

Dear Business Partner,

We are pleased to present you our October topics of the Optimed Corporation Newsletter.

In this edition we will be taking you through key product highlights & would like to provide you some more special information with regards to ordering.



PRODUCT

Dynamics Colorwave

Fresh colors – fresh shapes: Dynamics Colorwave offers a great shape variety, well balanced between young, elegant and classic looks. The vivid style is accentuated by translucent color effects, also applied on the new temple tip. A cool double-bar design highlights the concept, available in verity of colors. Dynamics Colorwave is therefore dedicated to all Silhouette target groups!

This week we are launching Dynamics Colorwave Nylon, Model No - 5496 & 5497. So get excited for a fresh edition to the Dynamics Colorwave family, a great concept to have.



USPs | Dynamics Colorwave Nylon

- Puristic nylon design with very soft upper edges
- Caressing colors, tone-in-tone as well as color highlights
- Warm colors and cold colors offer a color palette for everyone
- Decoration element either with metallic effect or with SPX+ surface
- Totally covered Titanium pin
- Smooth transition from SPX temple sleeve to temple tip
- Absolute **attractive Price Point:**

Sr. No.	Product	Dealer Price	MRP Price
1	Dynamics Colorwave – 5496	7810	18480
2	Dynamics Colorwave – 5497	7810	18480

To book your order you can contact our customer care representative at 022 2204 9834 or get in touch with the sales representative that attends to your region.

MARKETING



We are pleased to present you the new Silhouette Brand Campaign 2017/2018, with new copyright visuals.

The new visuals are available for In-store branding / VM update. Kindly keep us posted with any In-store branding / VM update requirement for better assistance.

Events

ZEISS 'YOUANDEYE' AWARDS 2017



We now have a personalized link for SILHOUETTE with the list of optician branches! This way, it is easier for the customers to find the opticians who have Silhouette brand and the opticians get to promote the brand through our 'Win a Free Eyewear' campaign.

You can share this with your consumers to vote for you and win Silhouette Eyewear.

Here's the link: <http://youandeyeonline.com/in/campaign/silhouette>

Wishing you a happy and prosperous Diwali. May this Diwali be bright for you and your family. May God fulfill all your wishes this Diwali. Happy Diwali!

