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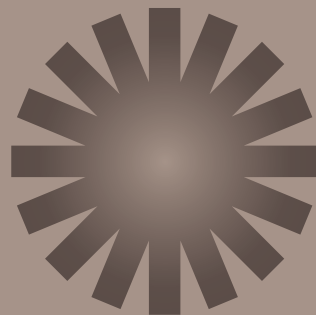
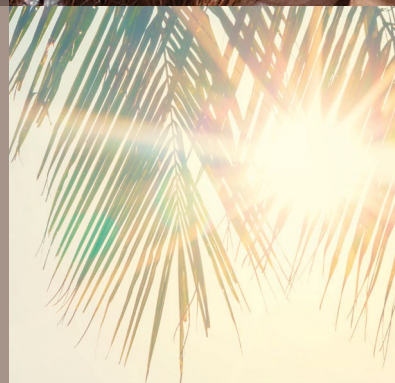
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# OPTICAL PRISM

DIGITAL

THE MAGAZINE FOR EYECARE PROFESSIONALS

December 2021 | Digital Edition | No. 22

PROTECT THOSE  
**PEEPERS**

*Dr.'s Choice*  
**WINS**  
*Top Award*



**LEADING-EDGE  
FRAME TECH**

Seeing  
**20/20**

*with* DR. HARBIR SIAN





# INTRODUCING PRECISION<sup>1</sup>

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**References:** 1. Cummings S, Giedd B, Pearson C. Clinical performance of a new daily disposable spherical contact lens. Poster presented at Academy 2019 Orlando and the 3<sup>rd</sup> World Congress of Optometry; October 23-27, 2019; Orlando, FL. 2. Alcon data on file, 2018.

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

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# OPTICALPRISM<sup>DIGITAL</sup>

DECEMBER 2021 | NO 22

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### OPTICAL PRISM

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MCM709S



45th  
anniversary  
style!



MCM709S



## MARCHON

MCM Eyewear has launched a new acetate sunglass style, marked by its signature Visetos pattern, as the brand celebrates its 45th anniversary.

The timeless print is featured on the leather inserts that adorn the bold, wide temples of the new MCM709S style.

A special version of this style features a statement-making cubic print, designed to celebrate MCM's 45th anniversary.

Oversized in a geometric silhouette, the concaved front of the MCM709S reveals its bold thickness through gradient lenses that create a flash effect, exhibiting further character and charm.

Available in black with a metallic leather insert, burgundy and tortoise with the brand's iconic Visetos temples and black with the 45th anniversary pattern temples.

For more information, visit: [marchon.com](http://marchon.com) or [mcmworldwide.com](http://mcmworldwide.com).

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[hoyavision.ca](http://hoyavision.ca)







FGBP.2021

### BARTON PERREIRA

Independent eyewear brand Barton Perreira has teamed up with luxury fashion house Fear of God to create The Extension of 7th Energy: FGBP.2021 optical frames, the second installment of their collaboration.

Two new colourways, matte sand and matte taupe, have been added to the sought-after style, staying true to Fear of God's signature natural earth tone hues and palettes seen throughout their Seventh Collection.

FGBP.2021 is a classic rectangular acetate unisex frame with light gradient wash lenses, which can be worn indoors and outdoors. The style is available as an optical frame in two fits.

For more information, visit:  
[bartonperreira.com](http://bartonperreira.com)



FGBP.2021



FGBP.2021



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“

Handmade, marbled acetate in multicoloured vibrant hues is offset by classic gold temples.



## WESTGROUPE

WestGroupe has added three new styles to its KLiiK Denmark collection, which features eyewear designed specifically for narrow fit consumers.

The K-700 is a thin Clubmaster style that perfectly lends itself to business or casual wear. Subtle geometric patterning along the monoblock stainless steel brow line adds contemporary flair, while the debossed accents on the temples provide an added touch of detailing.

With a softened rectangular silhouette that is feminine and easy-to-wear, Model K-701 features an etched two-tone pattern along

the temples and brow line, inspired by the contemporary wavy print trend that was popular in fall 2021 fashion collections. The monoblock stainless steel construction provides added strength to the design and OBE nylon-coated screws ensure temples stay tight.

The K-703 style takes its cues from the oversized shapes of the '70s, but the drop bridge and square eye shape are perfectly proportioned for the narrow-fit consumer in size 47-17. Handmade, marbled acetate in multicoloured vibrant hues is offset by classic gold temples, creating a look that is clean and modern.

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

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Style Featured : OTP-133

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CONTIGUAM

### KENMARK EYEWEAR

Contiguam, Filament and Irregular are among the new Jhane Barnes optical frames by Kenmark Eyewear for fall/winter 2021.

The Jhane Barnes collection features styles with architectural shapes and tech-savvy details for the modern, driven man.

Contiguam is an extremely lightweight and futuristic style that features an aluminum front construction that houses a sheet stainless eye rim. Filament is a flat stainless steel metal construction style that boasts a screwless brushed aluminum spring hinge, which provides unobtrusive comfort while adding a pop of colour.

Irregular features an aluminum front construction paired with a nylon rimless lens insertion. The extended end pieces provide a fit suitable for larger faces.

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

“

The Jhane Barnes collection features styles with architectural shapes and tech-savvy details for the modern, driven man.



CONTIGUAM



IRREGULAR



FILAMENT



NAT & COCO  
EYEWEAR

[optikaeyewear.com](https://optikaeyewear.com) | 1-888-448-8193



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### COVRT PROJECT

The London brand COVRT PROJECT introduced its \_MISSION sunglasses and optical collection at Silmo.

New optical frames includes the unisex square frame MP3, a strong, geometric design with a bold futuristic aviator-inspired shape.

A statement style with impressive versatility, MP4 is a hexagonal-shaped frame with a high double bridge and a similar radical layered effect in the construction of the front.

The collection offers the choice of ZEISS DuraVision Anti-Reflective Sun or BlueProtect (blue-blocking) lens coatings for plano lenses.

The Anti-Reflective coating option offers a variety of benefits, including reduced reflection and excellent visual clarity. The BlueProtect coating is designed for people who spend a lot of time indoors and who are exposed to blue-violet light from LEDs, TV, computer or tablet screens.

