



Best Image Optical – Creation of Newsletter

The Monthly Eye Catcher

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Miami, FL., October 4, 2011 – Best Image Optical Inc. has introduced a new online publication catered to the Eye Care Professional.

Carlos A. Zamora, Marketing Manager of Best Image Optical had this to say:

“As we continuously try to find better ways to interact with the Eye Care Professional, we hope to accomplish this with our newsletter – **The Monthly Eye Catcher**. In our newsletters, Eye Care Professionals will find helpful articles, support on their sale efforts, where to locate our eyewear in the media, sales promotions and information on new releases. One special feature is our **Eye Care Professional highlight** done monthly. A different Eye Care Professional will be featured in every newsletter, website, social media and our promotional emails. This is just another way we support the marketing and sale efforts of optical stores, opticians, and Doctors.”

To read more on how The Monthly Eye Catcher benefits the Eye Care Professional please visit Best Image Optical’s corporate page: www.bestimageoptical.com and find the newsletter under the News button. Eye Care Professionals can be part of the monthly highlight by giving Best Image Optical a call at 1.800.688.7661.

About Best Image Optical:

Best Image Optical is a seasoned design house and producer of eyewear. Our three collections (Dolabany, Mario Galbatti, and Plume Paris) delivers distinctive design and beyond trend styling. Continuously at the fashion boundary, but sane enough to make each style ready for the fashion forward consumer.

Our collections are a perfect balance of luxury and casual. The frame's feature colorful and inspiring temples and impeccable details, in a range of boastful colors. Comfort and fit are integral to the design of all Best Image Optical eyewear. The look of each line is versatile while always maintaining a high standard of functionality and excellence. Most frames can also meet your customer's progressive lens needs, without sacrificing style and functionality. The Best Image Optical collections have something for anyone possessing distinctive tastes in shapes, patterns, and colors that set these frames far apart from the rest.

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