



VISION CHECK

A must for kids before school!

NEW OJO TECHNOLOGIES

New OJO Sport Optical Frames

OJO Clip-on Glasses

Optical & sunglasses in one pair!

OJO TOTE BAG

New, handmade & ECO!



Back to work and school after summer vacations!



See life more positively

Summer is slowly coming to an end and the return to work is inevitable.

Returning to work after the summer holidays is usually not accompanied by the most positive feelings. As much as you've rested and cleared your mind, we're sure you're thinking about the up coming autumn or even wanting a few more days of vacation.

OJO, with this online OJO magazine, invites you to see life more positively and with a different eye. In this issue, you can read various articles about vision, be informed about the new OJO collection and technologies, but also learn more about our activities and actions for various aspects of our society.

We wish you a good new start at work as well as a good new start for your children, who are going back to school!

OJO team

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Why children need an eye-exam before start of school?

Vision problems can disrupt their school and academic performance!

It is a fact that a vision problem can make our life difficult and dysfunctional. At the same time, for children, this can affect their later life, since it can disrupt their performance in school. According to experts, the relationship between vision and learning is extremely interconnected

and powerful. Having in mind that over 80% of school learning/information is presented to students visually, it can be said that a vision problem can greatly affect a child's understanding and perception.

Eye disorders in children are not rare but extremely common, if you consider the statistics. More than one in four children of school age (approximately 6 to 12 years old) and 5-10% of preschool age children

(approximately 5 to 6 years old) suffer from vision problems. Additionally, more than one in five children have undiagnosed eye problems, as their vision has never been checked.

Taking into account the above statistics, it is extremely important to have a vision check for our child every year before the start of the new school year, even if the child has not complained about vision problems. In this way, we can be sure that the child will not have any obstacle in learning related to vision. After all, most vision problems in children can be treated, especially if diagnosed early.

The World Health Organization (WHO) estimates that 80% of vision disorders can be prevented or treated.

These disorders can be divided into three categories:

Refractive Disorders

These are disorders that do not allow light to focus properly on the back of the eye, i.e. the retina. This also means blurring of vision and the image we perceive. Parents can understand their child might have a

refractive disorder if they are going too close to the book to be able to read but also not perceiving various things that are in the distance, use of only one eye (the child looks from the side or closes one eye when he wants to see something) etc.

Refractive disorders include myopia, hypermetropia, astigmatism and presbyopia (only developed in older ages).

Functional vision disorders

These are conditions that affect the ability of the eyes to fully perceive the depth and dimensions of an object in space. This results in blurred or double vision (diplopia), eye strain, headaches, and can even cause children to see letters upside down or confuse similar words.

Disorders of visual perception

Our brain has the ability to accurately and quickly process and analyze the information presented to it visually. Visual perception is a skill of this function, which is the brain's ability to track, understand

80% of vision disorders can be prevented or treated.

World Health Organization (WHO)

and process various visual information. It is estimated that around 35-40% of people with learning disabilities show some kind of visual disorder. Classic examples of a visual perception disorder are color blindness or a child having difficulty recognizing words they have seen before. Difficulties in visual perception can lead to learning disabilities, dyslexia or low academic performance.

Children with difficulties in visual perception may experience headaches during reading, hypersensitivity to bright lighting, difficulty in following an entire page, words or letters break in two and appear as doubles, inability to focus on an object, etc.

How will I know that my child does not see well?

Unfortunately, in most cases, children will never complain that they cannot see well. Thus, all the responsibility falls on us parents, who should be the ones to take our children for a preventive check-up to specialists such as an optician or ophthalmologist, if the problem is more

complicated. At the same time, we should be alert for various suspicious symptoms or signs that show that our child may have a vision problem.

The experienced team of OJO Opticians as well as its experienced staff are at your disposal for a free vision check for both you and your children (for ages over 8), offering quality and stylish solutions that will get them ready and... cool for school, and you ready to go back to the office after your summer vacation!

See the world through OJO and get the kids ready for school!







wearing them, both day and night, with fewer reflections. This undoubtedly offers a great advantage, especially when driving at night. Also, the coatings applied make them less prone to scratches.

For those who spend a lot of time in front of a screen.

As for people whose computers are a part of their daily life or who spend a lot of time in front of a screen, an ideal option to protect their eyes is to choose optical lenses with an additional filter inside its material, which protects against harmful blue radiation that these devices emit. The result is safety and comfort while being in front of a screen for their eyes, while they offer 100% safety from the sun's ultraviolet radiation.

