



BROOKLYN OPTICA

WHY HOYA SYNC III LENSES? DIGITAL USERS....



“Relaxing our eyes in a digital world”

Our eyes are not made for screens... Sync lenses are.

Sync lenses are enhanced *single vision* lenses specifically designed to relieve digital eye strain, by allowing you to effortlessly focus between near and far tasks, all day!

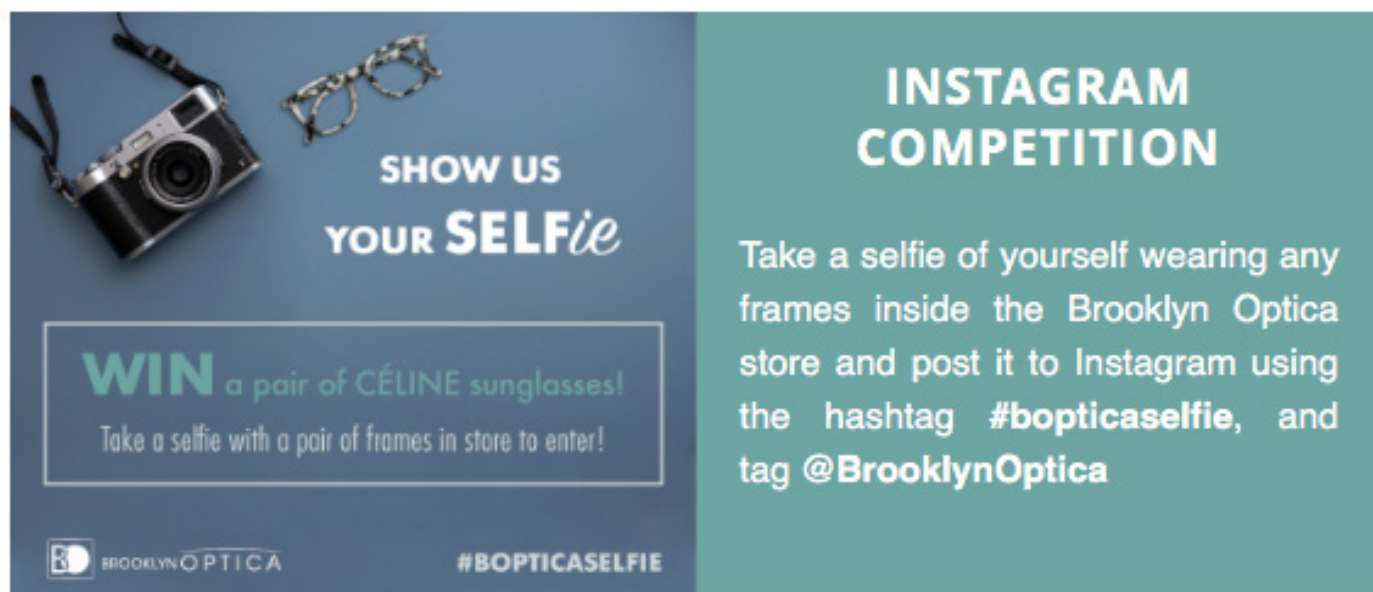
This lens design has the distance power for everyday use with a “boost zone” at the bottom, which helps the eye muscles to remain relaxed, no matter how visually strenuous your day may be. Our daily screen time has increased tremendously and as a result our eyes feel weary and fatigued.

Sync lenses are ideal for people from the ages of 13 up to about 45. More and more adults and children are permanently busy staring at some sort of digital device with a back-lit screen: for eg tablets, smart phones etc. These devices are generally held at barely an arm’s length away from our eyes!

This generation lives an increasingly over-exposed digital lifestyle and evolution hasn’t caught up yet.

Times have changed Shouldn’t your spectacle lenses too?

[FIND OUT MORE](#)




**SHOW US
YOUR *SELFie***

WIN a pair of CÉLINE sunglasses!
Take a selfie with a pair of frames in store to enter!

**INSTAGRAM
COMPETITION**

Take a selfie of yourself wearing any frames inside the Brooklyn Optica store and post it to Instagram using the hashtag **#bopticaselfie**, and tag **@BrooklynOptica**

 BROOKLYN OPTICA **#BOPTICASELFIE**

[CLICK HERE FOR T&C'S](#)

WELCOME MAUI JIM PRESCRIPTION RANGE!



Maui Jim prides itself on crafting a stellar product—and it won't cut corners, even in tough times.

The Hawaiian-vibing brand located in one of the most non-tropical towns, Peoria, IL, was among a small group of U.S. companies that managed to thrive during the 2008 recession, as a direct result of smart decision-making and planning. So when demand arose for ophthalmics, which officially launched in January, the company spent years developing a frame collection that would reflect its commitment to the lens experience.

“The inspiration came when Walter [Hester, CEO] was traveling around the world and consistently heard that eye care professionals wanted us to make optical frames and lenses,” said Jay Black, vice president of global brandmarketing. “They wanted us to bring sunglass excellence to ophthalmics.” Maui Jim delivered.

The frames are awash in colours of sea glass—a regular sight on the beaches in Kauai—in emerald green, aqua, cobalt blue, amber and sea foam. Each design in the Kapa collection captures delicate patterns in that Hawaiian tradition of creating patterns on the robes of royalty.

GET YOUR HANDS ON THESE SPECIALS BEFORE END AUGUST



Get a **FREE PAIR** of Seiko indoor PC lenses with SRB coating.

PROMOTION RUNS FROM 1 JUNE - 31 AUGUST 2018

*T&Cs apply

SEIKO
STAYING TRUE PERFORMS



Relaxing your eyes in a **DIGITAL WORLD**

COMPLETE PROTECTION: JUNE - AUGUST 2nd PAIR FREE

*T&Cs apply

HOYA



2 + 1 Promotion
Buy 2 (30 or 90 packs) and receive 1 FREE!

Promotion valid until end August

CooperVision®



90 + 30 Promotion
Buy any 90 pack and receive a 30 pack FREE!

Promotion valid until end August

CooperVision®



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Our mailing address is:
boptica@mweb.co.za

Tell: 012 346 2413