For more information, visit: [covrtproject.com](http://covrtproject.com)



“

The unisex square frame MP3, is a strong, geometric design with a bold futuristic aviator-inspired shape.



### SAFILO

The new Eyewear by David Beckham collection for fall/winter 2021 is inspired by David's roots in effortless, British style and combined with a sharp focus on detail and functionality.

The new styles are dedicated to a consumer interested in classic designs with an international appeal.

The collection includes a wider offer of sunglasses and optical frames featuring lightweight, high-quality materials developed by Safilo.

The collection includes the timeless rounded DB 7062/s sunglasses in bold acetate, which were designed for graduated ophthalmic lenses.

The new DB 7063/s wraparound rectangular sunglasses in bold acetate were inspired by the iconic sunglasses of Italian actor Marcello Mastroianni.

The collection also includes the contemporary rectangular optical frame DB 7070 in bold acetate.

Each of the new styles features a discretely visible Talisman detail, while the vintage-inspired pattern is chiseled on the metal wire-core of the arms.

For more information, contact your Safilo sales rep or call 1-800-387-7234.





# NEW SPECS ON THE BLOCK

Specsavers offers Canadian optometrists new opportunity for career growth

**S**pecsavers, a global optometry business looking after the eye health needs of more than 40 million people around the world, has now opened its doors in Canada.

The first four Specsavers stores are in British Columbia - located in Coquitlam Centre, Woodgrove Centre, Cottonwood Mall and Orchard Park Centre.

Known for its clinical expertise and affordable, high-quality prescription eyewear, Specsavers aims to become a market leader by 2024 through opening more than 200 stores across Canada. There are currently 16 more stores set to open in British Columbia over the next three months.

“We will expand quickly in 2022, presenting an ever-growing number of opportunities for optometrist associates as well as business ownership,” said Mike Protopsaltis, partnerships director, Specsavers. “It’s a compelling opportunity for an optometrist to become a franchise partner. They receive a fully-equipped, high-volume

clinic supported by the Specsavers brand and 100 per cent of billings.”

While optometrists looking to take their career to the next level have several options, Protopsaltis shares how Specsavers’ commitment to providing quality eye care through clinical excellence helps set it apart from the competition.

“Our approach to delivering quality eye care is that it should be simple, accessible, and convenient. We equip our optometrists with a fully integrated suite of optical technology that empowers them to transform eye health. Delivering quality care requires ongoing multi-million-dollar investments into professional training, development, and advanced

clinical equipment, a hallmark of our approach in every country.”

When asked about its strategy for expansion, Protopsaltis confirmed that building partnerships has always played a key role in Specsavers’ growth and highlighted the company’s partnership model and strong financial incentives.

“Our franchise partners have the opportunity to increase their earnings, since they also receive 40 per cent of retail sales, substantially higher than the competition. Compared to going private, our partners get the best of both worlds — local ownership with a global network of resources. That way optometrists can focus on delivering the best eye care possible, while receiving the business support they need.”

As Specsavers begins to open new doors in British Columbia, its team looks forward to building new partnerships and bringing in optometrists that will help redefine accessible eye care for Canadians. For those looking to change lives through better sight, Specsavers could be the place for you. **OP**



Calling all optometrists

## It's time we talked

The first Specsavers stores are now open in British Columbia, kick-starting a store opening program that will see us open 200 locations across Canada by the end of 2024, creating opportunities for hundreds of optometrists.

So, whether you're a newly qualified or experienced optometrist, we have an exciting proposition to talk you through. It could just be the conversation that helps you make 2022 the year you take control of your future.

When we talk, we will tell you everything you need to know about Specsavers and why more than 40 million patients now trust us with their eye care and eye health management. And why more than 1,500 optometrists chose to join us in 2021 alone.

Contact our recruitment team at [enquiries.ca@specsavers.com](mailto:enquiries.ca@specsavers.com) to get the conversation started.

**#2022NewYou**

**Specsavers**

Transforming eye health  
Transforming careers

GET THE CONVERSATION STARTED AT  
[ENQUIRIES@SPECSAVERS.COM](mailto:ENQUIRIES@SPECSAVERS.COM)



# Seeing 20/20

WITH DR. HARBIR SIAN

BY DENIS LANGLOIS

Award-winning optometrist Dr. Harbir Sian says he's amazed by how much he's learning from the expert guests that appear on his The 20/20 Podcast.

"Although I started the podcast to share information with others, I quickly realized how much I was personally learning from every guest I interviewed," the co-owner of Clarity Eyecare and Highstreet Eyecare Centre in British Columbia tells Optical Prism magazine.

"It has become a bit of an addiction. I can't wait to see what new piece of wisdom I will glean from the next amazing guest. There is at least one thing from each episode that I have almost immediately implemented in either my practice or my personal life."

Sian, the winner of the 2016 Young Optometrist of the Year award from the BC Doctors of Optometry, launched the website AboutMyEyes.com to help spread awareness about the importance of eye health.

He began The 20/20 Podcast in October 2019 and has chatted with experts from multiple professions and on a range of topics, including the power of Omega-3 for ocular health, dealing with dry eye, lenses to reduce the impact of light sensitivity and migraines, corporate social responsibility, creating a successful eye care practice and brand building.

Sian also creates patient-facing content through his video series Chiasma and For Your Eyes Only, which are also available at AboutMyEyes.com.

Recently, Optical Prism got the chance to speak with Dr. Sian about The 20/20 Podcast and his efforts to help inform eye care professionals and patients about optical and business-related topics.

## Q&A

### Q. What motivated you to begin your 20/20 podcast series?

A There were a few different aspects of my professional career that seemed to converge, which led me to finally put the podcast together. A couple of years earlier, I had launched my own eyewear brand (Oxford & Kin). As part of the marketing and promotion of that brand, I was regularly meeting interesting people (entrepreneurs, athletes, TV personalities and others) and getting to learn their stories. At the same time, I was connecting with students, new grads and young professionals on social media who were looking for advice. I thought the podcast would be the perfect way to bring these two groups of people together. By formally interviewing the successful people I met through O&K, I hoped to share their stories with those who were just beginning to build their success in our industry.