For people who want to use a pair of glasses from morning to night.

These lenses mainly serve people who do not want to have two separate pairs of glasses, prescription and sunglasses. This specific type of lenses change their color when being exposed to sunlight and returns to its transparent state when being indoors.

Multifocal lenses... for people who want to see clearly at near and far distances at the same time.

For people over 40, where presbyopia has started and they also have problems with distance vision, there is the option of multifocal lenses. The multifocal lenses give you the opportunity to focus on far objects (for example when working on a computer), and at the same time the opportunity to focus in close distances (for example while reading a book), simply by moving our gaze..

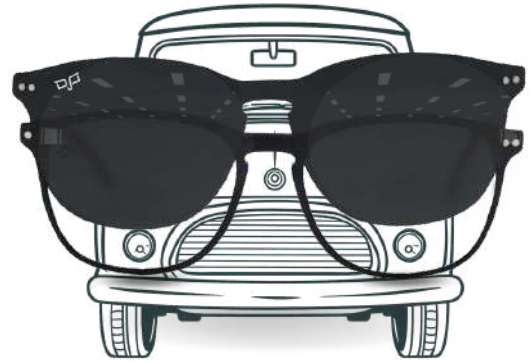


Lenses with high index (thinnest) or aspherical

These are lenses ideal for people with high prescription and are looking for an impeccable aesthetic result. Lenses that have undergone a thinning process, offer a flawless aesthetic effect and at the same time less weight (compared to lenses that have not). Furthermore, these lenses give the opportunity to someone to choose almost any optical frame they like without any restrictions, since the thickness of the lenses is less.

All the above options in lenses can be found at OJO, where the experienced OJO opticians will help you make the most correct choice, offering a free examination of your vision.

Vision and driving



It is a fact that the most important factor in driving is the driver's ability to perceive various information, 90% of which is been delivered by the eyes.

There are various reasons from which the ability of a driver is affected, such as age, eye health and also the driver's mental state. In addition to these reasons, there are other external factors that undoubtedly affect our vision and at the same time our ability to drive safely and comfortably, such as strong or low light and also the weather conditions such as rain, snow, sun and fog.

Safe & Relaxing Driving

Perhaps the most important role for safe and relaxing driving occurs by our visual acuity, i.e. how strong our vision is in distinguishing a distant object, the visual field which is also been affected by the speed of our vehicle but also our perception in bright contrasts.

Also, as we drive it is a fact that we blink our eyes less, as we want to pay more attention to the road and the various information that arises. It is recommended that, in the case we feel that our eyes are burning or that they are starting to dry, to make a short stop and hydrate them with artificial tears or water.

Daytime Driving

Especially in summer and on also sunny days, it is necessary for our own safety and also other people's safety, to wear high-quality sunglasses that can filter ultraviolet light (UV). At the same time, wearing high quality sunglasses can protect our eyes from wind and dust and also increase our perception of contrast.

Polarized Lenses for even more clearer vision

Polarized lenses in sunglasses are an excellent choice for clearer vision, as they have the ability to reduce reflections and optical polarization, reducing by this way the blur,

offering a clear image that allows the driver to have a better perception of distances and colors. Of course, if a person has vision problems, it is possible to combine polarized glasses with prescription lenses in one!

Driving at night

As the light during nighttime is lower, it is a fact that the driver's visual ability is also been decreased. According to research, around 25% of drivers worldwide have difficulty reading road signs or even understanding traffic signals. At the same time, 22% cannot understand the distance from other cars or pedestrians.

Vision problems & Driving

During the night, it is necessary to wear our prescription glasses if we have any vision problems, as the reflections of the oncoming cars, and also the bright lights, tire the eyes. Thus, it is necessary to have an eye check regularly, in order to see better and avoid any accidents due to bad sight.

OJO Solutions for better vision

At OJO, we offer a range of solutions and services to make you see the world more clearly and feel safer while driving. Each pair of OJO sunglasses offers 100% protection from UVA & UVB light and meets the European Protection Standards EN ISO 12312-1:2013.

Our professional OJO opticians as well as our experienced OJO stylists are by your side to find together the best quality solutions for your eyes, while offering stylish quality solutions and quality services to all of our customers.

