

OPTICAL PRISM

DIGITAL

AUGUST 2022

“With my sunglasses on, I'm Jack Nicholson.
Without them, I'm fat and 60.”

-JACK NICHOLSON

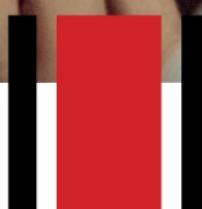


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OPTICAL PRISM

DIGITAL

August 2022 | Vol. 40 | No. 8



SUNGLASS
EVOLUTION

THE
FUTURE OF
OPTOMETRY

A TASTE
OF ITALY

David Beckham
Eyewear

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²The darkest in hot temperatures, in the car and offering the best overall blue light protection across light situations* among clear to extra dark photochromic lenses.

*Protection from harmful blue light (380nm-460nm) among polycarbonate and 1.5 grey lenses: blocking (i) up to 34% indoors at 23°C, (ii) up to 64% behind the windshield (iii) up to 90% outdoors at 23°C and (iv) up to 83% outdoors.

³*Transitions® XTRActive®* new generation lenses block up to 34% of harmful blue light indoors and up to 90% of harmful blue light outdoors. "Harmful blue light" is calculated between 380nm and 460nm. Based on tests on polycarbonate grey lenses at 23°C.

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OPTICAL PRISM

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Sunglasses. Sunnies. Shades. No matter what we call them, they are in a class of their own. What else provides so much protection and is also comfortable and fashionable?

Face masks? Ugh. We've all gotten used to wearing them to shield ourselves and others from Covid. But I think we can all agree that they're not fun to wear, nor are they stylish (even the "cute" fabric ones). Jockstraps? Protective, yes, but not comfortable (I'm guessing) and certainly not widely fashionable. Helmets? They've come a long way with lots of different styles and patterns, but they're not particularly comfortable. And as for fashion, if you're not working on a construction site, riding a two-wheeled vehicle, carving turns on a ski hill or doing ollies at a skate park, you likely wouldn't be caught dead in one.

All of these keep us safe, but we wouldn't wear them if we didn't have to (and some choose not to in any case). Sunglasses, on the other hand, offer a trifecta of comfort, style and protection – so much so that many wear them even indoors or on cloudy days.

As someone with light sensitivity and a family history of macular degeneration, I've worn sunglasses religiously since my late teens. I can't think of any other "medical" or preventative device that has been so easy to adopt. Sunglasses are just part of my wardrobe, like gloves, shoes or a coat. They're easy to grab, easy to carry, easy to wear, and they look fabulous. There's literally no downside.

This issue of *Optical Prism* takes a clear-eyed look at sunglasses from all angles. Our two-part feature on their evolution kicks off with a lighthearted piece on the history of sunglasses, from ancient Rome and China to World War II, Hollywood and beyond. It's a fascinating read, and we bet you'll learn some fun facts you didn't know before. We've even included a timeline so you can see at a glance just how long sunglasses have been around and how they became so ubiquitous.

Part two of the evolution package focuses on lens technology – how far it has come and where it's going. Today's photochromic lenses darken faster, with more of a range from light to dark than previous versions. Other recent innovations include sunglasses with built-in photo, video, audio and social media capabilities. And there are lots of exciting developments on the horizon. Check out the article to find out more.

We have loads of other sunglass content for you in this issue, from the latest trends and the coolest shades to Susanne Sendel's personal ode to her beloved sunnies. And that's not all – we also offer some solid marketing and business advice from our experts, Nancy Dewald of Lead Up Training and Consulting, and Kristy Koebler of Marketing4ECPs.

We hope you find this issue beautiful as well as practical. Kind of like a great pair sunglasses.

JANET LEES, Managing Editor

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Follow us on social media and subscribe to our mailing list for the latest eyewear and eyecare news.

CORRECTION In our July issue, the article entitled, "Why Some Kids Hate Glasses" inaccurately referred to Sean Sylvestre as "Dr." This was incorrect. We apologize for the error and we have corrected the digital version of the issue.

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WHAT ARE THE MOST POPULAR SUNGLASS TRENDS THIS YEAR?

It's clear to see the '70s are back this summer! You'll notice oversized styles, made famous in the disco era, now with a slightly modern update. It's not only the shapes making a return, but the pastel colours are back, too. The gradient tints will look like a sunset and have customers seeing life through rose-coloured glasses. If a '70s vibe isn't their jam, the classic but modern cat-eye has a timeless look for any face shape. No matter which of these styles customers go with this summer, they'll be trendy long past when the leaves begin to change."

