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THE MAGAZINE FOR EYECARE PROFESSIONALS

April 2022 | Vol.40 | No. 4



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Seastainable eyewear

Carbon-negative Seazsee brand
launches new styles, campaign

A NEW LIFE

Companies repurposing
unwanted items into
unique eyewear

CLIMATE
CHANGE'S
IMPACT ON
THE EYES

SUSTAINABLE *Style*

Eyewear companies launching eco-friendly
frames, sunglasses



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[†] Lam CSY, Tang WC, Lee RPK, Chun RKM, To CH. A randomized clinical trial for myopia control – use of myopic defocus spectacle lens. 8th International Congress of Behavioral Optometry (ICBO), 26-29 of April 2018. Sydney, Australia.

* Valid until December 31st, 2022. Clip-on must be ordered separately. Shipping costs extra. Some conditions may apply.

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f@in

COVER IMAGE:

Sea2See, photography by Weston Fuller

Find us online at www.opticalprism.ca



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BY SHWOOD

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TOMMY  HILFIGER



April 22 is Earth Day around the globe, a chance to celebrate our planet and demonstrate support for environmental protection.

This year's Earth Day theme is "Invest in our Planet."

It includes a call for everyone — citizens, governments and businesses — to form a partnership for the world by acting boldly, innovating broadly and implementing equitably.

In honour of Earth Day, this issue of Optical Prism showcases and celebrates the work eyewear companies are doing to reduce their carbon footprint and take other steps to help the planet.

In other words, highlighting their work to "invest in our planet."

Our main cover story, by assistant editor David Goldberg, highlights many of the ways optical companies are creating more sustainable eyewear. These innovative, forward-thinking companies include Safilo, Canada's own WestGroupe, Bolle, Alternative/Plan "B" Eyewear and Ogi Eyewear.

Another cover story, entitled A New Life, discusses how companies are turning trash or abundant natural materials into stylish eyewear. This includes transforming old vinyl records, used plastic water bottles and recovered fishing nets into high-fashion sunglasses.

Also in this issue, we've asked optical experts for their thoughts on how the industry can become more sustainable and environmentally friendly and included a column by Dr. Harry Bohnsack, president of the Canadian Association of Optometrists, on the impact climate change has on eye health and vision.

This issue contains a pair of Spotlight features — one on new styles by the carbon-negative Sea2see brand, which creates eyewear exclusively from 100 per cent recycled marine plastic, and another on Serengeti Eyewear's launch of new bio-acetate and eco-nylon styles.

The team at Optical Prism wishes you and yours a Happy Earth Day!

And, as always, please follow us on Facebook, Twitter and Instagram and visit our website, opticalprism.ca, often for the latest in optical-related news, fashion and events.

A handwritten signature in black ink, reading "Denis" with a stylized flourish underneath.

DENIS LANGLOIS,
Managing editor.

f @ in

Don't forget to check us out on social media and subscribe to us online to get the latest eyecare and eyewear information.

rag & bone
NEW YORK

This pair of sunglasses is manufactured using the highest quality bio-acetate, obtained from natural and renewable resources rather than using petroleum-based fuels.

Wear, re-wear, and pass down.

Seastainable eyewear

Pioneering carbon-negative Sea2see brand launches new styles and campaign

BY DENIS LANGLOIS

Sea2see is adding new “seastainable” styles to its growing portfolio of eyewear, created exclusively from 100 per cent recycled marine plastic.

The new styles include the unisex Mikonos 12 sunglasses, available in a new innovative colour called shiny honey Havana and featuring UV 400 Cat 3 polycarbonate sun lenses.

Another new addition is the oversized, trendy and modern Panarea 06, which is offered in a stunning gradient burgundy.

Model Treviso 167, meanwhile, is part of the brand’s new 5 Oceans Collection and is characterized by specific details that refer to the sea, such as the gradient blue with sand tones and shell detail. The 5 Oceans Collection represents the fifth anniversary of the brand and is new at Sea2see.

Sea2see frames are made in Italy from marine plastic. The waste is upcycled into a reusable raw material in the form of pellets called UPSEA PLAST. The material is Cradle-to-Cradle Gold Certified, combining a quality finish with durability, lightness and fashionable, modern appeal.

Sea2see runs the Sea2see Foundation, and works with coastal communities in the developing world, by which the brand cleans coastal environments and collectors have access to a new source of income thanks to the waste they collect in Africa.



MIKONOS



PHOTOGRAPHY: WESTON FULLER (COPYRIGHTS)



TREVISO



PANAREA

For more
information,
visit:
sea2see.org

Sea2see, having opened the sustainable eyewear segment in the optical sector six years ago, is now sold in 4,000 optical shops that have embraced and spread the values and care about the oceans and nature.

All Sea2see products come with a recycled cork case, featuring recycled PET plastic fabric and compostable plastics and a box derived from sugar cane extract.

Sea2see also presents their campaign by fashion photographer and eco-enthusiast, Weston Fuller in California.

The powerful fashion imagery reinforces the Sea2see legacy and connec-

tion with the oceans and the brand's commitment to high-quality fashion eyewear made exclusively from 100 per cent recycled marine plastic.

The campaign connects with consumers through direct visual reminders of the pollution in the sea. It also portrays the way in which Sea2see is successfully turning waste into fashionable, high-quality, design-driven products.

Also new this season, Sea2see has earned the prestigious, world-renowned B Corp certification, awarded to companies that meet strict standards of social and environmental performance. **OP**



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HOW CAN WE MAKE THE EYE CARE INDUSTRY MORE **SUSTAINABLE AND ENVIRONMENTALLY FRIENDLY?**

“CLIMATE CHANGE is one of the most important issues facing humanity and it’s more important than ever before to ensure that we take steps to minimize our ecological impact. Companies need to make a commitment to improving the sustainability of their products by incorporating this element into their long-term product development strategies. We started with small steps, like making packaging recyclable and worked towards eco-friendly materials for our frames, like Eco-nylon and Eco acetate. But we are not stopping there, this is an ongoing process and we will continue to improve on our sustainability objectives.”

RENE GERBER,
Senior Marketing Manager, Bolle Brands

“We look at this all the time in our clinic as we find the waste is wildly copious! Mostly from our frames, everything from the frames life in the store seems very extreme. Each pair of glasses come shipped in a plastic bag with a plastic sleeve around the temple, some have cardboard backer boards, this packaging needs to be addressed at the manufacturing level. But more importantly, are the cull lenses, these are 100% garbage after use. They are a one-time-use product that does not seem to have a solution. We have saved ours over the years and donated them to a local art program, as well as pay for a non-separated waste recycling program to help avert the waste.”