OJO Opticians Team



optical frames

New



Athletic OJO optical frames

For those who want more color in their live

OJO makes the difference once again by offering another visual experience, by combining the most modern technologies in optical frames. Once again, OJO is a step ahead and presents a unique and practical Sport Optical Frames. This new series is made of TR-90, a modern technology material which is wear-resistant, flexible and light. Along with its non-slip colored stylish rubber coating on its temples and bridge, can be worn comfortably all day long.

For Athletic Lifestyles

These optical frames offer excellent fit thanks to the non-slip rubber coating on its temples and nose pads. This technology makes them the most ideal choice for those who work out or do sports, both outdoors and indoors, as they stay stable on the face, without having to remove them because they fall off.

These new OJO series are suitable for everyone, men and women as well as older teenagers.

For those who have a more... demanding job

In addition to sports activities, there are also people whose work is more demanding in terms of movement or vigorous physical activity. And in this case, the specific features of the OJO optical frame offers a lot, as it remains firmly on the face while also offers high stabilization and there is no risk of glasses falling while working.

For those who want to put some more color in their lives

Certainly, a pair of colored optical glasses exude confidence. This new OJO series combines both elegance and sports designs and makes them suitable not only for the occasions described above but also for those who want to stand out and make a fashion statement. These new OJO optical frames are suitable for any occasion and can go great with a suit, dress or even on the court while watching your team.



A few words about this new OJO Sport Optical Frames

This new line of OJO optical frames are not just fashionable glasses with high quality frame. In combination with OJO high quality lenses, can provide clearer vision and an absolutely high-quality visual experience.

You can find them in all OJO stores, with the well-known OJO offer 1+1 FREE, combining an optical frame and optical lenses for the price of either. At the same time, you can try them online and get them through the OJO online store with free home delivery and free return.



optical Frames

OJO Clip-on glasses

A technology that combines

optical glasses and sunglasses!

OJO, known for the quality solutions it offers to each of its customers according to their needs and their lifestyle, has further developed its range of clip-on glasses. This is an ideal choice for optical glasses wearers who want to enjoy the sun without changing their frames or buying an extra pair.

What are clip-on glasses?

Clip-ons, are a combination of optical glasses and sunglasses. , where on the frame optical lens are applied, but there is also the possibility to apply a sunglass lens, turning them at any time into a pair of sunglasses with corrective optics lenses, without affecting your vision.



OJO Optical Lenses

The OJO optical lenses that are applied to the frame and has all the coatings, each of which its own function. OJO lenses have anti-reflective and anti-scratch coatings and are hydrophobic and anti-static.

At the same time, those who spend a lot of time in front of a screen have the option for a lens with an additional UV420 filter in its material, which protects against the harmful blue

radiation emitted by these devices. The result is to work with safety and comfort, while they offer 100% safety from the sun's ultraviolet radiation.

OJO sun lenses

The sunglasses lenses, protect eyes from harmful ultraviolet light, since they are equipped with 100% UVA & UVB filter (400nm). At the same time, it comes with polarized filter, which eliminates reflections.

How do OJO Clip-On OJO Sunglasses work?

The OJO clip on, as mentioned above, are eyeglasses that come with an accessory, which is the sunglasses lenses in the shape of the front frame, which is easily fitted on with a magnet to the optical frame. At OJO you can find 2 types of magnetic clips:



With magnetic sun lenses

In this category, the sun lenses are applied directly to the frame with the help of magnets and can then be removed.



With magnetic sun lenses and fixing clip

Here, the sun lenses can be lifted up and fixed with a clip and magnet on the optical frame, with the option of removing it completely if desired.

OJO clip-on sunglasses are available in various sizes and shapes. At the same time, you can find them in various colors, such as yellow, green, blue, red etc.

OJO's experienced team of Opticians as well as its experienced staff are at your disposal for a free vision check, offering quality and stylish solutions tailored to your needs.

optical frames

Handmade glasses

made of Laminated acetate



They offer extra durability, functionality and a distinct style

OJO, known for applying the most modern technologies in its glasses and optical lenses, has been once again a step ahead, presenting a new line of glasses. The new line of OJO glasses made of Laminated acetate, uses the most modern technology in the manufacture of frames, offering even more in both quality and style!

✓ **Extra durability and flexibility**

The most modern technology in the field of eyeglasses frames. Made from acetate, which is coated and laminated with other materials, offering extra strength and flexibility.

✓ **Lightweight for comfortable fitting**

It is extremely light and flexible, which makes it even more comfortable to wear.