### Q. What do you hope ECPs take away from your podcasts?

A. My goal is to inspire my friends and colleagues to think big and reach high. By listening to stories about struggles and successes from people in other industries, we realize that there are actually a lot of commonalities with what each of us is trying to build. Suddenly we see ourselves in the professional soccer player who grew up poor and eventually played for his country in the World Cup or the guy who rose up from an abusive childhood to become the head of a national financial company or the girls who turned their love of makeup into a global brand.

### Q. What are your future plans for your podcast and video series?

A. I am looking forward to the continued growth of the podcast. I have all sorts of exciting guests lined up for future episodes. I have also started adding in shorter, more personal segments that I call Eye2Eye. In these quick episodes, I share some of the personal and professional experiences that have helped me grow in my career. I have also recently started creating short educational videos on Instagram called #30SecondEyeDoc. These super-short video bites are exactly what the name suggests, 30 seconds of easy-to-digest eye info for the modern attention span.

### Q. Why do you feel it's critical now to reach as many people as possible about eye health and eye care?

A. With the various disruptions, deregulations and challenges our industry has been facing, I believe it is incumbent upon us, as the professionals, to help our patients understand the landscape of our profession. Nelson Mandela said education is the most powerful weapon which you can use to change the world. If we can educate the public on the importance of eye care and the value we bring as ECPs, we can help shape the future of our profession.

### Q. Have you noticed an increase in viewership or online engagement during the covid-19 pandemic. If so, what do you attribute this to?

A. Yes, I definitely noticed a bump during COVID. I think we were all looking for new ways to stay connected, to learn and to stay sane. Social media, in general, provided the perfect platform for this. **OP**



Want to see for yourself what we're talking about? Check out Dr. Sian's podcast at [opticalprism.ca/podcasts/](https://opticalprism.ca/podcasts/)



# LEADING- EDGE FRAME TECH

Let's frame up the current situation in the eyewear industry.

After rebounding from the pandemic, the biggest brands are now running full steam ahead to keep up with the intense demand for new specs.

In fact, recent projections have the global eyewear market valued at nearly \$250 billion by 2027.

Now, the biggest brands are trying to stand out to your patients by incorporating new technologies that make a pair of glasses more durable, easier to buy and eco-friendly.

"The technological aspects of frame design are becoming increasingly important as consumers become more sophisticated and demanding in what is important to them when choosing their glasses," says WestGroupe's vice-president of product development and creative director Beverly Sultineau.

"Spring hinges are a key component that has seen vast improvements from both a technological and aesthetic perspective."

WestGroupe has put a lot of resources behind developing spring hinges for both KLiiK and Evatik that are superior in function and, at the same time, work seamlessly with the design.

KLiiK K-705 features a custom integrated spring hinge with a sleek minimalistic design that is actually a key design feature of the temple.

Evatik E-9210 was developed around a Japanese titanium hinge

that is capable of the same movement as a spring hinge due to the mechanically intuitive spacing within the structure.

Meanwhile, Maui Jim continues to roll out impressive additions to its specialty metals collection, including the MJO2221, MJO2222 and MJO2223, with one of the most compelling design stories in the industry.

"In meticulous and delicate execution, a solid piece of pure titanium is



KLIIK K-705



EVATIK E-9210



FLAGLAB 11 BY CARRERA

FLAGLAB 11 BY CARRERA



JIMMY CHOO VAL/S

BY DAVID GOLDBERG

spun and carved on a lathe to create the rounded temples, each style with slightly different accents and bevels," explains managing director-Canada, Jeff Speiran.

## SWITCH IT UP

Alternative Eyewear is all about transformative pieces that quickly go from ophthalmic frame to sunglasses in one fluid movement, without hooks or magnets. No glare or ghosting, just a seamless trans-

formation. Hard coated colours and laser welding complements contrasting hues with RX frames.

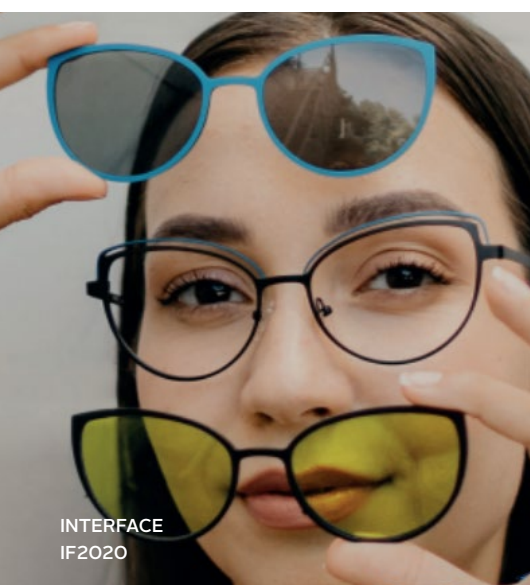
"The convenience of swiping skin options is the hottest trend for ease when switching from RX to sunglasses," says CEO Paul Storace.

"The Transformative Eyewear Experience creates ease with your vision while having options, whether driving at night with yellow lens option or maximum UV protection with our polarized grey lens protection."

Many parents dread shelling out money for kids' glasses because they know it's only a matter of time before they get broken in the schoolyard.

NANO VISTA BY  
ALTERNATIVE EYEWEAR





Well, now ECPs can show them the virtually indestructible Nano Vista design.

“It offers a special design that allows 360-degree hinge rotation with no breakages while ensuring a quick release between the temples and headband,” explains Storace.

And if you or your child is still feeling anxious about in-person shopping, OGI Eyewear has launched its revolutionary Virtual Try-On experience.

“We use cutting-edge Augmented Reality (AR) and facial recognition technology to map and measure your face, instantaneously, and reflect an image of exactly – not almost, not approximately, but exactly – how those frames will look on and fit you,” says OGI’s creative chief officer David Duralde.

“It’s part virtual mirror, part Snapchat filter, except with this product, the only reason you know that the frames aren’t actually on your face is that you can’t feel them there.”

The work done in the store is fine-tuning and confidence-boosting, leaving a customer feeling savvy, sensible and stylish when they leave.

And it will be impossible for your clients not to feel stylish if they go with Safilo Group’s latest offerings from the Jimmy Choo and Carrera collection.