BONNI O'HARA, *G Is For Glasses, Winnipeg, MB*

“Waste is a great source of raw materials for the optical industry, now and for the future, and recycling it eliminates the need to produce more plastic.”

FRANÇOIS VAN DEN ABEELE, *Founder & CEO, Sea2see*

“The optical industry is continuously evolving, I see more companies trying new mediums as a way to become more eco-friendly. Creating and using options other than acetates and metals, recycling programs for contact lens packaging and of course the vision care programs already in place to reuse prescription eyewear are all ways the industry is making efforts to become and remain eco-friendly.”

JENNIFER BISHOP
President of the Opticians Association of Canada and New Brunswick Director

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KENMARK EYEWEAR

Think bright, fun and floral.

Those three words describe the new Kensie + Kensie Girl spring 2022 collection by Kenmark Eyewear.

Featuring unique materials, eye-catching gradients and playful designer details, the new frames will have you oozing confidence and daydreaming of fun in the sun with your best gal pals.

New optical styles include Topic, which boasts a trendy butterfly shape with thin enamel on the eye rim, as well as the two-tone gradient Shook, soft rounded style Kiki, cute angular metal style Bae and sweet acetate rectangular style Chameleon.

New sunglass styles include the super angular rectangular style Party Look, fun oversized rounded square style Been There and super trendy Feel Pretty.

For more information, visit: kenmarkeyewear.com.

MARCHON

Salvatore Ferragamo Eyewear is launching for spring/summer 2022 a new bold, statement-making sunglass style for both men and women.

Designed in acetate in a bold, oval-shaped silhouette and offered in fashion-forward colours, the new sunglass style, SF1O46S, is the season's must-have accessory. The acetate temples match the frame's front colour and host the signature Ferragamo metal logo – a classic statement of brand identity.

Solid lenses complete the look, proposed in a classic yet bold colour palette that offers stylish and modern interpretations: black, white, green, pink and red tortoise, a colour true to the brand's DNA.

For more information, visit: [Marchon.com](https://www.marchon.com)



SF1O46S



Visit
opticalprism.ca
and Optical Prism's
Instagram page for
more photos from
this collection.



MU03WS



LUXOTTICA

The iconic Miu Miu Logo collection by Luxottica makes a comeback with the new feminine and modern MU03WS sunglasses.

The flat oval frame is entirely made from acetate and is characterized by thick volumes and extra-bold temples bearing the Miu Miu logo that conveys a glamorous and unconventional attitude.

Presented in nuances of Opal Onyx, Medium Tortoise, Opal Ice, Opal Cameo and Opal Mahogany matched with solid or shaded coloured lenses.

For more information, visit: [Luxottica.com](https://www.luxottica.com).



“

*NANO VISTA
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FROM INSIDE
THE BEVEL,
ADDING ABOUT
TWO MILLIME-
TRES, WHICH
MEANS THE
SIZING HAS
CHANGED TO ONE
SIZE LARGER.*

ALTERNATIVE/PLAN "B" EYEWEAR

The new Nano Vista 3.0 collection, distributed by Alternative/Plan “B” Eyewear, features five new frames and introduces improvements to the design, look and functionality of the indestructible children’s eyewear line.

The new styles are Air Force, Falcon, Flicker, Jet and Top Gun.

Each model is sporty and fun with colour and style and Nano Vista’s best-in-class durability.

New for 2022, the Nano Vista 3.0 design has been streamlined, which improves the fit, while the new 3.0 hinge is made from the same patented SILIFLEX +TPE material as the frame, but also allows for pantoscopic adjustment.

Also, the headband connector is longer and stronger and attaches more securely with better adjustability, fit and function.

Nano Vista frames are now measured from inside the bevel, adding about two millimetres, which means the sizing has changed to one size larger.

A new temple design, now available in best-sellers Arcade, Crew, Fangame and Replay, offers a more solid fusion between materials with a stronger mini strap attachment and better temple to frame front alignment. The wider temple lays flatter and is more comfortable to wear.

For more information, visit: [alternativeeyes.com](https://www.alternativeeyes.com).

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WESTGROUPE

WestGroupe has added four new styles to its KLiK denmark eyewear collection, designed specifically for those requiring a narrow fit.

The new frames feature an eclectic range of interesting shapes, eye-catching colours, subtle patterns and nuanced detailing.

The K-711 is a fun and flirty frame with a modified round shape and exaggerated corners. The front and endpieces are constructed from monoblock stainless steel, while handmade patterned acetate inserts along the brow line accent the thin metal profile.

The softened, narrow rectangular eyeshape and open endpiece of K-712 is timeless and always in style. A laser-cut line along the brow of the monoblock stainless steel front reveals a contrasting colour, while the laser-cut lattice design on the endpiece and temple adds sophistication.

“

*THE NEW FRAMES
FEATURE AN
ECLECTIC RANGE
OF INTERESTING
SHAPES*

Rounding out the ladies' release is K-713 and K-714, both featuring bold prints inspired by the Vibrant Vacay trend.

With its handmade patterned acetate and angular cat-eye, K-713 is perfectly proportioned for smaller faces. The square metal décor on the temple, subtle yet luxe, is inspired by hardware accents seen on spring 2022 shoes and handbags.

With its '70s-inspired oversized square shape, F-714 is perfect for those looking for high style with a narrow fit. A tropical floral pattern, digitally printed on the monoblock stainless steel front, gives the style a feminine appeal.

For more information, visit: [WestGroupe.com](https://www.WestGroupe.com).



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BLACKFIN

The new Blackfin One spring/summer 2022 eyewear collection by Blackfin features frames fashioned, as always, from titanium, but with updated style signatures, emblematic of the brand's more intimate and unique spirit.

Sculpted shapes, fresh new colours and meticulous workmanship in the optical styles highlight, once again, the true craftsmanship skills of this trendsetting company in eyewear design.

The new styles include the pantos-inspired Myrtle and Wells, the generously sized men's frame Wilmington, the more feminine Macés Bay as well as Compton, which boasts clear rectangular lenses, a high bridge and vivid – red, lime or green – colours along the edges that contrast with the black or grey frame.

All of the styles in the Blackfin One line are hypoallergenic, 100 per cent bio-compatible and nickel-free and come with tilting nose pads in medical-grade PVC and adjustable, ergonomically designed Swordfish temple tips.

