

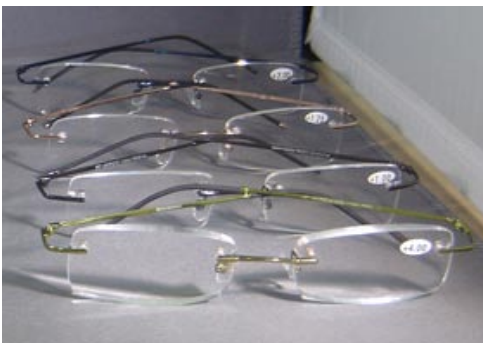
In this newsletter:

- New Rimless Readers - 6 Frame Colors – 2 Designer Frame Styles – 7 Magnifications – up to 4D!
- POP Displays that Sell!
- The PowerLux is Coming!
- Eschenbach Binoculars! Now You Can Buy Them Online!
- Our Free Webinars Continue . . . Which One Would YOU Like to Register For?
- Eschenbach Will Be Exhibiting at These Tradeshows

New Rimless Readers!

In 6 Eye-Catching Colors AND Two Designer Frame Styles

Eschenbach's new **Rimless Readers** are lightweight, attractive eyewear [for women and men] that provide a selection of different magnification strengths for performing a wide range of close-up tasks.



Rectangular frames

These designer readers are available in a variety of 6 striking colors (gold, gun metal, silver, green, blue, and red) and two frame styles (oval or rectangular); a protective black leatherette case is included with each pair.

And since they are offered in 7 different magnifications (from 1D to 4D in 0.5D increments), you will be able to satisfy a broad range of patient's needs, especially those who require the 4D power, a magnification that is not readily available from other reader companies.



Rimless Reader Display

Whether reading books, the newspaper or magazine, scanning financial figures, or working on a favorite hobby, **Rimless Readers** will provide ideal magnification in a rainbow of colors, at an unequalled price.

A point of purchase counter-top display fits 14 pairs of readers.

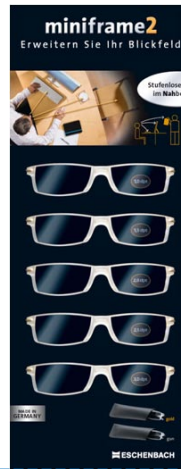


Oval style frames

To purchase this product, contact your Territory Manager or our Customer Service Department at (800) 487-5389.

POP Displays That SELL!

***76 Million Presbyopes have Emerged Between 1991 and 2009
and most need reading glasses!***



NEW! Rimless Readers
#2912 (28 pcs.)

MiniFrame 2s
#2905 (10 pcs.)

MiniFrames
#2910 (25 pcs.)

Buy \$500 in Readers* (to include at least 1 display assortment) and receive a free pair of Adventure Active binoculars (valued at \$150)!

***For specific details on this promotion, contact your Territory Manager or our Customer Service Department at (800) 487-5389.**



Buy Eschenbach Binoculars Online!



Now you can purchase Eschenbach binoculars online! Just go to www.eschenbachproducts.com and click on the 'Binoculars' category on the left-hand side and select your favorite binocular – over 35 models to choose from. Eschenbach will send your order to the address you specify.

Ask your local Territory Manager for your professional discount.

The Powerlux is Coming!

Be sure to look for next month's e-newsletter for details about Eschenbach's revolutionary, illuminated stand magnifier – the POWERLUX!

Free Low Vision Webinars!

Our webinars are 1-hour learning sessions on a wide range of topics that can be viewed and listened to in your office!

- Webinars are fast, convenient, and easy to attend! They are ideal for multiple listeners – you can use the speakerphone on your phone or your computer speakers so many of your staff can listen in.
- All webinars begin at 12pm Eastern time (9am Pacific) and last for 1-hour. At the end of each webinar, there will be time for questions.

Upcoming 2010 Webinars:

Date	Topic	Speaker
Wed., March 3 rd 2010	Visual Acuity, Magnification, Illumination, and Contrast Sensitivity	Ryan Heeney
Wed., March 17 th 2010	Don't Overlook Contrast Loss "Problems and Solutions"	Thomas I. Porter, OD, FAAO*

* Dr. Thomas Porter is Director of Low Vision Services, Saint Louis University Dept. of Ophthalmology

To register for webinars or for additional details,
email dsommers@eschenbach.com or call Doris Sommers at (800) 487-5389 x359.

March 2010 Trade Show Calendar

Eschenbach will be exhibiting at these tradeshows. Visit our booth to see our newest products!



DATE	TRADESHOW	LOCATION
March 5-6, 2010	Wills Eye Institute Annual Conf.	Philadelphia, PA
March 12-14, 2010	Southwest Council of Optometry	Dallas, TX
March 19-21, 2010	International Vision Expo East 2010	New York, NY
March 22-27, 2010	CSUN 2010	San Diego, CA
March 23, 2010	FERV - U of Houston Center for Sight Enhance	Houston, TX

For more information on any of the above tradeshows, please check the Internet or contact your local Eschenbach Territory Manager at (800) 487-5389.

(To learn more about the products listed in this email including pricing information, or to arrange an appointment with one of our representatives, please call us at (800) 487-5389 or visit our website at www.eschenbach.com. This email is sent on a regular basis to low vision practitioners to provide product updates, dispensing tips and news from Eschenbach. If you do not wish to receive future emails, please send an email to dsommers@eschenbach.com and ask that your name be removed from our email list.)



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Better vision. Better life.

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