Jimmy Choo’s Val/S sunglasses offer the timeless style of cat-eye sunglasses in acetate, embellished with hand-applied glitter fabric insert on the tubular metal temples. These elegant sunnies come in black with rose gold temples, Havana with rose gold temples and gold crystal fabric insert, brown shaded lenses or nude with

palladium temples and silver crystal fabric insert, brown/silver mirror lenses.

The Flag Lab from Carrera pushes the boundaries of traditional designs to the highest peaks of distinctiveness.

It features a shield with a rectangular aluminum front and temples in aluminum and plastic, elevating the brand’s authentic sports style to an urban setting. Available in black/brown with brown shaded lenses, white with dark blue lenses, black/yellow with yellow lenses, black/pink with red lenses, matte black with grey lenses.

#### A GREENER CHOICE

Zeal Optics continues its commitment to eco-friendly products with revolutionary design features, such as stainless steel frames that are fully recyclable.

“This durable, corrosion-free material packs high tensile strength, allowing the thin frames, which are the lightest in our collection, to stand the test of time and fashion,” says director of marketing Mike Lewis.

Another attractive feature of many Zeal products, explains Lewis, is the ceramic nose pads engineered from a mixture of clay and earthen materials.

“Our ceramic nose pads are hypoallergenic, easy to clean, incredibly durable and provide remarkable hold to keep your glasses from slipping in any weather condition or adventure.” **OP**



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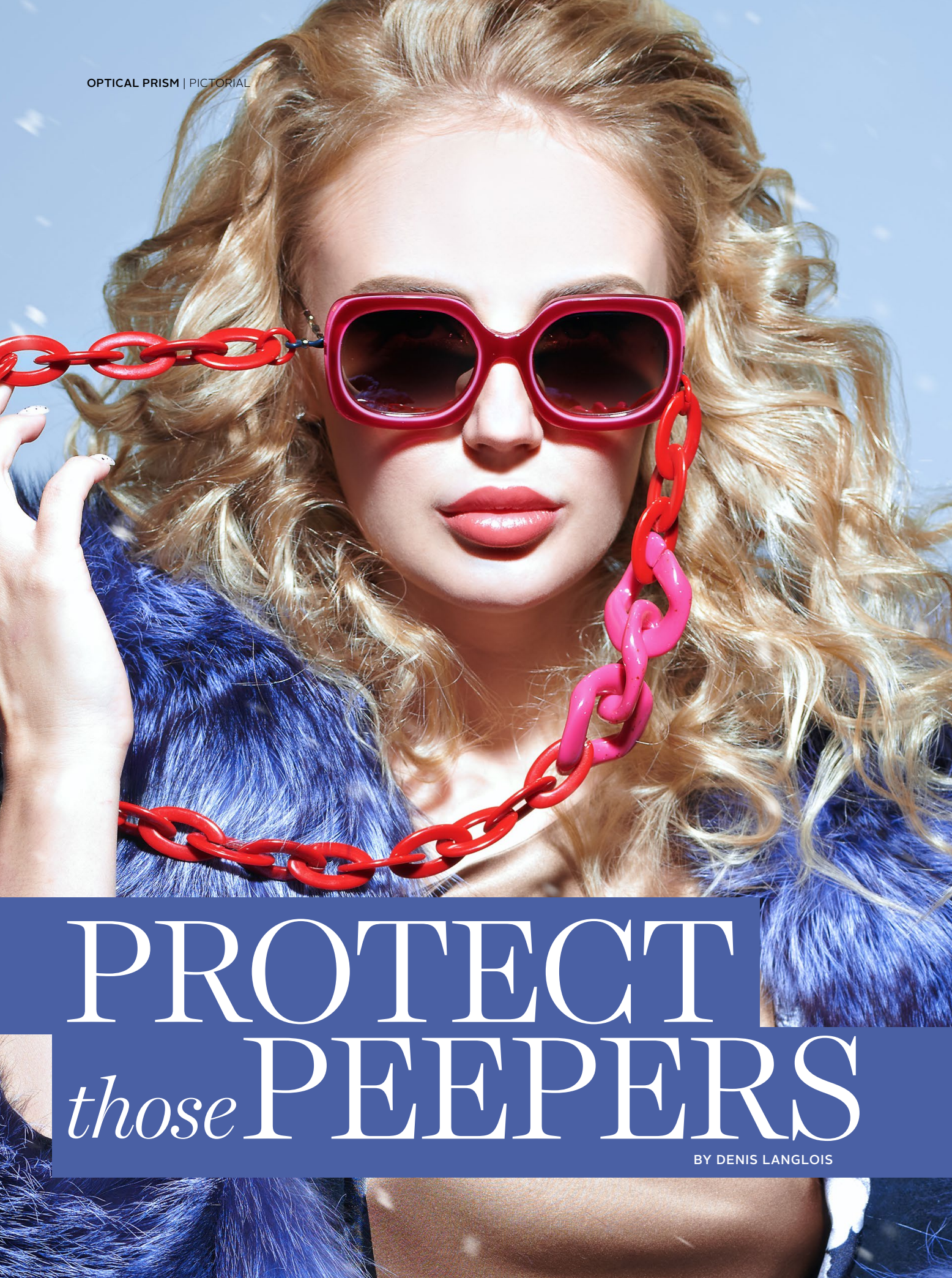
1. Tauber, Joseph, Owen, James, Bloomenstein, Marc et al. Comparison of the iLUX and the LipiFlow for the Treatment of MGD and Symptoms. Dove Press Journal; April 15, 2020.

**Important Product Information:** For indications, contraindications, warnings/precautions, adverse events, please see the iLux User Manual.  
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**Alcon**





# PROTECT those PEEPEERS

BY DENIS LANGLOIS



1. kate spade new york Cayenne/S by Safilo. 2. FYSH Sun F-2080 by WestGroupe. 3. Fossil FOS 2111/S by Safilo. 4. Hedi by AM Eyewear. 5. Bollé Talent from the Sport Lifestyle collection. 6. Lee by Komono.

Winter makes its annual debut on Dec. 21.

And, while most people associate the next few months with less daylight and longer nights and less sun and more grey skies, it's vital that the optical industry continues harping on the message that Canadians should be wearing sunglasses all year long.