For more information, visit blackfin.eu



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HAYWORTH



BACALL



NICHOLSON



BRAWLEY



CHANDLER

Eco-friendly excellence

Serengeti launches bio-acetate and eco-nylon styles

BY DENIS LANGLOIS

Serengeti Eyewear has made a commitment to incorporate more sustainable materials in its eyewear collections.

With this promise in mind, the brand has introduced a new Bio-Acetate material that will be used in its Mainline Collection going forward.

Serengeti has also launched a new Eco-Nylon frame material, which will serve as the centrepiece of its new Serengeti Sport collection.

The eco-friendly bio-acetate is made of cotton or plant matter, is biodegradable and free of petrol-based plasticizers.

The material offers the same physical and mechanical properties as standard acetate: lightness, fit customization, comfort and availability in an incredible variety of colours and patterns.

The material is also considered as non-irritant and non-skin sensitizing.

Styles in The Mainline collection include the Hayworth glam women's sunglasses, which feature Serengeti mineral lenses, a metal eye-rim, chamfered edges and five-barrel hinges, along with the sleek rectan-

gular unisex Nicholson shades and the vintage-inspired and glamorous Bacall.

Serengeti's eco-friendly nylon material, meanwhile, is created from castor plants, but offers the same characteristics as TR90 Nylon — durable, flexible, lightweight, can bend, less likely to break — without requiring the use of petrol.

Styles in the Serengeti Sport collection include the must-have, classic and stylish Chandler sunglasses and classic and preppy Brawley. **OP**

For more information, visit: serengeti-eyewear.com.

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Sustainable STYLE



Eyewear companies launching eco-friendly, sustainable styles

BY DAVID GOLDBERG

In the world of eyewear, consumers increasingly want more sustainable options and transparency in the manufacturing process.

More and more, when people buy a pair of glasses, they want to know what it's made from and if those materials were ethically sourced.

That's why in 2022, many of the new spring collections feature some sort of eco-friendly option or a commitment from designers to make more sustainable spectacles and sunnies.

Optical Prism spoke with industry leaders about their green-thinking initiatives for the year ahead.

Under Safilo Group, Fossil launched a four-piece collection of sustainable eyewear styles this spring – the first under its Pro-Planet banner of eco-friendly products, all made from 100 per cent recycled nylon.

“Designed for consumers looking for environmentally friendly products, brands and companies that use recycled materials as well as sustainable resources and waste-efficient materials, the Pro-Planet collection includes one optical frame and one sunglass each for men and women offered in a total of 16 eye-catching shades,” says Robin Brush, training and education manager, Safilo North America.

The men's FOS 2116/S soft rectangular-shaped sunglasses are offered with solid coloured lenses in brown or green, while the FOS 2115/G/S women's soft cat-eye sunglasses come with gradient lenses in shades of purple or ochre. All four easy-to-wear styles are offered in fashionable colourations, such as crystal beige, crystal vintage honey, light brown, crystal Havana and khaki teal Havana.

In keeping with the sustainable approach that was incorporated with the Eco-Nylon in the Serengeti Sport last season, this season Serengeti mainline introduces Eco-Friendly Acetate into the collection.

Eco-friendly Acetate offers the same physical and mechanical properties of the standard acetate; lightness, fit customization, comfort and is available in an incredible variety of colours and patterns to keep creating remarkable and elegant sunglasses.

The stunning new collection in the Eco-Friendly Acetate includes models like the Hayworth, Nicholson and Bacall that will be on shelves now.

OGI Eyewear has also made a commitment to construct some frames that are free of traditional plasticizers, while using more cotton or wood in the composition.



BRUH



BACALL BY SERENGETI



NICHOLSON BY
SERENGETI



SHIMMER

“From this collection for kids, we offer Bruh for boys. This is a modern update to a classic preppy look in a clean thin profile for smaller faces. The German OBE Spring Hinge provides an extra measure of comfort and durability,” says OGI Eyewear’s chief creative officer David Duralde.

Bruh comes in fun colour combinations, including navy tortoise, matte tortoise and wheat.

Also in this collection from OGI Eyewear, for the girls, you’ll find Shimmer 13.

“The subtle hint of butterfly angles on this sleek rectangle speaks volumes for the modern expression of luxury and style,” says Duralde. “The Austrian crystals set in a quadra linear pattern gives the corners a glint of texture and radiance.”

This frame comes in one of spring’s hottest colours—emerald—as well as dusty grey-blue.

Meanwhile, Alternative and Plan “B” Eyewear is the exclusive Canadian distributor for iGreen Custom collections.

That includes Thema Optical, an Italian manufacturer of high-end and custom-made eyewear, that has recently introduced new raw materials that are partially bio-based, making use of renewable natural resources.

“For every ton of Advanced Bio-Circular material used, the equivalent of one car is taken off the road for a year and two farming families enjoy a profitable and sustainable lifestyle,” explains Giulia Valmassoi, CEO of Therma North America.

From this collection, see the IGV-4.90 in Red/Brown Tortoise or Pink Crystal.

And Canada’s own WestGroupe has taken up many green initiatives to lessen its environmental footprint.

“All items now use recyclable and eco-friendly outer packaging, such as kraft envelopes for our cleaning cloths and new eco-friendly polybags or hemp bags for giveaway items,” explains WestGroupe’s vice-president of product development and creative director Beverly Sultineau.

Beginning this year, WestGroupe’s most popular collections, including Fysh, KLiiK and Evatik, feature biodegradable or sustainable lenses.



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OTP5-2016



OTP5-2021



OTP5-2017



OTP5-202C



OTP5-130

“The OTP collection was the first WestGroupe collection to offer frames made from biodegradable acetate and a case made using recycled material. The upcoming collection will feature a new case made using cork, a fully sustainable and renewable natural resource,” says Sultineau.

You’ll find even more plant-based bio acetate materials and economically viable stainless steel in the new eco-friendly Ann Taylor collection out this spring.

“For the modern minimalist, we have the ATP821, which is always in style with a special focus on design, materials and colour, this petite frame checks every box,” explains Centennial Optical’s director of product development Linda Mulford-Hum.

“The gorgeous teacup shape features a chic matte scalloped texture on the frame front and scalloped-shaped temple tips, and delicate metal end caps placed at the hinge break provide a fresh and modern twist.”

This frame is available in three colourways, including Tortoise/Light Gold, Crystal Wisteria/Rose Gold and Mulberry/Light Gold.