AMBER POZNIAK, Licensed Optician, Komoka Optometry, London, Ontario

"If ever there was a time for fashion diversity in sunglasses, it certainly is now, from big and bold to small and dainty. The '70s influence of large square acetates and wires with gradient tints is still strong. They, along with aviators, are truly timeless. The smaller, '90s rectangular and oval looks are back on the scene again, especially luxury drill mounts as seen courtside at NBA games and on numerous celebs. Anything goes!"

RYAN HORNE, Licensed Optician and Contact Lens Practitioner, Owner of SPEX By Ryan, Regina, Saskatchewan

“

"Crystal frames are still a strong trend, but 2022 has brought a new look to crystal. I see top brands and boutique design houses launching more textured frames. Crystal frames are frosted, matte and tinted ombré fade in blush, grey and fun translucent colours, giving a sheer frame depth and dimension. This means a broader age range can wear the crystal look without being washed out.

The top colour of 2022 is definitely green."

DANA REEDMAN,
Optician, Inspired by Rossland Optical, Oshawa, Ontario

"This year we're noticing a fantastic uptick in colourful lenses. Whether it's rose, blue, or a gradient combination of purple to another colour, it's so fun to wear and to view the world through! I'm also happy to say the cat eye has made a big, bold comeback; we're noticing that lifted shape in almost all the lines and it looks incredible on the wearer. In terms of frame colour, that super-light Havana tortoise combining the cream with darker brown tones has been a big hitter and looks great on every skin tone. Fun is back in style!"

BETHANY THOMPSON, Manager, Sphere Optometry, Calgary, Alberta

"When we think of top trends in eyewear, we often think of specific styles, colours or materials of frames. What I have been noticing in 2022 is that people are gravitating more to what displays their individuality and speaks to their own sense of self. We see a lot of people choosing frames with a story; frames that are socially responsible and frames that are made of recycled materials. Frames that look great and that people feel good about purchasing. Eyes are the window to the soul – frame them with something that inspires you.

NICOLE STREICHER, R.O., Dolman Eyecare Centre, Kitchener, Ontario

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LONGCHAMP

Luxury French brand Longchamp has released two new eyewear styles that draw inspiration from the design house's emblematic Roseau handbag line.

Marked by a slightly beveled geometrical brow line, a trendy tea-cup shape characterizes the LO712S acetate sunglass style. A metal bamboo detail unites the temples' two floating parts, echoing the iconic bamboo clasp of the Roseau bags. Frames are offered in Black, Black/Horn, Havana, and Black/Havana Honey, paired with sophisticated gradient lenses.

For more information, contact your Marchon sales rep or visit: marchon.com



LO712S



LULU GUINNESS

Vintage-inspired chic is the inspiration behind the sunglasses in the Lulu Guinness eyewear collection, with timeless styles designed to express a sense of glamour and individuality through bold use of colour, patterns and contemporary fashion trends.

Sassy animal prints, graphic polka dots, vintage stone details and uplifting, flirty shapes add a playfully retro vibe throughout the eyewear collection.

Lulu Sun model L181 is made of cellolose acetate in either slate blue or tortoise. This whimsical, prescription-friendly style features custom lamination and the signature Lulu Guinness lip logo on the temple tips.

For more information, contact your Tura sales rep or visit: tura.com



CATHERINE DE' MEDICI

This independent Italian brand is distinguishing itself in the luxury eyewear industry with a combination of avant-garde design, historical motifs and modern femininity.

A distinctive element in all Catherine De' Medici collections is a twisted titanium frame finished with 18 to 24-karat rose, yellow or white gold.

Audrey, Divina and Ambre are three oversized sunglass styles with the signature twisted titanium at the temples. Audrey has an acetate front and gold temple tips, while Divina (a rimless cat-eye) and Ambre (a square rimless style) both feature a modern baroque bridge motif and adjustable titanium nosepads.

Lenses for all three sunglass models come in a choice of colours, with anti-reflective treatment and 100% UV protection.

For more information, contact your Suzanne Sendel at suzannesendel@gmail.com or visit: catherinedemedici1533.com





FURLA

Made in Italy, Furla eyewear blends a playful spirit with contemporary elegance through eclectic collections that combine expert craftsmanship and modern detailing.

The new SFU 539 features a butterfly silhouette with soft edges framing the face, appealing to a broad fit demographic. With bi-acetate construction and seamless metal eye-wire tracing the frame, this model integrates function and fashion. The use of metal throughout the front adds durability while keeping the frame ultra-lightweight.

The fashion tinted lenses are available in black as well as three new summer pastels: blue, rose and blush.

Nose pads and a spring hinge ensure comfort and wearability, while the signature Furla temple tip is monogrammed with the iconic logo on an enlarged spatula for maximum comfort behind the ear.

For more information, contact your Eredità Eyewear Group sales rep or visit: ereditaeyewear.com

RAY-BAN

For the summer of 2022, Ray-Ban has taken Wayfarers full colour with a new special edition the Colorblock Collection.

