

ORGANIZATIONAL OVERVIEW

The Vision Council is a non-profit trade association that serves member companies in diverse segments of the optical industry. Membership is available to any firm or corporation whose primary business is the manufacturing or distribution of optical products and/or services.

The Vision Council positions members for success by **advocating** on Capitol Hill, within federal agencies, and in many state capitals on issues impacting the field of vision care products and providing members with **access to The Vision Council's regulatory and federal affairs teams** to assist in company-specific issues. Furthermore, The Vision Council **provides analysis on timely optical market trends** and **offers access to custom research** from the most comprehensive optical and trade research program in the United States.

Furthermore, through **The Vision Health Alliance**, The Vision Council supports **consumer education around eyewear and eyecare**, and creates opportunities for **strategic relationship-building** through access to exclusive member programming at **industry forums**. These include **Vision Expo**, the trade-only conference and exhibition held twice a year that serves as a marketplace for the vision community to discover trends and conduct business, and **The Executive Summit**, an annual, executive-level networking and leadership development event.

DIVISIONS

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

EYEWEAR AND ACCESSORIES DIVISION

The Eyewear & Accessories Division represents those companies involved in eyewear/sunwear frames, frame materials and accessories businesses. This division focuses on promoting eyewear as a fashion accessory, manufacturing standards and regulations, and industry benchmarking.

LENS DIVISION

The Lens Division is made up of eyeglass and contact lens manufacturers and distributors. This group creates standards and regulations, reviews lens-specific manufacturing issues and educates eyecare providers and consumers about lens trends and technologies.

LENS PROCESSING & TECHNOLOGY DIVISION

The Lens Processing & Technology Division represents companies that distribute manufacturing equipment used to fit eyeglass lenses into frames, apply lens treatments and coating, and more. This division is uniquely suited to bring together multiple segments of the industry including optical labs and lens companies. As a division, they monitor and establish industry standards and create industry-accepted compliance procedures.

OPTICAL RETAIL DIVISION

The Optical Retail Division focuses on the unique business needs of optical retailers, provides government and regulatory guidance, and delivers consumer insights and specialized market data to help members improve their businesses.

QUICK FACTS*

- Members of The Vision Council produce 90 percent of the prescription lenses worn in the U.S.
- There are roughly 43,000 brick and mortar locations selling eyeglasses within the U.S.
- There are 196.3 million adult vision correction users in the U.S.
- There are 166.1 million US adults wearing Rx eyeglasses.
- The majority of consumers (45.6%) reported paying between \$100 and \$150 for frames.
- 221.4 million Americans wear nonprescription sunglasses.
- 32.8 million Americans wear over-the-counter reading glasses.
- 38.0 percent of Americans regularly use two or more pairs of eyeglasses.
- 52.3 percent of Americans regularly use two or more pairs of sunglasses.

LOW VISION DIVISION

The Low Vision Division comprises low vision device companies that, as a group, work together to raise awareness of low vision rehabilitation among eyecare providers, visually impaired consumers and their caregivers. The division aims to educate these audiences about low vision and its impacts. As the term used to refer to a visual impairment that is not correctable through surgery, pharmaceuticals, glasses or contact lenses, low vision is often characterized by partial sight such as blurred vision, blind spots or tunnel vision, but also includes legal blindness. Low vision can impact people of all ages, but is primarily associated with older adults.

SUNGLASS AND READER DIVISION

The Sunglass & Reader Division is made up of member companies involved in the manufacturing and distribution of plano (non-Rx) sunwear and over-the-counter reading glasses. As a division, they work together to promote the fashion and function of sunwear and readers, and provide guidance on standards and regulations.

LAB DIVISION

The Lab Division, composed of optical laboratories worldwide, provides information, publications, education, and programs to help members operate and improve their business and their lab operations. As a division, they work to raise the tide for the industry at large by driving the sales of multiple pairs.

*Data courtesy of The Vision Council's large scale 2020 consumer survey, VisionWatch, and the Jobson Census program