Experts say about 85 per cent of the sun's ultra-violet rays are reflected by the snow, which most Canadian communities receive in abundance.

That means all those rays make it back into our eyes and can also cause glare, making it trickier to see the roadways and trails that lie ahead.

The Canadian Association of Optometrists says overexposure to UV rays has been linked to a variety of eye problems, including cataracts, which currently affects about 3.2 million Canadians.

Overexposure to UV can also lead to age-related macular degeneration, eyelid skin cancer, corneal sunburns, age spots and tissue growths on the surface of the eye, the CAO says.

The good news is that there is also an abundance of sunglasses to choose from in the Canadian marketplace.

Companies have designed shades for pretty much every face shape, style and personality.

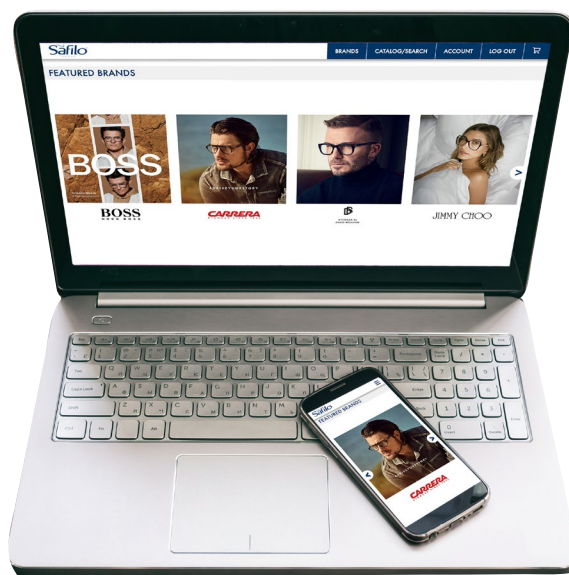
With that in mind, here are some bright and cheery shades that are perfect for making a statement during the shorter summer days ahead. **OP**



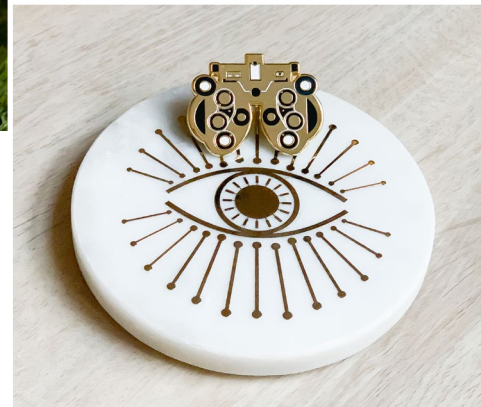
# EYE level

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

**1** **Safilo North America** has launched a newly designed B2B website, [mysafilo.com](https://mysafilo.com), for Canadian and U.S. optical customers. Designed as part of an ongoing company-wide customer-centric digital transformation strategy, the modern new design of the website is a one-stop order engine for Safilo's North America portfolio of licensed and proprietary brands and sets a new standard for user-friendly navigation, ease-of-ordering, order verification and tracking.



**2** Just in time for the holidays, the Etsy shop **PetiteWithLove** has several cool gift ideas for ECPs. This includes the shop's best-selling gold phoropter enamel pin, which features a high-quality shiny gold finish and is 1.5 by x 1.1 inches in size. The store also sells optometry-themed tree ornaments. [petitewithlove.etsy.com](https://petitewithlove.etsy.com)



**3** Microclair Anti-Fog cloths, available from **Shilling Optical**, are reusable, dry microfibre cloths with more than 500 applications. The cloths, which last the whole day, are six-by-seven inches in size. Safe and effective on all lenses, including anti-reflective lenses and ski goggles. [shillingoptical.com](https://shillingoptical.com)



**4** **Kleargo** now offers five-colour digital printing on its white or clear PET bottles of AR99 lens cleaner to bring your practice's logo to life. With minimum quantities as low as 72 bottles, this is a great advertising option for your clinic. There are three sizes of bottles available - 30, 60 and 120 ml. Kleargo's AR99 lens cleaner is safe for use on all lens types and is made and bottled in Canada. [Kleargo.com](https://Kleargo.com)



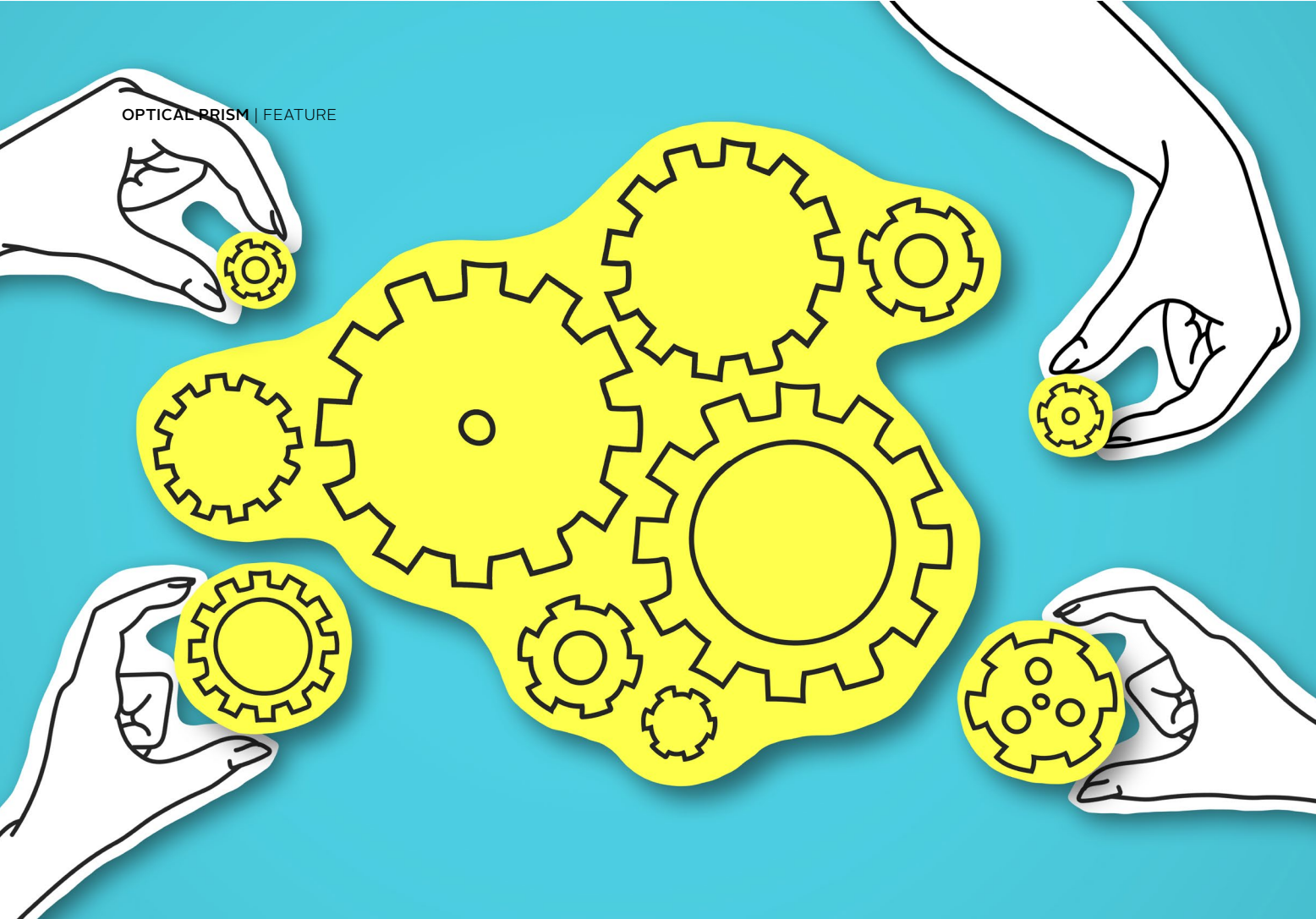
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# THE ART OF COLLABORATION