One of the eyewear industry’s most sustainable brands, Sea2See has earned the prestigious B Corp Certification. To attain this, a company must meet strict standards of social and environmental performance about everything from how production affects the environment, workers and the communities they live in.

“We are proud to say that we are a certified B Corp, which for us means being part of a movement that isn’t competing to be the best in the world, it is competing to be the best for the world. This certification represents a tremendous step for us as we mark our fifth anniversary and reflect on our progress to date,” says Sea2See founder François van den Abeele.

Some of Sea2See’s latest eco-friendly offerings include the Barracuda in a black or white frame with lenses colour options in polarized black or red rev. **OP**

BOLD
COLLECTION



XX
Anniversary

etnia  **BARCELONA**

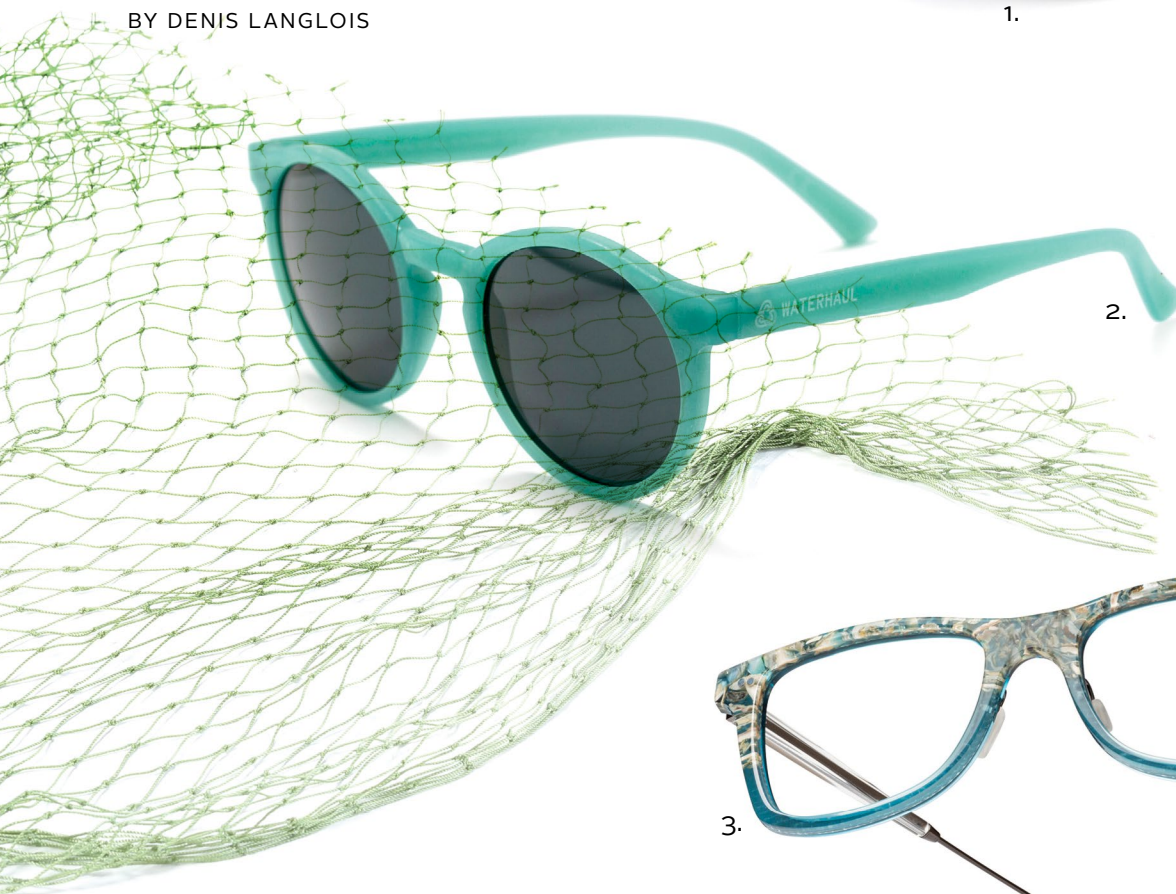
A NEW LIFE

Companies repurposing unwanted items into unique eyewear

BY DENIS LANGLOIS



1.



2.



3.

1. Bronte Cola frames by Good Citizens Eyewear. 2. Harlyn Aqua sunglasses by Waterhaul. 3. Canby sunglasses by Shwood. 4. O.G.E.E. frames by Spexwax. 5. Joan shades by Vinylize





4.

Companies are taking recovered trash, unwanted items and abundant natural materials and transforming them into cool, unique eyewear.

From upcycling broken skateboards and old whiskey barrels to recycling water bottles and utilizing bamboo, companies are embracing some pretty innovative ways to create unique one-of-a-kind shades and specs.

United Kingdom-based Waterhaul (2) creates eyewear from monofilament gill netting, recovered from the waters off Cornwall, U.K.

Australia-based Good Citizens Eyewear (1) turns single-use soft drinks bottles into frames, with a goal of “untrashing” the planet.



5.

California-based Spexwax (4) rescues unplayable vinyl records to create handmade, one-of-a-kind frames.

And Hungary-based Vinylize (5) makes shades and frames from dump-destined vinyl records, diverting more than three tonnes of old records from landfill sites annually.

Oregon-based Shwood (3) crafts eyewear from seashells, which are encapsulated in a high-pressure resin. The ethos of the company’s Stabilized Series is to preserve natural materials from the most awe-inspiring environments in the world and transform them into one-of-a-kind wearable art. **OP**



EYE *level*

Here are some important, innovative or unique products, available to Canadian eye care professionals, that we're loving this month.

2

Toronto-area optician **Carmen Lau** sells many handmade creations, marketed towards her eye care professional colleagues. They include an Eyeglass Lariat Bracelet, made from acetate and gold-plated brass. They come in a choice of five frame colours and gold, white gold or rose gold. [etsy.com/shop/box5](https://www.etsy.com/shop/box5)



3

Made in Vancouver, B.C., these one-inch enamel eye pins are a great way to showcase your love for optometry, science or biology. The design is a hand-drawn illustration based on anatomy diagrams from vintage and antique anatomy textbooks. [Amandatoomicalart.ca](https://www.amandatoomicalart.ca)



1

Xenon-VR Inc. is launching the Xenon-1, a novel medical-grade patented mobile virtual reality headset, which will transform visual field assessment for both the doctor and the patient. This unique headset contains liquid lens technology, which can be customized to each patient's refractive error. A major advantage of the Xenon-1 is it eliminates the need to maintain the patient's chin and forehead in a fixed position for the duration of the test. Other advantages include the significant cost savings of the Xenon-1 compared to traditional visual field machines, increased office efficiency and revenue and improved space utilization. [xenon-vr.com](https://www.xenon-vr.com)



4

These optometry-themed scrunchies are made by Ontario mother-daughter duo Lisa and Abby Lumley, who began sewing scrunchies as a fundraiser for a school trip. Handmade by Ablrlyss Creations with unique fabric designed by Michighan-based Weavingmajor, these scrunchies are perfect for the eyecare professional in your life. Find Ablrlyss Creations on Etsy and Instagram at [Abrlysscreations](https://www.abrlysscreations.com).



