

DESIGNED WITH BOTH STYLE AND ENVIRONMENT IN MIND

OJO "sees clearly" & ecologically the future WITH THE INSTALLATION OF PHOTOVOLTAIC PANELS AND NOT ONLY

New OJO store in Piraeus

A SHOPPING EXPERIENCE AT 3 MAKRAS STOAS STR.

# note

As we welcome fall, we invite you to embark on a journey of joy with us. This season marks a time of renewal and the promise of new beginnings.

In the spirit of new perspective, we encourage you to see life with clear eyes and a bright smile. Whether you're looking for the perfect pair of glasses to improve your vision or simply looking for inspiration to brighten your style, our pages are packed with articles, tips and updates on new optical technology to help you stay informed on a variety of topics.

Let's enter this season with open hearts and full of positivity, embracing the beauty that surrounds us and the new upcoming opportunities.

An autumn full of vision, happiness and hope follows.

010 Team



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### A NEW OJO STORE OPENS IN PIRAEUS

### On 3 Makras Stoas str.

OJO opened its new store this time in Piraeus, on Wednesday, May 15, 2024. The store is located on Makras Stoas street in the pedestrian street offering 20% more options than other OJO stores. The store is designed with environmentally friendly materials, while at the same time offering its visitors a shopping experience in a high-tech environment. Here, you can choose sunglasses and optics from the huge OJO variety and also check your eyesight, since a free eyetest examination is provided.

At the same time, inside the new OJO Piraeus, there are installed large full-length mirrors, where the customer can easily perceive whether a product fits him or not, seeing his entire body type. In combination with the "grab display", with white LED light that does not alter the image and the lock-free showcases, the selection of sunglasses and optics becomes even easier, faster and also "fun", having direct access to the products.

In all OJO stores, specific decoration has been applied, with materials and colors that make the customer feel comfortable and welcomed. In particular, white paint has been applied to the walls and special white tiles on the floor specially made 80x80cm, making the space look bigger and more spacious. In combination with other materials present in the store such as wood and acrylic, the customer feels that he is in a welcoming but also innovative space.



As the founder of the company, Mr. Nikos Messolongitis, stated, "This new OJO store aims to meet the increased and specialized needs of the residents of the area (and not only), proving that luxury can also be affordable!"

The company, having 13+ years of experience, is now operating in various countries, with over 30 stores all over Cyprus, Greece, Malta, Lebanon and Saudi Arabia as well as its own modern online store, which includes the most modern applications, such as " virtual 3D try on" app, which allows us to try OJO glasses on our face digitally, at the touch of a button.

OJO promises to remain a pioneer and invest not only with its quality products but also with its impeccable service, always aiming for the best "experience" of the consumer within its physical and digital stores.







# THE HISTORY OF OPTICAL GLASSES

### From the 13th c. A.D. until today

The idea of creating optics to improve our vision began around the beginning of the 13th century AD. Of course, science in the Middle Ages was considered something possessed and the mentality did not allow further development of the optical frame or lenses in this period.



One of the first pairs of optical glasses, with elastic arms

In the 17th century AD however, the profession of optical technician slowly began to develop in Germany. The first shops began to open and the first spectacles fixed on the nose were a fact and began to be more and more accepted by the general public.

From the beginning of the 19th century AD, there was a general understanding of the anatomy of the eye as well as vision problems. It is worth noting that the Gnoi scientists were the pioneers of the field. Thus, around 1900, the industry developed greatly in terms of lens type and material. At the same time, the design of modern frames for the time was also developed, with new, innovative for the time, materials, providing clearer vision than other optics that had been developed in previous years.

Slowly, people began to use glasses more and more often for either near or far vision. Bifocal lenses began to enter the life of the people of that time (19th century AD), thus helping him in his near and far vision at the

same time. Regarding the construction material of the frames, plastic and gold began to be used for their construction, while regarding the lenses, their main construction material was glass.

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In the mid-19th century AD, lightweight plastic lenses appeared and special plastic materials for frames (acetate cellulose) began to appear. Photochromic and multifocal lenses had been invented and were rapidly becoming widely accepted.