BY SUZANNE SENDEL

Many businesses have been building their brands and those that have been most successful are those who think outside of the box and sometimes outside of the country.

It has been a crazy 18 months and although our trade shows and sales calls were put on hold, the Internet offered us all a great platform to network.

In doing so, many took the opportunity to gain exposure and

connection through international coffee chats, webinars, online trade shows and live feeds. In building market share, many took a spin south of the border as well as overseas to create a flow of activity, potential and collaborations.

There were several mergers that sparked innovation in our industry.

Many of our independent ECPs have sold their practices to join forces with buying groups and, most recently, The Optical Group was scooped up by our Canada-

proud success story, New Look.

There are many facets in how to build business through collaboration.

We collaborate every day. Whether it is through our supply chain, sales reps, customers, or competition, teaming up and accomplishing mutual goals takes a team.

Selecting the right influencer to help you achieve your popularity on social platforms has proven to be a great investment.

Sharing your vision with an online celeb or micro-influencer holds immense value in today's market. Most of our sales have been through referrals, satisfied customers, patients, and now, on who is seen wearing our brands online. Creating a loyal following on your socials is a way to engage and elevate your market share and online presence.

Collaborating with influencers who emulate your vision and share your message is a great feat and being selective in who you work with is paramount in building your credibility and relatability.

Creating a bundle program in which you can team up with a partner who supports your vision is a great incentive for growth. In offering your services combined, you show great entrepreneurial spirit and vision. Inspiring unity through teaming up shows great heart and builds trust.

Attending online trade shows has proven to be invaluable.

"My Vision Show" had begun at the onset of the pandemic and brought many Canadians to the USA in uniting brands and connections. In attending and participating, I met America's A team of visionary ECPs.

Learning more about their business and how they were open to collaboration. Crossing borders, sharing ideas and connecting. At home, we had a stellar team of online presence in Canadian education with the AOE and Trudi Charest to keep us up-to-date on how to continue to create and flourish during the pandemic.

Meanwhile, South of the border, many of us engaged and were entertained with "Zoom Coffee

Chats," hosted by Tarrence Lakran, aka. The Optical Poet.

In participating, I connected with many iconic leaders from across the nation and sea. How cool it was to have a front-row-centre seat to the realm of possibility.

Times have changed and there is so much to celebrate.

For one, we are all here! Our business is back on track, growth is imminent and those who are open to innovative ideas and ways of thinking in terms of how to reach a



COMPETITION  
MAKES US FASTER;  
COLLABORATION  
MAKES US BETTER.

-FYREFLY

broader market can do so by taking that first step in being inventive. Whether it is crossing the borders to collaborate with another company or celebrity, a collection or invention, when you show that you are open to create together, you build momentum.

I have stopped people in elevators (rapper aka. everyonesaweirdo) to ask them to join in a photoshoot. I have suggested to another optical accessory designer that we team up between the UK and Canada and sell ourselves in the accessory market as "Two lilies across the Pond." We both are vying for the

same peg space in your shop, but on a more global appeal, working together will help us build together. Competition is a great segway to joint success.

I come from a design background, so it is only natural for me to reach out to the fashion leaders in Canada and ask them to join us in our support of exemplifying eyewear fashion. We have worked with entertainment reporters, rappers, fashion editors and iconic designers. We have styled celebrities, VIPs and VPs, all in getting our frames on the right faces. From our connections, new collaborations are being forged. The art of association leads to great opportunities.

One of the most significant collaborations is between you and your supplier. You chose their products because they inspire you. In building your practice, you can count on their full support, stack the deck with building your social media platforms and create content together. Your suppliers can offer you images, videos, feeds that can support your dispensary as a target destination.

Your reps and distributors spend 24/7 in supporting your success and can offer you the tools to best build your business.

2022 is around the corner, there is so much to look forward to. Our trade shows will be in full swing, which will give us the opportunity to expand our reach.

In the meantime, engaging collabs are all the rage and we have such a creative pool to draw from! **OP**





# 85%

OF CHILDREN WEARING INNOVATIVE SPECTACLE LENSES SHOWED LESS THAN ONE DIOPTR OF MYOPIA PROGRESSION.

## TRIAL DEMONSTRATES 'SIGNIFICANT REDUCTION' IN MYOPIA PROGRESSION

CYPRESS CLINICAL STUDY INCLUDES TRIAL SITES IN CANADA, U.S.