✓ **Hypoallergenic**

Acetate is a completely hypoallergenic material, which makes it the best option for high-quality glasses production.

✓ **Even more impressive designs & patterns**

Due to the acetate material, there is the possibility of making even more complex patterns and textures, which until now were difficult or even impossible to achieve, with vivid colors and extra finishing (shine).

These new OJO Laminated acetate frames are a great choice in both sunglasses and optical frames. They offer extra durability, functionality and style.

You can find them in all OJO stores, with the OJO offer 1+1 FREE or buy them online from the OJO online store, by virtually try them on your face, via the OJO Virtual Try-on app!

optical frames

OJO Titanium Glasses

The most

modern technology

in optical frames



Elegant, durable and also hypoallergenic!

Titanium glasses are considered by many to be one of the best options available if you are looking for something stylish yet durable. The experienced OJO optical and sales team lists the advantages of specific frames along with their most important features, so that you can get to know them better and take them seriously into consideration for your optical glasses.

Titanium... a hypoallergenic material that does not rust

In addition to the elegant classic design, OJO titanium frames are one of the best choices for those who suffer from skin allergies. Titanium, as a metal, is inert and thus has no interaction with the skin, making it ideal for those with sensitive skin.

At the same time, titanium is an inert metal, which does not corrode easily but neither does oxidized easily, even if it comes into contact with water or even the sea water. Thus, it makes it suitable for those who frequently visit the sea wearing optics, as their glasses are not going to get altered or damaged.

So light... you hardly feel you're wearing them!

For many people, their glasses cause them migraines or even constant headaches. This is because the particular frame they have chosen is heavy or generally not comfortable. A titanium eyeglass frame will help you get rid of such problems, as it is extremely light and flexible, you will almost forget that you are wearing glasses.

Extra durable material

In addition to the fact that this particular material is extremely durable, it is also elastic. Thus, glasses made of titanium manage to maintain their shape. Thus, they are ideal for people whose lifestyle or work is intense and who are looking for something durable, that will not break and will last over time.

So, if you are looking for something stylish and comfortable but also hypo-allergenic, titanium glasses are the most ideal choice for you.

In OJO stores and with the help of OJO sales consultants and opticians, you can find what suits you, through the wide variety of this series of titanium and other glasses, made of high quality materials.



OJO tote bag

New ECO

luxury handmade

OJO tote bag



Made of 100% cotton, can be used daily in any occasion

OJO, known for the huge importance it gives on protecting the environment, has designed and offers its own eco-friendly handmade luxury OJO tote-bag, made of 100% cotton. With this, we aim not only to reward and please our customers, but also to put a stone in the way of reducing the use of plastic and to cultivate a more ecological way of lifestyle and consciousness.

What makes this particular OJO fabric bag special?

Due to the material it is made of (100% cotton), it has a long lifespan compared to other bags.

- ✓ It can be reused over and over again and is washable.
- ✓ It is ideal for transporting food, clothing, books, personal hygiene items, gym equipment.
- ✓ You can take it either to the pool or the beach.
- ✓ It is suitable for carrying lunch to the office, since it can be washed after each use.
- ✓ It has a long handle, which makes it extremely comfortable and convenient to be carried.
- ✓ It can be used daily in any occasion.

OJO, since started operating 12 years ago, gives great importance in developing "green" products, such as ecological storage cases for sunglasses and optical frames, cotton glasses cleaning cloths, ecological bags and paper boxes for transporting its product and

more. It is worth noting that the company has recently designed and offers through its stores a new line of OJO sunglasses, made from biodegradable materials.

At the same time, OJO has incorporated environmentally friendly policies from the beginning of its store operation. For example, for their wall painting, used ecological - environmentally friendly - paints, without chemicals. Furthermore, all the electronic devices have been chosen to be AA+ energy class, such as lighting, heating, A/C etc .

OJO, always drawing strength from the love you all have for its products, promises even greater investments in the field of environmental protection, for a better tomorrow, for us and the new generation as well.





OJO Corporate Social Responsibility

OJO once again supports volunteerism

Step by Step Scotland for the children alongside Alexis Sophokleous

OJO, within the framework of its Corporate Social Responsibility program, once again supports the volunteerism and effort of the volunteer hiker Alexis Sophokleous.

This August, Alexis traveled to Edinburgh in support of the non-profit Scottish organization CHAS, which aims to support families with children battling difficult illnesses with care and support across Scotland.