The collection includes original Ray-Ban lenses in orange, red, light blue and dark grey, as well as premium Chromance crystal mirror and Transitions lens options.

Featuring four transparent combos, the Special Edition pairs unexpected yet complementary tones with contemporary style. There's a purple frame with orange lenses, a blue frame with red lenses,



Original Wayfarer
Colorblock

a green frame with dark grey or Chromance bi-gradient mirror lenses, and a red frame with sapphire blue or clear Transitions lenses. Each Colorblock frame is paired with a matching cord.

For more information, contact your Luxottica sales rep or visit: ray-ban.com

MOLESKINE

With the success of the Moleskine optical collection, the extension into clip-on sunglasses is a natural fit for the brand. The launch includes three new models – four for men and three for women – all with the clean and minimalistic styling that embodies the Moleskine DNA.

All designs are constructed from thin, lightweight acetate and feature the exclusive Moleskine hinge design that creates a spring effect without the need for welding or screws.



Eyeshapes vary, from retro-inspired rounds and squares to classic rectangles and soft cat-eyes. Colourways include classic torts and easy-to-wear hues. Super-strong square magnets are seamlessly embedded in the front, providing not only a functional purpose, but also a decorative touch that elevates the design.

The new models' sun clips are constructed from 1.00mm polarized Triacetate Cellulose (TAC) that is cut to the shape of the front. This seven-layer material is ultra-light weight, durable and strong, while also providing 100% polarization and UV absorption.

For more information, contact your WestGroupe sales rep or visit: westgroupe.com

L.A.M.B.

Grammy-winning singer-songwriter Gwen Stefani's L.A.M.B. eyewear collection takes fashion cues from her clothing line, mixing modern style with a "street" twist. Sunglass options are glam and vintage, ranging from well-known cat eye shapes to aviators and bejeweled beauties.

The LA576 model features cellulose acetate frames in yellow, red and tortoise options, with custom lamination, signature temple tips and spring hinges. The nylon lenses are prescription friendly.

For more information, contact your Tura sales rep or visit: tura.com





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DB 7000/S BOLD

A TASTE OF ITALY

Eyewear by David Beckham campaign highlights iconic Italian style



DB 7020 BOLD



DB 1087

To view the collection, contact your Safilo sales rep or visit mysafilo.com



DB 7078/S

The new Eyewear by David Beckham collection is stylish and bold yet remains true to its classic aesthetic, inspired by iconic movies filmed in Italy featuring global stars past and present.

This is David's fourth collection with Safilo. Taking seasonal inspiration from world travels that have influenced his personal sense of style, this collection captures the feeling and scenery of Italy with a series of images capturing a carefree holiday spirit.