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Reference: 1. In a clinical study wherein patients (n=66) used CLEAR CARE[®] solution for nightly cleaning, disinfecting, and storing; Alcon data on file, 2021.

See product instructions for complete wear, care and safety information. 

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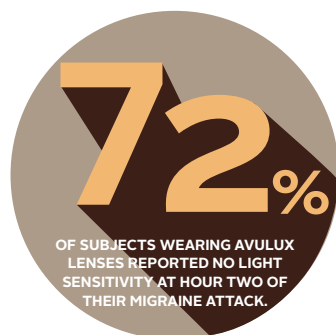


MIGRAINE RELIEF IS IN SIGHT

Clinically Proven Lenses for Migraine and Light Sensitivity Management

For the millions of Canadians who suffer from migraine and light sensitivity, relief is on the way. Eye care professionals now have the unique opportunity to be the first line of defense in identifying, treating, and managing, light sensitivity and the related condition. Avulux, the world's first clinically proven lens for migraine and light sensitivity management is now available to eye care professionals across Canada.

"Light is a key migraine trigger, but many people don't realize that," said Dr. Charles Posternack. "90% of people with migraine experience



light sensitivity and as many as 60% of migraine episodes are actually triggered by light. Research has also proven light sensitivity to be the most bothersome symptom for people with migraine."

Specific wavelengths of light can either worsen light sensitivity and migraine headache pain or soothe it. The painful wavelengths of light are found in the blue (480nm), amber (590nm), and red (627nm) range of the light spectrum. The soothing wavelengths are found in the green range (520-540nm). By filtering these specific wavelengths, light-triggered pain will be reduced.

The Avulux lens uses a patent-ed multi-band precision optical technology that filters as much as

97% of the most painful light in the blue, amber and red-light spectrums while allowing in green light, all without distorting the wearer's colour perception.

Through an independent, double-blind, randomized, placebo controlled clinical trial, Avulux achieved the highest scientific standard – demonstrating clinical and statistical significance in reducing light sensitivity and migraine headache pain in subjects experiencing migraine. Subjects were directed to put on their glasses at the onset of their migraine attack pain. The study found:

72% of subjects wearing glasses with Avulux lenses reported no light sensitivity at hour two of their migraine attack.

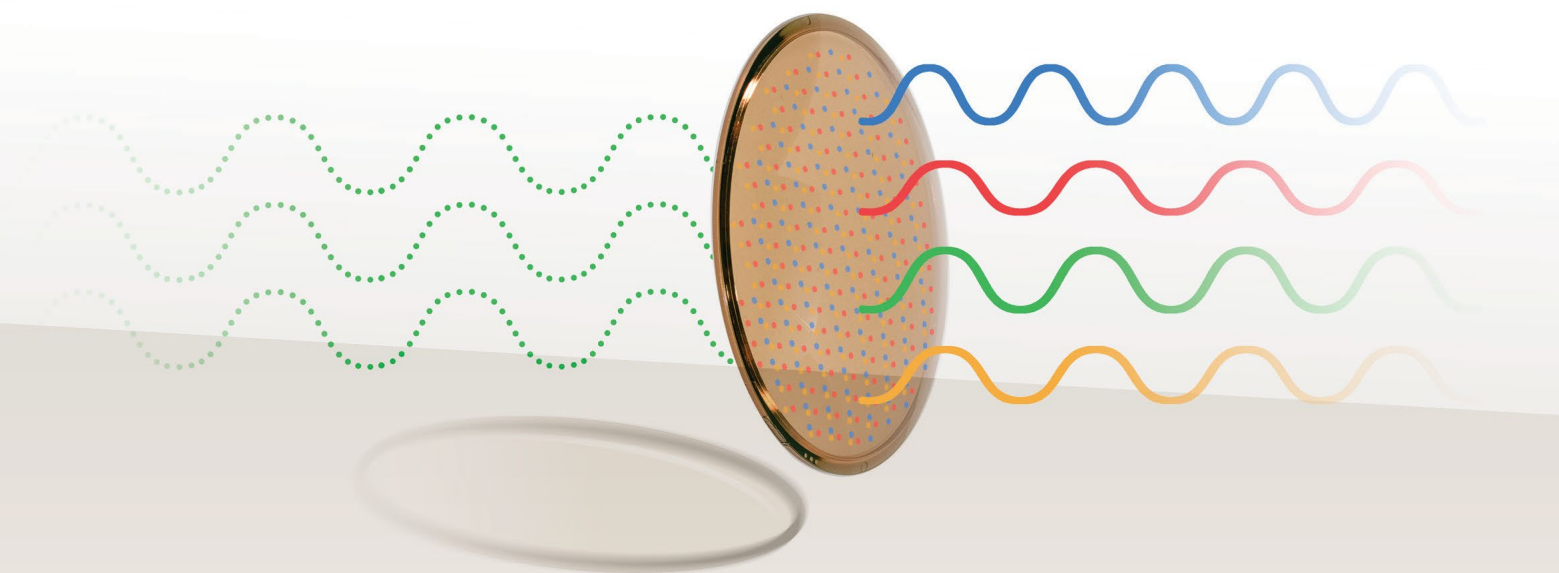
Avulux wearers additionally reported a clinically significant reduction in headache pain at hour two of their migraine attack.

36% fewer migraine attacks required the use of abortive medication while wearing Avulux when compared to placebo, suggesting Avulux is an effective non-pharmaceutical option.

Avulux is a proven, safe, and effective option for managing photophobia and light-triggered migraine pain. The lens has no known side effects, no adverse events, and it does not distort the wearer's colour perception.