The walk, which will be held on Saturday 5th August, passed through several important points of interest in Edinburgh and will end at its famous castle.

Who is the non-profit organization CHAS

Based in Edinburgh, CHAS helps families with children battling difficult illnesses by providing care and support across Scotland. For over 30 years, CHAS has provided a comprehensive family support service for infants, children and young people facing serious illness with low life expectancy.

Through hospices, home care services and a hospital presence, CHAS provides palliative care, family respite and support across Scotland, including Aberdeen and Inverness. (find more at www.chas.org.uk)

Volunteer hiker Alexis Sophokleous and OJO

The relationship between OJO and Alexis Sophokleous already counts 2 years, since 2021. From that time, OJO supports the volunteer hiker in his effort for the financial support of various non-profit organizations but also the transmission of the idea of volunteerism and various other messages, showing that solidarity and empathy have no borders, conveying messages of optimism and strength to society.

Alexis Sophokleous is the first person to walk around the whole of Cyprus in 29 days, a distance of 740 km. He has walked over 50 routes for many charities in Cyprus.

He also walked the 30 islands of the Cyclades in 30 days, supporting several charities in Greece.

His fame has already spread beyond the borders of Cyprus where he was invited in Athens for helping organizations related to breast cancer, in Norway for children with cancer, in Jordan for the cancer hospital and recently in France, where he walked for paratennis as part of the Roland Garros international tennis tournament.

It is worth noting that this voluntary walk is part of the activity of the walker "Step-by-Step Cyprus", which started in 2021, with the support of OJO, with the achievement of walking around the entire perimeter of Cyprus, in 29 days (740km) and then with 34 charity and social walks, including the walk "Step-by-Step in the Cyclades" on 30 islands , in 30 days.



At the same time, hikes were organized not only in Cyprus and Greece but also abroad to support foreign charity organizations, such as last year in Norway and this year a month ago in Paris.

How can someone contribute to this effort to strengthen CHAS

Through his Facebook page "Step by Step Cyprus", you can support his selfless efforts and help our fellow human beings to get back on their feet.

For those wishing to help families fighting to save their children copy the link below and make your contribution.

<https://www.justgiving.com/page/stepbystepedinburgh>





OJO Corporate Social Responsibility

OJO, once again at the side of volunteer hiker Alexis Sophokleous

Step by Step Paris for Para-tennis

OJO, within the framework of the Corporate Social Responsibility program, once again supports the volunteerism and effort of the volunteer hiker Alexis Sofokleous. This time, Alexis organized the first course to strengthen and develop the practice of paratennis for children and adults, in collaboration with the French non-profit organization "Tennis Sans Limites (Tennis without limits)... in Paris!

The volunteer hiker, looking for new experiences and challenges, continues his charity work, starting from the Roland Garros stadium on Monday, June 5, covering a distance of 60 kilometers around Paris. At the same time, it will

make stops at various cultural monuments of exceptional importance and also at the tennis academies of Bercy and Châtillon, where the French charity organizes educational activities for people with disabilities.

Finally, the volunteer walker finished at the Roland Garros stadium on June 9, a day with special symbolism, as it is dedicated to paratennis (Journée Tous en Fauteuil - All in a Wheelchair Day). The world-famous tournament and wheelchair races will be held there at the same time.

It is worth noting that this voluntary walk is part of the activity of the walker "Step by

Step in Cyprus", which started in 2020, with the support of OJO, with the achievement of walking around the entire perimeter of Cyprus, within 29 days (740km) and then with 34 charity and social hikes, including the "Step by Step Cyclades" hike on 30 islands, in 30 days. At the same time, hikes were organized not only in Cyprus and Greece but also abroad to support foreign NGOs, as last year in Norway.

The purpose of these walks is of course not only the financial support of various organizations but also the transmission of various messages, showing that solidarity and empathy have no borders, conveying messages of optimism and strength to society.

"Alexis and his continuous effort is an example for the whole society and we feel extremely proud to be by his side, transmitting with him messages of strength and respect, which is of course also in the culture of OJO and we have included it in the OJO corporate social responsibility program.