Today, glasses are made in thousands and thousands of styles and designs. From the modern or sophisticated look to the sporty or casual design. The frames are available in various designs, colors and sizes, all depending on the needs of the customers. Although someone can correct any related vision problem surgically or by wearing contact lenses, glasses still remain one of the most popular forms of vision correction because they are not just for function, but can bring out our personality.

A huge range of optical frames and technologies can be found in OJO stores, where their experienced staff and professional opticians will guide you to make the most correct choice, which meets your needs and requirements, as well as the your lifestyle.



# WHY CHILDREN NEED AN EYE-EXAM BEFORE START OF SCHOOL?

Vision problems can disrupt their school and academic performance and not only!

More than 25% of school children aged 6 to 12 years and 5-10% of pre-school aged 5-6 years suffer from ophthalmological problems.

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 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!





Eyeglasses are definitely one of the most important and useful accessories, especially for people with vision problems such as myopia, astigmatism, presbyopia and others.

Regarding optical lenses, there is a wide variety from which someone can choose, according to his/hers needs, lifestyle and the use he/she wants them for.

#### Lenses with anti-reflective and anti-scratch coatings

For people who often use eyeglasses in their daily life, lenses with anti-reflective and anti-scratch coatings are an ideal choice. According to studies, optical lenses with anti-reflective coatings on their surface provide clearer vision and offer great comfort while 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 such as smart phones or other electronic devices, an ideal option to protect their eyes is to choose optical lenses with an additional Blue Block filter inside its material, which protects against harmful blue radiation that these devices emit. The result is safety and comfortness while being in front of a screen for there eyes, while they offer 100% safety from the sun's ultraviolet radiation.

# Photochromic lenses... 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. These photochromic 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..







### Pros and cons, proper application and proper maintenance

Contact lenses, or simply contacts, are thin lenses placed directly on the surface of the eyes in order to correct myopia, hyperopia or astigmatism. It is the corrective optical medium which, if used correctly, guarantees better vision compared to optical glasses. The most common type of lenses are the soft contact

As with any type of vision correction device, there are advantages and disadvantages. The experienced OJO opticians team lists below what they are their advantages and disadvantages.

### **Advantages of Contact Lenses**

Wider Field of View: This is one of the biggest advantages of contact lenses. By wearing them, you can see in a larger field of view compared to your glasses, as clear vision is not limited by the size of the

Better Vision: As the contact lens moves with your pupil, it always stays in the correct center unlike glasses with corrective lenses, which remain fixed in the frame.

Comfort: If contact lenses are properly applied and maintained, without a doubt, the comfort they offer by not wearing glasses, is unsurpassed.

Convenience: Suitable for people involved in sports or other activities where the use of optical glasses may hinder them. In this case, the contact lenses extend your peripheral vision and free you from the worry of breaking your glasses or injuring yourself.

#### **Disadvantages of Contact Lenses**

Contact lenses require our fully commitment and only have disadvantages if they are not fitted correctly and used wrongly.

Proper Cleaning: What is needed is to always clean them properly. In cases where the correct cleaning instructions are not followed (and only then), infections can occur, such as conjunctivitis etc.

They take some time to get used to on your eyes: Most of the time, new users need about a week or so to get used to them on their eyes.

Greater eye sensitivity: In some cases, fitting contact lenses may be difficult when the user's eyes are irritated by allergies, if the user is working in an environment with strong dust or chemicals.

At OJO, you can find a wide variety of soft contact lenses that can correct myopia, hyperopia as well as astigmatism.

#### **Correct application of contact lenses:**

- First and extremely important is the correct hygiene of our hands. We should always wash our hands with regular soap, rinsing it very well.
- The area where we will apply our lens must be in front of a mirror with good lighting.
- An important tip is to start with the same eye every time you put in or take out your contact lenses. That way, you won't confuse them.
- Place the lens on the index finger of your right hand (or the left for left-handers), with the tips facing up, always making sure that no edge of the lens is stuck to your finger.
- With the other hand, lift the eyelid of the eye you are applying the lens to with your fingers, while holding down the lower eyelid of your eye with the middle of your right hand.
- It is important to look steadily at the center of your eye in the mirror, and with the index finger of the hand on which the lens is placed, slowly move towards your eye until you rest the lens on it.
- Without letting go of both eyelids, move the pointer (without the lens) away from your eye. The lens, if applied correctly, should stay glued to your eye.
- Slowly release your eyelids... after a few seconds, the lens will be centered in place.

