

LaunchPad **New Products and Technology**

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FRAME COLLECTION

ClearVision Optical Launches Aspire 4.0 Collection

Quick Take: [ClearVision Optical](#) has released the latest iteration to the Aspire line, Aspire 4.0.

Specifics: Six new styles: Three for women, including one petite style as well as three for men.

Selling Points: Aspire 4.0 frames are equipped with sleek saddle bridge design and are crafted in an innovative material which is the company's proprietary SDN-6. This allows for maximum flexibility while still creating a fashion-forward look. Aspire's frames set themselves apart by [Read More](#)



CONTACT LENSES

Visioneering Releases NaturalVue Multifocals in Plus Powers

Product: NaturalVue (etafilcon A) Multifocal 1 Day Contact Lenses in Plus Powers

Top Line: [Visioneering Technologies](#) is launching NaturalVue (etafilcon A) Multifocal 1 Day Contact Lenses in Plus Powers. The expansion of plus powers gives NaturalVue Multifocal (NVMF) the most extensive power range available in 0.25 D steps of any daily disposable soft multifocal contact lenses currently on the market, according to Visioneering Technologies.

Close Up: NaturalVue Multifocal 1 Day Contact Lenses [Read More](#)



ALSO NEW

KLiiK denmark Bows New Styles for July

[KLiiK denmark](#) has added three new styles for July that blend innovative constructions, attractive color combinations and original finishes. Featuring a round retro shape, metal frame K-621 shows off three eye rims that are soldered together onto a monoblock front and highlighted with contrasting double stripes. To top off the style, an epoxy lacquer is applied over the frame for an ultra-shine finish. With a modified square shape, women's style K-623 features a marble acetate [Read More](#)