



THE FUTURE OF EYE CARE



For 50 years, Silhouette has been committed to excellence, both our own and that of Eye Care Professionals. We share many of the same values, and we have continued to learn from industry experts through the years. As a company, we

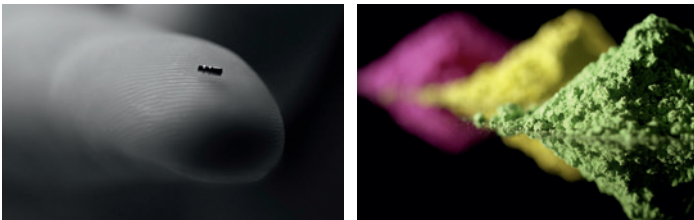
have started to look forward to what the next 50 years hold, and what we are seeing is an industry that is fundamentally changing in significant ways. Along with these changes come questions about how Eye Care Professionals can thrive in this new landscape. Silhouette strives to continue to play a part in supporting your practice as you seek to build your business.



The Future of Differentiation

Offering quality products sets the tone to your customers that you care about their long-term experience.

Product quality has always been one of Silhouette's core values. Our frames are produced in our own factories in Europe. This gives us control over all aspects of the process. We are so particular that we even produce many of the tools used to make our frames. The employees involved in manufacturing are skilled artisans, with positions requiring a minimum of 6 months of training.



Another source of Silhouette quality is derived from the materials we use. Silhouette is continually investing in improving and developing new materials. The comfort, durability, and longevity of proprietary materials such as SPX®, High Tech Titanium and Performance Steel™ are unparalleled and cannot be found in other eyewear.

The Future of Success

Thriving in this new environment means developing partnerships with the right companies. When you work with Silhouette you receive access to two iconic brands: Silhouette and adidas. You are also working with a company that concentrates its efforts on providing a better experience for Eye Care Professionals and their patients. Silhouette has been manufacturing eyewear for 50 years. We are both the manufacturer and the brand, which is why we take the quality of our product so seriously; it's our name on the eyewear. Silhouette produces a full line of ophthalmic and sun wear, with a focus on our modern and iconic rimless designs. adidas is one of the most recognized sports brand in the world and adidas eyewear produces sports performance, casual sun wear, and ophthalmic frames that are made to Silhouette's exacting quality standards. Between our two brands, we have something for everyone.

As the industry changes, it is Silhouette's mission to be with your business every step of the way. We take pride in our company and products and are dedicated to providing a better experience for Eye Care Professionals and eyeglass wearers.

For more information contact your Silhouette Account Executive at 1-800-223-0180.