If it doesn't work on the first try, you may need to rewet the lens with a few drops of contact lens solution.

#### **Proper cleaning of contact lenses:**

- First and most important step and at this stage is cleaning our hands with regular soap and a good rinse.
- Fill your case with fresh contact lens disinfecting solution before each use, after making sure it is clean
- Clean the first lens to be removed from your eye by placing it in the clean, dry palm of your hand.
  Put a few drops of solution on it with one finger and gently rub back and forth to clean its surfaces.

- Rinse the lens thoroughly with a few more drops of the solution and then place the lens in its clean case. Repeat this process for the other lens.
- Close the case and leave them in the solution for at least 7 hours

#### How do we clean our contact lenses case?

- Empty your contact lenses case of the old solution.
- Rinse your case with fresh contact lens solution.
- Allow the contact lens case to air dry, turned upside down on a clean tissue.
- You replace your contact lens case regularly, usually every month.

Remember to always seek the advice of your eye healthcare professional and follow their recommendations on cleaning and caring for your contact lenses. OJO opticians are always at your side to answer any relevant questions you may have.





### **OPTICAL LENSES UV420 BLUE BLOCK**

### Protect your eyes from harmful blue light

It is a fact that especially nowadays, most of us spend a lot of time in front of a computer, mobile or even TV screen. Almost 60% of the world's population spend an average of more than 9 hours a day in front of a screen, according to Forbes research.

Taking into account the above and our modern lifestyle, our body and especially our eyes are constantly exposed to various sources of artificial light. Something like this has harmful effects on our vision, leaving our eyes tired or dry, causing at the same time other problems in our quality of life, such as headaches, reduction of visual contrast but also sleep problems.

One of the best and easiest ways to protect against excessive exposure to this type of light is to use special lenses that block harmful blue radiation, or blue light. At OJO, always keeping in mind to offer quality solutions for our vision, we have included in our range the latest generation Blue Block lenses, #OJO UV420 Blue Block.

The #OJO UV420 Blue Block optical lenses are lenses that provide quality protection from harmful blue radiation, having integrated in their material (and not coated on their surface), a special filter that absorbs HEV, otherwise blue light, while maintaining its purity.

This specific lenses are suitable for all ages and are mainly recommended for use in children, where their eyes are more vulnerable, as they are still developing. Are also recommended for people who, due to the nature of their work, spend a lot of time in front of a screen or even gamers.

Their use has the effect of reducing the radiation reaching the retina while at the same time improving visual acuity, offering comfort and more rested eyes. t can be applied to any frame, whether with a prescription or without, while having coatings that protect it from scratches, liquids, water and dust. You can find them in all our stores that have optics with the OJO offer, 1+1 FREE.

The professional OJO opticians and our experienced staff are at your disposal to find together the best quality solutions for your eyes, while offering stylish quality solutions and impeccable service to all our customers.

## OJO UV420 Blue Block lenses

- Reduce eye strain and dry eyes
- Prevent fatigue and visual stress, offering comfort
- Provide effective UV protection
- Effective protection that maintains eve health





# **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- on glasses, are a combination of optical glasses and sunglasses, In their frame there is an applied optical lens that in it (the frame), there is 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 lens that is applied to the frame and "has" all the coatings, each of which does its own job and has its own function. OJO lenses have anti-reflective and anti-scratch coatings and are hydrophobic and antistatic, which makes them repel water and dust. At the same time, those who spend a lot of time in front of a screen have the option of a lens with an additional UV420 filter in its material, which protects against the harmful blue radiation emitted by these devices. The result is safe work and comfort for the eyes, while offering 100% safety from the sun's ultraviolet radiation.