CooperVision's SightGlass Vision Business has revealed two-year clinical study data for its Diffusion Optics Technology, specifically designed to slow the progression of myopia in children.

After two years, children who wore their Diffusion Optics Technology-enabled spectacles full-time, including not removing them for near-vision activities, progressed on average one-half diopter less than those wearing the control spectacles—a reduction of 59 per cent, according to CooperVision.

The news was presented during an event in the Netherlands; the world's first commercial launch of the technology.

The CYPRESS clinical study enrolled, randomized, and dispensed the lenses to 256 eligible children across 14 clinical trial sites in Canada and the United States. At the time of enrollment, subjects were six to 10 years old having myopia between -0.75 D and -4.50 D.

After two years of wear, 85 per cent of children wearing the innovative spectacle lenses showed less than one diopter of myopia progression. Moreover, the study also showed that 41 per cent of the children wearing spectacle lenses with Diffusion Optics Technology showed no clinically meaningful progression in refractive error after two years versus only 17 per cent in the control group.

Distance visual acuity with lenses incorporating Diffusion Optics Technology was on average better

than 6/6 (20/20) at each visit and similar to single-vision spectacle lenses at all visits from dispensing through the 24-month visit. In the trial, children on average wore both the test lenses and standard single vision spectacle lenses more than 12 hours each day over a 24-month period, suggesting that children readily adapted to the Diffusion Optics Technology. The CYPRESS trial is now continuing into its third year.

"Our team has been singularly focused on advancing medical science to not only correct children's vision, but also to help slow the progression of myopia. Applying our Diffusion Optics Technology to spectacle lenses makes myopia management straightforward to integrate within eye care practices and easy to become part of children's everyday lives," said Joe Rappon, OD, MS, FAAO, chief medical officer for SightGlass Vision.

Earlier this year, CooperCompanies and EssilorLuxottica announced their intent to form a joint venture to accelerate the commercialization of technologies from SightGlass Vision. **OP**

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On average, there was a **59% reduction** in the rate of myopia progression over three years<sup>1†</sup>

On average, children wearing MiSight® 1 day progressed **less than -1.00D** over 6 years<sup>2†</sup>



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**\*USA indications for use:** MiSight® 1 day (omafilcon A) soft (hydrophilic) contact lenses for daily wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8-12 years of age and have a refraction of -0.75 to -4.00 diopters (spherical equivalent) with ≤ 0.75 diopters of astigmatism. The lens is to be discarded after each removal. **Canadian Indications for Use:** MiSight (omafilcon A) Soft Contact Lenses for Myopia Control may reduce the rate of myopia progression in children (6-18) and correct ametropia. Reduction of myopia progression was observed in children with wearing time of 12 hours (8-16 hours) per day, 6.4 days (5-7) per week in a clinical study. Permanent myopia control after lens treatment is discontinued is not supported by clinical studies. MiSight (omafilcon A) Soft Contact Lenses for Myopia Control are indicated for single use daily disposable wear. When prescribed for daily disposable wear, the lens is to be discarded after each removal.

<sup>†</sup>Compared to a single vision 1 day lens over a 3 year period. <sup>†</sup>Fitted at 8-12 years of age at initiation of treatment.

**References:** 1. Chamberlain P, et al. A 3-year randomized clinical trial of MiSight® lenses for myopia control. *Optom Vis Sci.* 2019; 96(8): 556-67. 2. Chamberlain P, Arumugam B, Jones D, et al. Myopia Progression in Children wearing Dual-Focus Contact Lenses: 6-year findings. *Optom Vis Sci.* 2020; 97(E-abstract): 200038.

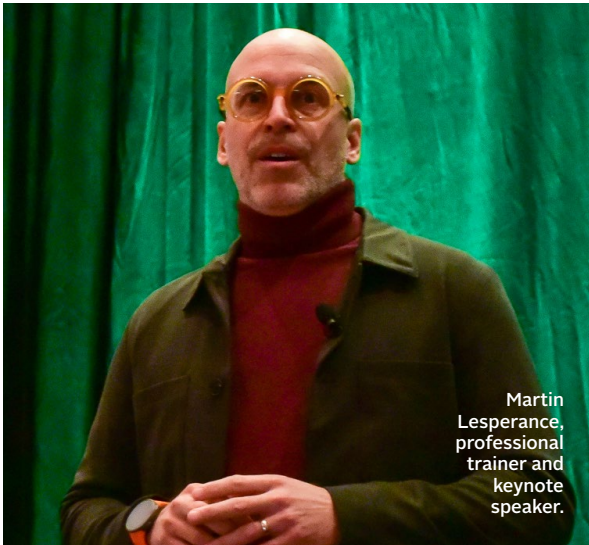




Christine Zeggil, national key account executive, Canada, Transitions.



Chris King, senior global marketing manager at Transitions Optical.



Martin Lesperance, professional trainer and keynote speaker.



Transitions The Studio participants.

# PARTICIPANTS DIVE DEEP INTO TRANSITIONS PORTFOLIO

A select group of sales representatives, trainers, lab managers and buying group officials gathered in Gatineau, Que., recently for Transitions The Studio, a one-of-a-kind, invitation-only educational experience.

Attendees heard from Transitions Optical training professionals as they dove deep into the Transitions lens portfolio, which includes the new generation of Transitions XTRActive lenses and the new Transitions XTRActive Polarized lenses, and from experts on effective storytelling and patient education strategies.

Chris King, senior global marketing manager at Transitions Optical, and Martin Lesperance, professional trainer and keynote speaker, introduced the participants to Transitions The Studio with a Building Your Plan workshop.

Isabelle Tremblay, director of sales and marketing, Transitions, Essilor Group Canada, gave an overview of the current state of the market and shared consumer insights.

She also recognized influencer partners, internationally known Quebec painter AnnLo and eyeglass designers and DJs Coco & Breezy.

‘Defy the Bright: Transitions XTRActive New Generation’ and ‘Defy the Glare: Transitions XTRActive Polarized’ courses included presentations from various experts from the Transitions Optical team on the newest Transitions product innovations.

King and Joshua Hazle, instrumentation technical services manager, showcased the performance of the new range of Transitions XTRActive lenses and demonstrated the new products for attendees.