The lenses are available to Canadian ECPs in both prescription (SV & Progressive) and plano lens types. For more information on the Avulux lens or how to become an Avulux Authorized Provider, visit www.avulux.ca/pages/ecp.

Finally, Canadian eye care professionals have a clinically backed lens that can be confidently recommended to patients suffering from migraine and light sensitivity. **OP**



The world's first **clinically proven** lens for migraine and light sensitivity management

Avulux is a multi-band precision optical filter that uses a patented nano-molecular technology to filter up to 97% of pain-triggering blue, amber, and red light while allowing in soothing green light.

Through multiple rigorous, independent clinical trials, Avulux proved clinical & statistical significance in helping subjects with migraine manage their light sensitivity and migraine symptoms.



Available to ECPs in Canada

Scan or visit avulux.ca/pages/ecp





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KEY ELEMENTS OF RETAILING

BY NANCY DEWALD,
Lead Up Training and Consulting

Retailing defined: when a business sells a product or service to a consumer for his or her own use.

I often hear “we are not a retailer.” Based on the definition above, we can agree optometry is in the retail business. Once the patient leaves the lane and transitions to the frame gallery, they become a customer.

We need to run our business, accordingly.

Let’s review a couple key elements of retailing.

INVENTORY MANAGEMENT

1 Assortment planning: know your demographic and plan your inventory accordingly, while considering some of the nuances of your business. Does your customer base like licensed brands or do they like to be more unique? Do they care about keeping up with the fashion or do they care that the frame is made from recycled product? Excessive amounts of inventory are overwhelming to the consumer and a huge expense to your business.

When assorted properly, you can carry less product and never miss a sale. Ideally, carry less brands with more depth in each brand so it has a presence and proper selection to be successful. For example, 20 brands with 25 pieces will feel like you have more selection than 50 brands with 10 pieces.

2 Launch new brands to quickly gauge their fit in your office. Work with sales reps and always ask to see the bestsellers report. These are already proven. Then select a few of your own. Also ask for support with professional social media posts, graphics, staff education or incentives.

3 Understand sell through. Track product sales and review monthly. Always have best-sellers on hand and implement a plan to move out slow sellers. For example, changing the location of the product, changing how the product is displayed, 2nd pair promotions, discount, spiff for staff. Clearing out a line is always a better option than switching one frame that does not sell for three frames you do not sell.

SALES CULTURE

1 Knowledgeable/trained staff – consumers want help buying eyewear. Set your team up to succeed. Train them on sales skills; at the very least uncovering of needs prior to recommending product. It frustrates me hearing staff selling product without ever understanding how the consumer uses their eyewear. Consumers come in trusting us to take care of their eye care needs. We cannot do that if we do not clearly understand the need. We must ask questions. Feel free to reach out for advice or more insights on this. It is a huge opportunity.

2 Sales goals. Break your monthly budget down by week and track progress. If you are exceeding your goals, keep doing more of the same. If you are not reaching goals, dig deeper to understand what should be done differently.

3 Promotion or sales. Plan properly to get a return on your investment of time and money. How you ask, plan the offer, review inventory to support, plan advertising and graphics, educate staff, consider staff incentives or spiffs, plan execution with staff and of course set goals and track progress. For a copy of my promotional planning worksheet, feel free to reach out.

STORE DESIGN

1 Clean and clear of clutter; easy to navigate and shop. If you have invested in licensed brands, leverage their marketing, with the rule less is more.

2 Your office look and feel should align with your website and social posts. If applicable, highlight the fact that you are a small business, local, share community involvement and philanthropy efforts.

3 Identify your best retail space and be sure it is generating top dollars; this is where your best-sellers or unique product offerings should be placed. Not the fit overs that you sell to senior cataract patients. (You laugh, I have seen it done).

STORY: Know your toffee
Recently my niece had me make a stop to pick her up locally made toffee. The candy store was easy to find and full of options. I searched for a while before calling her to ensure I was at the right place. She let me know I had to go to the back corner of the store. Sure enough, this unique and I might add delicious product was tucked away in the back. A little bag of toffee for

\$9.99 made onsite, so I imagine very profitable. Now, if you have ever worked with me, you know I am always moving around fixtures and changing the retail space. I ask myself; would it be inappropriate for me to start moving fixtures around in their store to put their best kept secret in the best retail space? I did not do it.... yet :)

So, I ask you, what is your toffee? What brand do you sell through constantly, what is your profitability on it, what support do you get from the sales representative to ensure you always have the best inventory, is it in your best retail space? How do you market it? **OP**

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TheOpticalGroup.ca 1.800.263.0010

CLIMATE CHANGE'S IMPACT ON THE EYES

BY DR. HARRY BOHNSACK,
President, Canadian
Association of Optometrists

The impact of climate change on health is all too real. While we hear more about its impact on respiratory and cardiovascular disease, it also has an impact on eye health and vision care.

Many aspects of our environment can have health impacts on our eyes, including pollution, extreme temperatures, bacteria and even smoking.

However, it is the increase in ultraviolet (UV) radiation, thanks to depleted ozone levels and warmer temperatures, that has perhaps the most immediate impact.

In 1987, there was an international agreement (the Montreal Protocol) among all countries that are part of the United Nations to protect the earth's ozone layer through the phasing out of ozone-depleting substances; those used in refrigeration, air conditioning and aerosols, among others.

This is certainly a positive development, however, the experts suggest that it will take until the middle of this century for the effects to be realized.

In 2003, the World Health Organization (WHO) conducted a study that confirmed that ozone depletion was responsible for a number of eye health issues, including photokeratitis (inflammation of the cornea), photo conjunctivitis (inflammation of the conjunctiva) and cataracts and subsequent research confirmed these findings.

While all of this sounds quite dire, the good news is that the effects of UV radiation are cumulative, so there are simple steps that can be taken at a young age to prevent the kind of damage UV radiation can cause, including not staring directly at the sun, staying out of the sun when its rays are strongest, wearing hats with brims and sunglasses that are 100 per cent UV blockers.

Glasses and lens manufacturers are also trying to do their part to respond to the realities of climate change.

For example, Bausch + Lomb partnered with a company called TerraCycle on the Every Contact Counts Recycling Program, which reduces landfill waste by recycling both contact lenses and their packaging.

Johnson & Johnson Vision's ACUVUE has a sustainability program that is addressing greenhouse gas emissions and its carbon footprint.

CooperVision entered a partnership with Plastic Bank for the first plastic neutral contact lens.