#### OJO sun-lenses clip

The clip in which the sun lens is located has functions against harmful ultraviolet radiation, since it is equipped with 100% UVA & UVB absorption (400nm) and a polarized filter to eliminate reflections.

The OJO clip on, as mentioned above, are eyeglasses that come with an accessory, which are the sunglasses in the shape of the frame, which is easily adjusted with a magnet. At OJO you can find 2 items:

### With magnetic sun-lenses



In this category, the sun lenses are applied directly to the frame and can then be stored.

### With fixing clip



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

OJO clip-ons are available in various sizes and shapes can be found in many colors such as yellow, green, blue and red.



# **NEW LINE OF ECO-FRIENDLY SUNGLASSES**

### Designed with both style and the environment in mind

OJO, after the huge success of the 1st OJO ecological series that joined its range in 2023, today presents the new "OJO ECO-FRIENDLY" series, in various designs and colors that will surely impress. Each pair of OJO sunglasses is meticulously crafted to not only protect your eyes from harmful UV rays but also minimize environmental impact. With sleek new designs and a commitment to sustainability, the new OJO biodegradable glasses represent a stylish choice for eco-conscious consumers and beyond, who want to make a positive impact on the planet.

# ✓ Made from organic materials, of natural origin without harmful plasticizers.

And this new OJO eco-proposal, is handcrafted from a new innovative material, Bio Acetate S70, derived from renewable sources, offering a greener option without compromising on quality or durability. It is an eco-plastic of natural origin, free of harmful plasticizers known for its excellent strength and durability, derived in a percentage of more than 62% from biological materials.

The use of these biological plastics has direct positive environmental effects, as they reduce the use of non-renewable sources but also plastic pollution as well as carbon dioxide levels, as during their production, BIO-based plastics (Bio Acetate S70), collect carbon dioxide from the atmosphere, contributing to the reduction of the greenhouse effect.

#### ✓ Biodegradable up to 90%, but also recyclable!

The general production of plastics had reached 130 million tons every year, something that creates a huge issue since they are difficult to break down completely.

This specific sustainable plastic can be broken down biologically up to 90% of its material, making it an alternative high-quality ecological solution for the protection of our planet.

#### √ OJO... Ecological and ... more durable!

One of the main advantages of Bio Acetate S70, is that it has an enhanced hardness CA (HECA), which means it is much less breakable than conventional acetate plastic. Thus, this particular material allows us to manufacture more delicate and complex designs of eyeglass frames, which are even more stylish and impressive, but also more durable.

#### **OJO & Environment**

OJO, after 13 years of operation and having as its culture the best "friendly" service to the consumer as well as its respect for the environment, has designed a wide range of relevant "green" products such as storage cases for sunglasses and optical frames, cotton tote bags but also reusable bags, paper boxes for transporting products, cleaning cloths but also its great achievement, sunglasses and optics.

So, OJO is not only calling on us to protect your eyes from harmful radiation but also to join in protecting and preserving our planet for generations to come. Choose ecofriendly sunglasses and adopt a sustainable lifestyle today.

Always drawing strength from all of you, OJO promises you even greater investment for a better tomorrow in a brighter, greener future.



OJO is investing for a greener future, with the installation of photovoltaics at its headquarters in Engomi Industrial in Nicosia. With this action, it acquires an even more ecological approach by embracing and protecting nature by responding to the modern needs of both its customers and the entire society, by exploiting renewable energy sources.

OJO, since the beginning of its establishment, has included in its strategy various activities and tactics that respect the environment, benefiting the planet and ourselves. At the same time, it remains faithful to its timeless values of high quality and service.

OJO's headquarters consist of laboratories, warehouses, offices, a product control and sorting center as well a certified training center for its staff. It also has a special room with high-tech Optometry instruments, a lens cutting and application department, a technical support department, as well as a quality control department for glasses and lenses. It also has its own catering area with a professional chef, offering enjoyable moments of relaxation to the members of the OJO team.