Lesperance and Arnaud Rajchenbach, marketing manager at Transitions, hosted the course ‘Share Your Story’ where they highlighted what makes for a powerful story and encouraged attendees to share success stories with the brand.

Transitions The Studio Afternoon Kickoff was led by Lesperance, who was joined by special guest and Transitions ambassador and Olympic athlete Georgia Ellenwood, who inspired the attendees with the story of her professional journey to the Olympic games.

The learning continued with the course ‘Offer Your Patients the Best + Finding the Style’ with Transitions Signature GEN 8.

Christine Zeggil, national key account executive, Canada, Transitions, opened the course by educating attendees on what makes Transitions Signature GEN 8 the best overall photochromic lenses and Sheena Taff, owner and optician at Roberts & Brown, shared information on the latest style trends.

The next course ‘Light Up Your Sales’ was presented by Dr. Kiran Ramesh, owner and neuro-visual optometrist, Vision Care Centre, and Trupti Patel, business manager and registered optician, Vision Care Centre. The presenters shared how eyecare professionals can supercharge their optical sales.

To close the afternoon, Lesperance and King led a Completing Your Plan workshop where attendees committed to bringing the content they learned during the October event back to their work in a tangible and accountable way.

Attendees were also officially recognized for completing their education over the course of the event with a digital badge certification for attendees to use on their LinkedIn profiles.

The event concluded with a cocktail reception and dinner with entertainment from Coco & Breezy. **OP**



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# DR.'S CHOICE WINS TOP AWARD

Dr.'s Choice Optical Lab was the big winner at the 25th annual Quinte Business Achievement Awards gala. The Trenton-based family-owned, full-service optical laboratory took home the business excellence award Oct. 22 at Heroes Landing Banquet Hall in Trenton.

The event is an annual celebration of business excellence across the Bay of Quinte region in southeastern Ontario.

The awards recognize outstanding businesses, not-for-profit organiza-



Bay of Quinte MP Ryan Williams, Dr.'s Choice Optical Lab vice-president Kyle Aquino, Adrian deGroot of Wilkinson & Co., and Bay of Quinte MPP Todd Smith pose for a photo after Dr.'s Choice won the Business Excellence Award.

tions and business leaders in areas such as entrepreneurship, business growth, company practices, product innovations, customer service, stewardship, marketing success and community service.

The awards are open to any business, entrepreneur and non-profit organization in Quinte West, Belleville, Brighton and Prince Edward County.

Dr.'s Choice Optical Lab is a Canadian, independent optical lab that uses state-of-the-art technology and offers personalized custom service to eye care professionals in central and northern Ontario. The company produces lenses that are optimized for each patient, allowing them to experience the highest quality of vision and superior comfort.



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# HOLIDAY ADVERTISING... WHAT'S WORKING THIS YEAR!

By Kristy Koehler, Marketing4ECPs

The holidays might not seem like a busy time for optical, but they can be.

Students are home from college and looking to check new glasses off their to-do list. Busy professionals finally have some vacation time and an opening in their schedules for self-care.

And of course, everyone is in the shopping mood, not to mention the year-end rush to use up health benefits.

So, how can your practice capitalize on patients who are ready to buy?

With some Ho Ho Holiday advertising, that's how.

Here's what you need to know to make sure your practice is holiday-ready.

## GLITTER, LIGHTS, & EVERYTHING NICE

Decorating your office is great for staff morale, but it's also a good business practice. People are feeling warm and fuzzy and looking to keep up that cozy sentiment as they shop.

A beautifully decorated storefront will entice shoppers inside and if the interior of your practice follows through with the holiday theme, you might just gain a new patient. It's amazing how far a prettily painted outdoor sandwich board can go this time of year.

Holiday decorations double as social media props too—designer frames nestled in boughs of holly or sitting atop a glittery gift box make for attractive imagery.

## GIVING & GAINING

It's been a challenging year for many people. Holiday food drives are a great way to give back and to position your practice as a community leader.

Young professionals love to know that the business they're supporting shares their values, so doing a good deed can have a big impact, both on the community and on your business.

Offering a small discount on new eyewear for a few non-perishable food items can bring people in the door.



Engage your staff in the effort too. Have them promote the food drive on their own social media channels and watch the food—and the customers—come in.

### THEMED EBLASTS

Put some pizzazz into your patients' inboxes this holiday season. Your practice's voice can really come through when you have a little fun with email.

Not only do end-of-season emails remind patients that they should book their annual exam if they haven't already, but holiday greetings help them think of you year-round.

Make your emails stand out from the dozens your patients are sure to receive by including beautiful images. A fun holiday photo card featuring your staff will remind patients that supporting a local store has a significant impact on real people.

Don't forget to thank patients for their business. Gratitude as an advertising strategy is smart marketing.

### NEW YEAR, NEW YOU

On New Year's Eve, style is paramount and people are looking to see and be seen. Eyewear aficionados will be on the hunt for something stunning to step out in (or virtually if the times dictate that).

Be sure to showcase your finest frames on Instagram. Carousel posts are perfect for showing off how a particular pair will look on multiple face shapes. You can also use this feature to match the frames to various outfits. Show your

customers how eyewear will look with jeans and a T-shirt, a suit and tie, or something funky and daring.

Even for those who don't hit the town on New Year's Eve, this time of year is when people start thinking about making changes to their normal routine. It's a great time to display more modern eyewear.

Let patients know that your opticians are fashion experts. Private styling sessions with your talented team will help patients find a new look as they head into a new year.

### SELL SOME SUNGLASSES

When it's cold out and the snow is blowing, you might assume that people are thinking of anything but sunglasses. But that's not the case!

Winter is when many people set their sights on a sunny destination. Make sure your patients aren't grabbing cheap supermarket sunglasses on the way to the airport by letting them know quality eyewear is a vacation must-have.

Sunglasses also make great gifts. Position your practice as a go-to for designer pairs, even for people who don't need vision correction.

### IT'S THE MOST WONDERFUL TIME OF THE YEAR

It might be tempting to close the office around the holidays, but there are plenty of opportunities available if you're willing to stay open. It's the most wonderful time of the year to meet some fresh faces and re-connect with long-standing patients. **OP**

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