As the founder of OJO, Nikos Messolongitis, states, "Alexis and his continuous efforts are an example for the whole society and we feel extremely proud to be by his side, transmitting with him messages of strength and respect, which of course is also in the culture of OJO and we have included in our corporate social responsibility program.



sports



Supporting Sports

OJO alongside Cypriot runner Leandros Mama at the 2023 Boston Marathon

OJO, known for supporting cultural and sports events and standing by the side of athletes who compete with consistency and ethics, supports the effort of the Cypriot runner Leandros Mama in the 127th Boston Marathon.

This year's marathon attracted 30,000 runners from all over the world, both amateurs and professionals. Among them was Leandros, who ran representing APOEL and Cyprus.

In this year's marathon, Leandros managed to finish in 2:55:35, breaking his personal record. An extremely difficult achievement for him, considering that a large part of the race was run in the rain.

The Boston Marathon is the oldest race in the world (after the 1896 Athens Olympiad).

The 1st Boston Marathon was held on April 19, 1897, in order to connect the struggle of the ancient Athenians and the Americans for freedom.



Marathon race is a special event and perhaps the only sport in the world that conveys messages of noble competition and will. Participating in a Road Marathon is a strenuous process, requiring enormous effort and strength, both physical and mental.

As OJO's Marketing Supervisor, Mr. Christos Aspros, said, "For us, being present as a company and supporting these types of activities and athletes is of great importance, as sport promotes cooperation, which is an integral part of our OJO culture".

"For us, being present as a company and supporting these types of activities and athletes is hugely important, as sport promotes collaboration, which is an integral part of our OJO culture"



OJO promises to be on the side of sports and athletes who compete with consistency and ethics, since part of our philosophy is to strive together for a better society. This is one of the reasons why he repeatedly supports and sponsors such efforts.

OJO Fortune Wheel Ayia Napa

22 July 2023

05 August 2023

***What happened at
two OJO Fortune
Wheels in Ayia Napa?***

***We had a great
time... you?***

We share with you some OJOyful
moments and smiles...



OJO Fortune Wheel Ayia Napa Vol.1

22 July 2023



OJO Fortune Wheel Ayia Napa Vol.1

22 July 2023



OJO Fortune Wheel Ayia Napa Vol.2

05 August 2023



OJO Fortune Wheel Ayia Napa Vol.2

05 August 2023



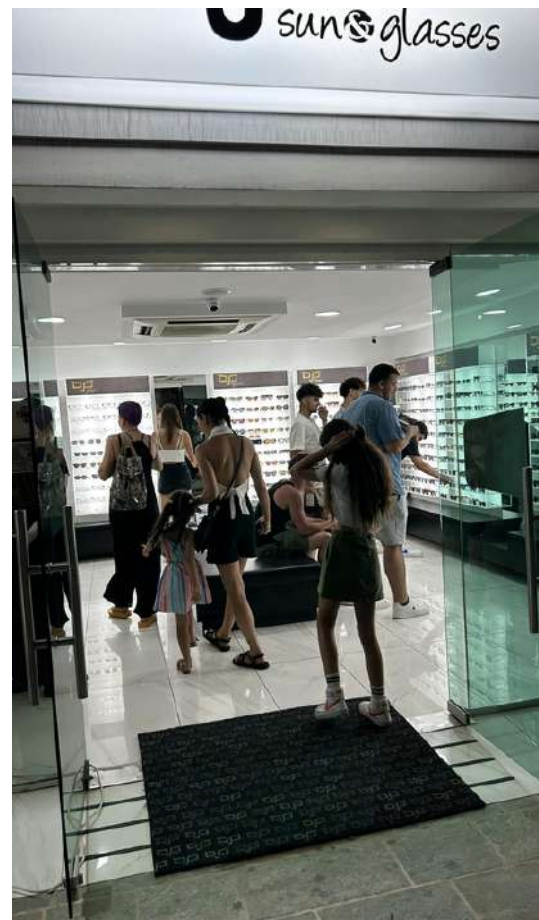
OJO Fortune Wheel Ayia Napa Vol.2

5 August 2023



OJO Fortune Wheel Ayia Napa Vol.2

5 Αυγούστου 2023



OJO Store Moments



OJO Office Moments



OJO Customer Moments



Στιγμές Πελατών ΟJΟ





Πού θα μας βρείτε

Cyprus

Nicosia
Limassol
Larnaca
Paphos
Famagusta

Greece

Athens
Thessaloniki
Rhodes
Patra
Crete

Malta

Sliema
Valetta
Mosta

South Africa

Germiston

Saudi Arabia

Jeddah

Lebanon

Beruit

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Eye Care