

Monthly Focus

NEWSLETTER

JUNE 2026

5 Revenue Opportunities Optical Practices Shouldn't Ignore in 2026

Margins are tight, competition is growing, and patients expect more from their eyewear experience. The good news? Some of the biggest growth opportunities in optical are already sitting right in front of you. Check out the five trends your practice should be paying attention to right now.

Specialty Wellness Lenses Are Having A Moment

Patients are asking more questions about migraines, light sensitivity, and digital eye strain and specialty wellness lenses are becoming a go-to solution.

Why It's Trending

- More screen time
- Increased light sensitivity complaints
- Patients looking for non-invasive solutions

Big Opportunity

These lenses open the door to premium conversations while helping patients solve real lifestyle problems.



Ask your Walman Optical Account Manager for all the solutions that can help your patients, including Avulux and BluTech Lenses for migraine and digital eye strain relief.

Myopia Management Is Becoming Mainstream

Parents are more aware than ever of childhood myopia and they're actively searching for solutions.

Spotlight: Essilor Stellest® Lenses

The first and only FDA market authorized spectacle lens to slow myopia progression in children.^{1,2} Essilor Stellest Lenses slowed myopia progression by 71% on average over 2 years.^{1,2}

Why It Matters

- Growing parent awareness
- Recurring patient visits
- Strong practice differentiation



Order Stellest Lenses from Walman Optical Labs today!



UPCOMING EVENTS

JUN 12

WEBINAR

The Latest Lens Technology For Digital Device Addicts
11:00 - 11:30 AM CST

JUN 26

WEBINAR

The Worst Kept Secret In Optical Industry: Task Lenses
11:00 - 11:30 AM CST

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at www.ecpadvantage.com.



¹ Compared to single vision lenses. Results from a prospective, randomized, double-masked, multicenter U.S. clinical trial in myopic children aged 6-12 years at initiation of treatment.
² Essilor Internal, data on file (2005)

Smart Glasses Are No Longer “Future Tech”

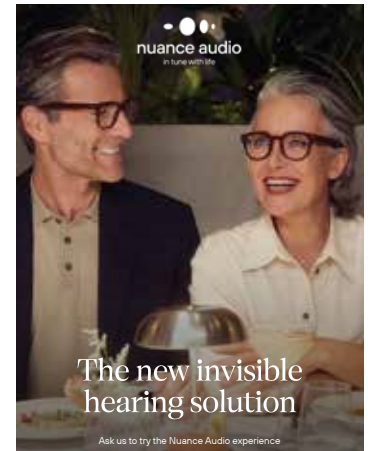
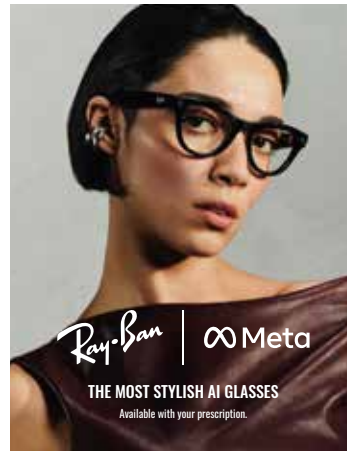
Wearable technology is officially entering the optical conversation. Even casual conversations about smart eyewear position your practice as modern and tech-forward.

Patients are curious about:

- Built-in audio
- AI integration
- Hands-free convenience
- Connected lifestyles

Trending Now

- Ray-Ban Meta smart glasses
- Nuance Audio Glasses



Ray-Ban Meta and Nuance Audio are available to order through Walman Optical labs



Occupational Lenses = Easy Upgrade Conversations

Most patients spend their entire day bouncing between screens, phones, and workstations but many are still wearing standard progressives.

Common Complaints

- Tired eyes
- Neck strain
- Trouble focusing at work

Occupational lenses often lead to:

- Higher patient satisfaction
- Fewer complaints
- Strong second-pair sales



Join us June 26 for “The Worst Kept Secret In The Optical Industry: Task Lenses” to learn more about task lenses and product offerings available from Walman Optical! Register today on ECPAdvantage.com

Safety Eyewear: The Overlooked Profit Hero

With more than 2,000 workplace eye injuries occurring daily and nearly half of all eye injuries happening at home, prescription safety eyewear is a valuable service many patients don't know their eye doctor can provide.

Why It Works:

- More eye exams
- New patient opportunities
- Excellent second-pair potential
- Friends and family referrals



Grow Your Practice With Walman Optical Safety Eyewear Program!

Through our national dispensing network, we help connect local workers and safety eyewear patients with participating providers in need of prescription safety eyewear for their jobs.

www.walmanoptical.com/safety/eye-care-professionals