In addition to an environmental commitment by lens manufacturers, there are increasing numbers of more eco-friendly frame manufacturers, which use more environmentally conscious materials such as wood, bamboo, cork, recycled metals and plant-based oil derivatives.

A note of caution about acetate eyeglass products: while more eco-friendly than others, they aren't certifiably biodegradable because while much of their content does come from tree pulp, acetate includes additives which are toxic to the environment.

We have but one environment and we all have a role to play in keeping it, and ourselves within it, healthy.

OP

THE CANADIAN ASSOCIATION OF OPTOMETRISTS is the national voice of optometry, providing leadership and support to its more than 5,400 members to enhance the delivery of healthy eyes and clear vision for all Canadians.



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- 2008 Eye care Director of the Year Pearle Vision, North America
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FOCUS ON EYE HEALTH EDUCATION

Dr. Reena Sud was attracted to the health and business aspects of optometry

BY DAVID GOLDBERG

Dr. Reena Sud is the owner and eye care professional at Leslieville Optometry, located in the heart of Toronto's Leslieville neighbourhood.

Originally from Winnipeg, Manitoba, Sud moved to Ontario to study optometry at the University of Waterloo.

Coincidentally, Sud doesn't even require corrective lenses for her vision, but she was still inspired to become an optometrist.

"I was attracted to a career in healthcare where I would also have the opportunity to run a business if I chose, and I didn't like the idea of teeth and mouths, so I decided to pursue optometry!"

After taking a decade to hone her craft and learn the tricks of the trade, Sud decided to open a clinic.

Of all the people she treats, Sud gets the most satisfaction from helping kids.

"Helping a child who has been struggling with balance or depth perception or learning is very rewarding. This includes toddlers who seem clumsy to students or kids who are having trouble reading. Hearing parents say that our treatment plan resulted in a much happier child or that the child no longer avoids school work, is a great feeling."

Sud feels that it's her job to educate the public about eye health because there's an overall lack of awareness.

"Patients think of an eye exam as updating their glasses or getting new contact lenses. However the risk of eye diseases is equally, if not more important, and a thorough eye exam helps prevent vision loss. As an industry, I think we could improve patient education on why routine exams are important."

That sentiment ties into Sud's philosophy at Leslieville Optometry.

"We encourage our patients to reach out if they have questions after the

exam. Patients should feel comfortable emailing us with questions. Being available to our patients when they need is the service we aim to provide."

While Sud enjoys working with patients and meeting new people every day, her other favourite part of the job is the business side of things.

"I enjoy the marketing aspect of my business as it is my creative outlet. Social media and collaborations with other local small businesses help us connect with our community and offer fun events."

Her social media savvy is what makes Sud so focused on customer satisfaction, something she strongly advises for all aspiring ECPs.

When Sud isn't treating patients, she's spending time with her kids. And if there happens to be some more free time, you'll find her in the yoga studio or on the tennis court. **OP**

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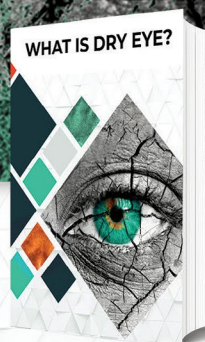
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Talking to your customers

The importance of patient satisfaction surveys

BY CASS STEWART, Marketing4ECPs

A positive customer experience is a vital component in the success of an eye care practice.

Not to mention, poor customer satisfaction can actively harm your brand.

Whether patients convey bad experiences through word of mouth or by posting reviews online, having an unsatisfied patient can do a lot of harm.

But what can you do to measure and improve your patient satisfaction?

Customer satisfaction surveys are one of the most effective ways to understand how your patients feel and one of the best tools to increase customer satisfaction and patient retention in your eye care practice.

Keeping an open line of communication and encouraging feedback from your patients can make all the difference in the success of your practice.

Keep reading to learn more about how you can use surveys to boost your eye care practice and how to ask the right questions to get the results you want.

5 REASONS PATIENT SATISFACTION SURVEYS ARE IMPORTANT

Customer satisfaction surveys provide a plethora of valuable data that can help you improve your customer satisfaction and get proactive about what's not working. In addition, they can provide insight into how your patients perceive your practice and what improvements you can make to keep your patients happy — leading to better patient retention, increased sales and a stronger client relationship.

Here are the Top 5 reasons you should regularly use patients satisfaction surveys to communicate with your patients:

1. BUILD RELATIONSHIPS WITH YOUR PATIENTS

Your patients want to be heard. If your patients feel like their feedback is a

priority to you, it conveys respect, builds trust, and continues to strengthen their relationship with your brand.

By sending out regular patient satisfaction surveys, it gives you an opportunity to start the conversation and show your patients that you care about their opinions.

The next step is to act on the feedback you receive so your patients see that their opinions matter and that they're being heard. If patients see that you take what they're saying to heart, it will only deepen your relationship and increase your reputation.

2. UTILIZE AS A TRAINING TOOL FOR STAFF

Surveying your patients acts like an ongoing mystery shop for your employees. Not only will it keep them on their toes as far as performance, but the results each month, whether positive or negative, can be used to reinforce standards of customer service and care.

Businesses that are service leaders use this information to build training programs and service benchmarks they can then hold their staff accountable to attain.

3. UNDERSTAND WHAT'S WORKING & WHAT ISN'T

Informed decisions are the best decisions and patient satisfaction surveys give you the information you need. Without knowing what's working and what isn't, you risk making changes that harm your practice instead of helping it.

Listening to your patients' opinions and what they like and what they'd like an improvement on can help you make your practice better for

everyone who walks through your doors.

4. IDENTIFY NEW OPPORTUNITIES

Listening to what your patients want gives you insight into additional ways to best serve their needs. Often, customer satisfaction surveys can identify areas your practice can expand, whether it be extending product lines or offering other services that you might not have thought of otherwise.

By opening a line of communication for your customers to have their say, you may hear new ideas that can improve your business.

5. TRACK YOUR PRACTICE'S PROGRESS

Another benefit of regularly utilizing patient satisfaction surveys is that they can act as a benchmark for your practice. Over time, you can track your practice's performance and compare patient satisfaction to changes you've made.

This can help you make more informed business decisions, track your progress, and identify additional areas of improvement.

ASKING THE RIGHT QUESTIONS

Customer satisfaction surveys are only valuable if you ask the right questions. But how do you know what questions will give you the results you're looking for?