#### **OJO Green Stores**

As for OJO stores, since the beginning of their operation for 13 years, they have had environmentally friendly policies, constantly developing them with various methods. For the painting of its spaces, ecological - environmentally friendly - paints, without chemicals, have been chosen. At the same time, electronic devices have been chosen as well as AA+ energy class lighting, which is friendlier to the environment, as they do not consume much energy.

# For 2023, OJO has recycled 6 tons of paper in Cyprus!

OJO, aware of the need for paper recycling, has for years taken care of their proper collection, giving these raw materials another chance to take another form, turning them back into paper products, thus extending their life cycle. At the same time, it has taken care to recycle plastic, glass and batteries since the beginning of its establishment.

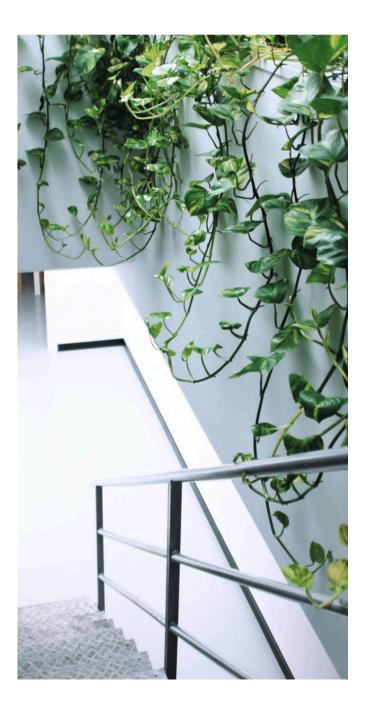
# Creation of ecological biodegradable glasses as well as OJO packaging

In addition to the above, the company has for years started to offer ecological glasses, made of BioAcetate S70, made of materials of natural origin, without harmful chemicals and harmful plasticizers, which are environmentally friendly. In addition, OJO offers - at no charge - reusable OJO carrier bags ideal for everyday use due to their design as well as their elegance. At the same time, OJO recyclable cardboard product transport boxes are always used to transport products between its stores.

### OJO and its philosophy

#### A "brand name" with retail stores

OJO... a "brand name" with retail stores... A private Cypriot company that was founded in 2010, staying true to its ideas and philosophy, which is "the right to sight for all". With more than 40 stores in Cyprus, Greece, Malta, South Africa, Saudi Arabia and Lebanon, we have created a name synonymous with innovation, offering not only products that follow the latest fashion trends, but also excellent quality, utilizing the latest technologies at the most competitive prices, proving that... luxury can be affordable.





The differentiation of OJO lies in the fact that in its stores (and in its online store) it promotes only its own brand, so that it controls 100% the quality, the quantity available at any time, the designs, the variety of models and colors, promotion and price of finished products. In all products available within OJO without any exception, there is direct cooperation with production factories, as any additional profit of any intermediary of the commission is a benefit only to the customer of OJO.

Thus, OJO has received distinctions and awards such as "Excellent Brand Award 2024", "Top Innovative Store Design 2023", "Best New Product Launch 2022", "Best Value for Money Product 2021", "Customer Oriented Franchise 2020", "Most Promising Franchise 2019 ", "In Business Award 2015", "It's not about ideas... Is about making Ideas Happen 2014".





# Only for 2023, OJO has recycled 6 tons of paper in Cyprus!







OJOy life... OJOy music

And this summer, OJO has organized in collaboration with NRJ 99.0 an unforgettable Radio Live Link Party at one of Ayia Napa's most popular beach bars, Nissi Bay Beach Bar, on Sunday, July 07, 2024.

In addition to music and dance, the event featured the energy of NRJ 99.0's head radio producers, Georgia Panagi and Michalis Christou, who interacted with the audience through live interviews and contests.

So, we too share some snapshots with you... and #enjoylife.



















## Where to find us

### **Cyprus**

Nicosia Limassol Larnaca Paphos Famagusta

#### Greece

Athena Thessaloniki Rhodes Crete

### Malta

Sliema Mosta

### **South Africa**

Germiston

### Saudi Arabia

Jeddah

### Lebanon

Beirut

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