban

GENUINE SINCE 1937



#PROUDTOBELONG

**JACKSON WANG
RAY-BAN GLOBAL BRAND AMBASSADOR**

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