



FACT SHEET

Who We Are: The Vision Council is a non-profit trade association that serves a large core of members in diverse segments of the optical industry—from global companies to family-owned businesses. Membership is available to any person, firm or corporation whose primary business is the manufacturing or distribution of optical products and/or services.

The organization serves as a resource to the public looking to learn more about options in eyeglasses and sunglasses by providing the latest in eyewear trends, advances in technology and advice from eyewear experts.

The Vision Council maintains several operating divisions that provide guidance, education programs, marketing materials, research and advocacy outreach to address common interests among members.

DIVISIONS:

Eyewear and Accessories

- Represents those companies involved in eyewear/sunwear frames, frame materials and accessories businesses.
- Focuses on promoting eyewear as a fashion accessory, manufacturing standards, and regulation and industry benchmarking.

Lens

- Members are eyeglass lens manufacturers and distributors.
- Creates standards and regulations, reviews lens-specific manufacturing issues and educates eye care providers and consumers about lens technologies.

Lens Processing Technology

- Comprised of companies who distribute manufacturing equipment and supplies used in some eye care provider practices and optical laboratories to fit eyeglass lenses into frames, apply lens treatments and more.
- Monitors and establishes industry standards and creates industry-accepted compliance procedures.

Low Vision

- Includes low vision device companies.
- Raises awareness of low vision rehabilitation among eye care providers, visually impaired patients and their caregivers.

Optical Lab

- Represents lens processing and fabrication companies
- Provides education, information, publications and programs to help members operate and improve their business and lab operations.

Sunglass and Reader

- Encompasses member companies involved in the manufacturing and distribution of plano (non-Rx) sunwear and over-the-counter reading glasses.
- Promotes the fashion and function of sunwear and readers and provides guidance on standards and regulations.

DID YOU KNOW?

- The vision care products and services is a \$35 billion business sector—frames, lenses, contact lenses, sunglasses, over-the-counter readers, examinations and refractive surgery—in the U.S. market.
- 182 million Americans use some form of vision correction.
- 49.7 million Americans have more than one pair of prescription eyeglasses.
- 207 million Americans wear non-prescription sunglasses—UV radiation is present no matter the season.
- 28 million Americans wear over-the-counter reading glasses.
- 35% of Americans regularly use two or more pairs of prescription eyeglasses.
- 29% of eyeglass lenses purchased in the U.S. include an anti-reflective coating.
- More than a third of U.S. adults report spending four to six hours a day with digital media or related electronic devices—and 14% indicate they use digital devices 10 to 12 hours per day.

(Sources: *TheVisionCouncil.org*; *Annual VisionWatch Survey, March 2013*; *Eye Protection is Always in Season*; *AR Coating White Paper Report*)

REPORTS & WHITE PAPERS:

- *The Big Picture: Eye Protection is Always in Season*
- *Screens, Phones, Tablets & More: Keeping Your Eyes Safe in a Digital Age*
- *Eye Safety At-A-Glance: Protecting Your Vision at Work*
- Monthly VisionWatch Report (Members only)

CONTACT US:

Address: 225 Reinekers Lane, Suite 700, Alexandria, VA 22314

Media: Erin Hildreth, Marketing and Communications Manager, Consumer Products at (703) 548-5089 or ehildreth@thevisioncouncil.org

General email: info@thevisioncouncil.org

WHERE YOU CAN FIND US:



www.thevisioncouncil.org

www.eyecessorize.com

www.whatislowvision.org