Without asking meaningful questions, you won't get meaningful insights. Here are some proven ways to turn your surveys into a reliable source of customer information, to help you get the answers you want:

- Keep your survey short, so it's easy for your patients to give feedback;
- Construct thoughtful, open-ended questions that encourage conversation;
- Ask one question at a time to get more meaningful, thoughtful answers;
- Make rating scales consistent, so you don't get distorted data;
- Avoid making assumptions & asking leading questions;
- Mix in yes & no questions to make the survey easier to complete;
- Be specific & precise in your questions to get clear & detailed feedback;
- Offer incentives to encourage your patients to provide feedback.

IT'S TIME TO USE PATIENT SATISFACTION SURVEYS

The best thing you can do for your business is to talk to your customers. In a market as competitive as the eye care industry, it's imperative to take every step you can to retain your patients and keep them happy.

Customer satisfaction surveys are an easy (and free in some cases!) tool you can use to improve your practice in ways you didn't even know you could! Check your current EHR software to see if it has the capability to send out a survey or look for software that can manage it for you. **OP**



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EVENTS CALENDAR

March

March 31-April 3, 2022

Event: Vision Expo East*
Place: Javits Convention Center,
 New York City, New York
Website: visionexpoeast.com

April

April 1-3, 2022

Event: Ontario Association of Optometrists
 Symposium and Infomart*
Place: Scotiabank Convention Centre
 Niagara Falls, ON
Website: optom.on.ca/symposium-infomart/

May

May 13-15, 2022

Event: optiMunich*
Place: Fairground Munich, Munich, Germany
Website: opti.de/en

June

June 9-12, 2022

Event: Canadian Ophthalmological Society
 annual meeting and exhibition*
Place: Halifax Convention Centre, Halifax, NS
Website: cosprc.ca

September

Sept. 15-17, 2022

Event: Vision Expo West*
Place: Las Vegas, Nevada.
 Sands Expo & Convention Centre
Website: west.visionexpo.com

Sept. 23-26, 2022

Event: SILMO Paris, Paris, France
Place: Paris Nord Villepinte
Website: m-en.silmoparis.com

January

Jan 27-29, 2023

Event: Opti 2023
Place: Munich, Germany, Fairground, Munich
Website: Opti.de

* Please note: In light of the COVID-19 pandemic, these event dates and venues could change.



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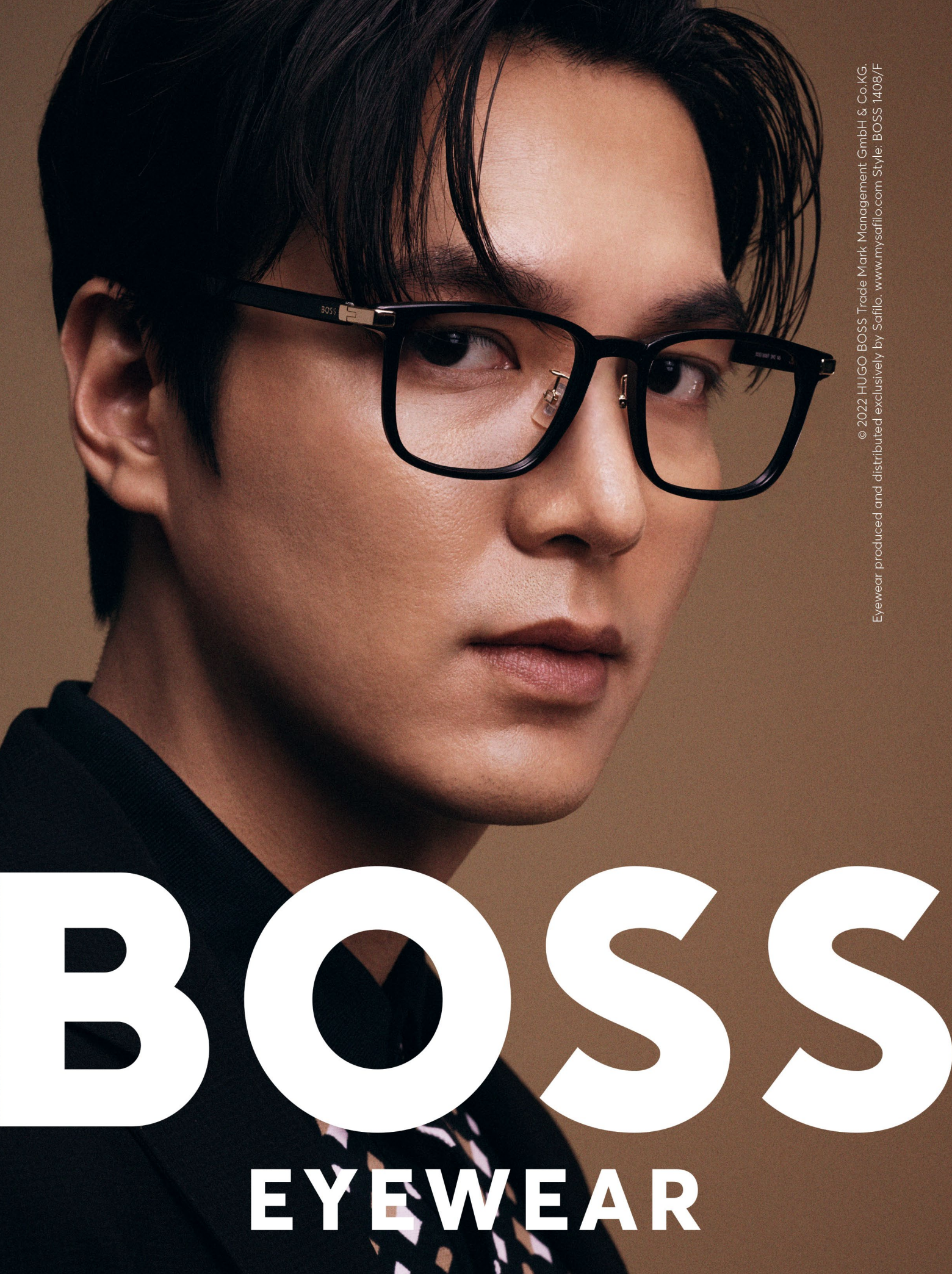
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ESCAPE TO NATURE

BY DENIS LANGLOIS

BOSS 1366/S men's squared sunglasses are among the styles in the brand's Responsible Eyewear collection, which features frames crafted in bio-acetate. Designed, produced and distributed by Safilo, these frames are 100 per cent eco-friendly, biodegradable and recyclable and include bio-based lenses made with at least 40 per cent bio-based raw materials.





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