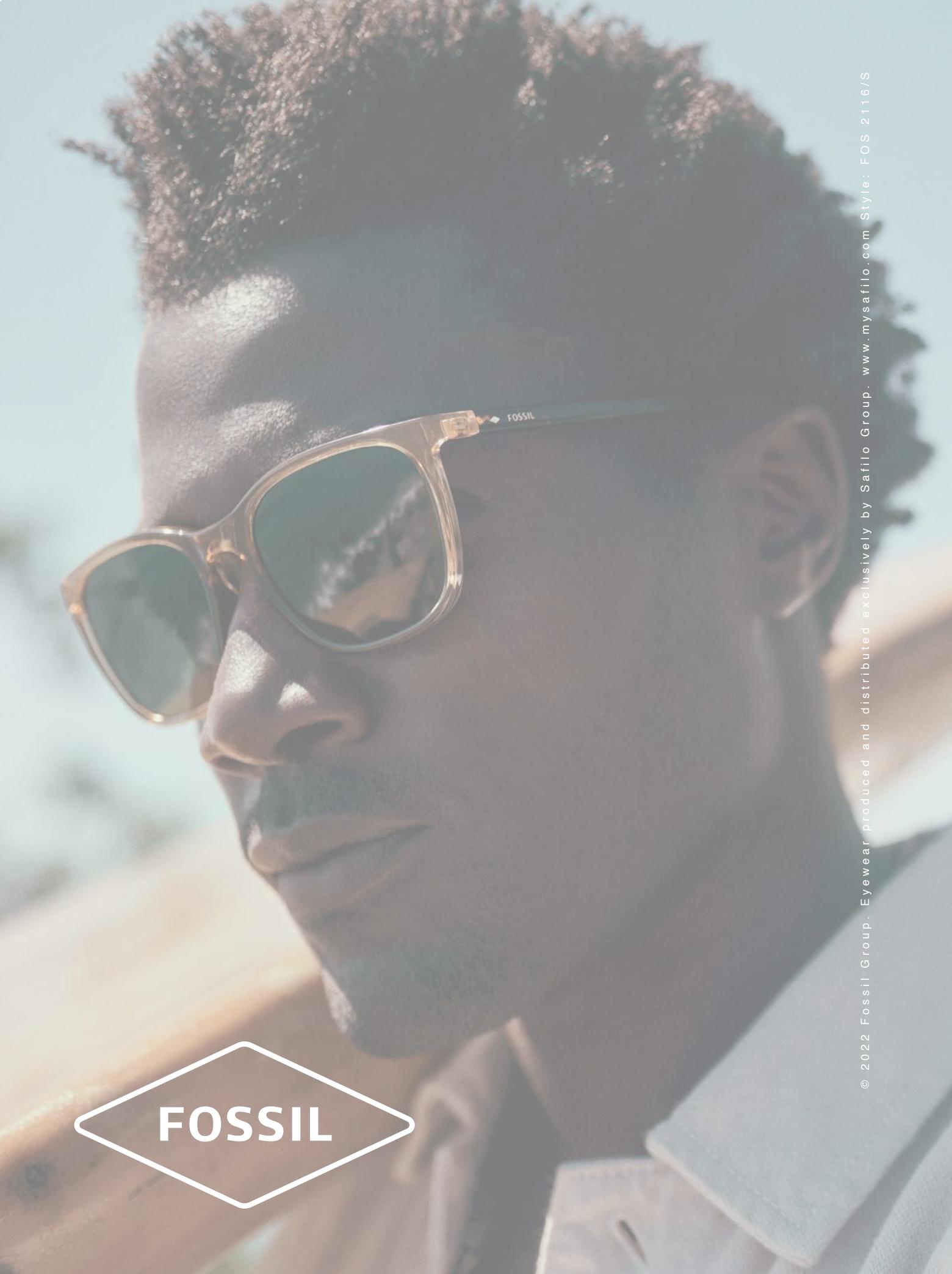
Featuring new styles and new interpretations of classic designs – including the signature DB 7000/S Bold (above), this campaign sees David enjoying the best of the Italian Riviera.

"I have always loved spending time in Italy and was lucky enough to live there in the past," said

David. "The Italian coastline let us create the perfect setting for our campaign and that, combined with the aesthetic of classic Italian style, inspires me and this collection."

The collection continues to present both sunglasses and optical frames made for individuals with a taste for fashion, as well as those passionate about vintage accessories that are contemporary with a hint of retro.

The entire collection is distinguished by high quality and refined design for everyday wear. **OP**



FOSSIL

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THE
**EVOLUTION
OF
SUNGASSES**

PART 1 - HISTORY

Sunglasses have a long and storied history. From the Arctic Circle to the Roman Colosseum and from WWII to Hollywood and beyond, shades are an ancient invention born of necessity that evolved to become as stylish as they are practical.

BY DAVID GOLDBERG & JANET LEES

Sunglasses are an iconic fashion accessory that have become an integral part of our sartorial style. In many cases today, the protection they provide from the harsh ultraviolet rays of the sun are almost secondary to the way they look – and how “cool” we feel wearing them. But, necessity being the mother of invention, sunglasses have their earliest beginnings in the need for a practical way to hunt, fish and get around without the blinding glare of the sun getting in the way.

So how did sunglasses originate and how did they evolve into the ubiquitous fashion statement they are today?



Early Inuit people made and wore "snow goggles" like these made from caribou bone.

SNOW WAY!

The Inuit were the first known to use eyewear as sun protection by crafting “snow goggles” or “sun goggles” to shield their eyes from the unbearable glare bouncing off the snow, which produced snow blindness. This practice likely dates back to prehistoric times.

The goggles were made from wood, bone, walrus ivory or caribou antler carved into a rectangular shape, with slits for the wearer to see through. They were cut to fit tight to the face, with soot (and later, gunpowder) rubbed onto the exterior to absorb light, further cutting down the glare.

Even without sophisticated lens technology – or any lenses at all – these early sunglasses still managed to improve the wearer’s vision, as the narrow slits helped focus the eyesight and prevent UV rays from doing too much damage.

FROM ROME TO CHINA

Historians wrote that the Roman Emperor Nero would wear a version of sunglasses as he watched gladiators do battle in the Colosseum. According to some, Nero had gemstones highly polished so he could watch the fights without glare from the sun, making the viewing experience more comfortable for his royal eyes.

Sunglasses made from flat panes of smoky quartz called *Ai Tai*, meaning “dark clouds,” which offered no corrective powers but did protect the eyes from glare, were also used in China in the 12th century or possibly earlier. Documents describe these crystal glasses also being used by judges in ancient Chinese courts to hide their emotions and facial expressions while questioning witnesses.

FIRST GLIMPSES

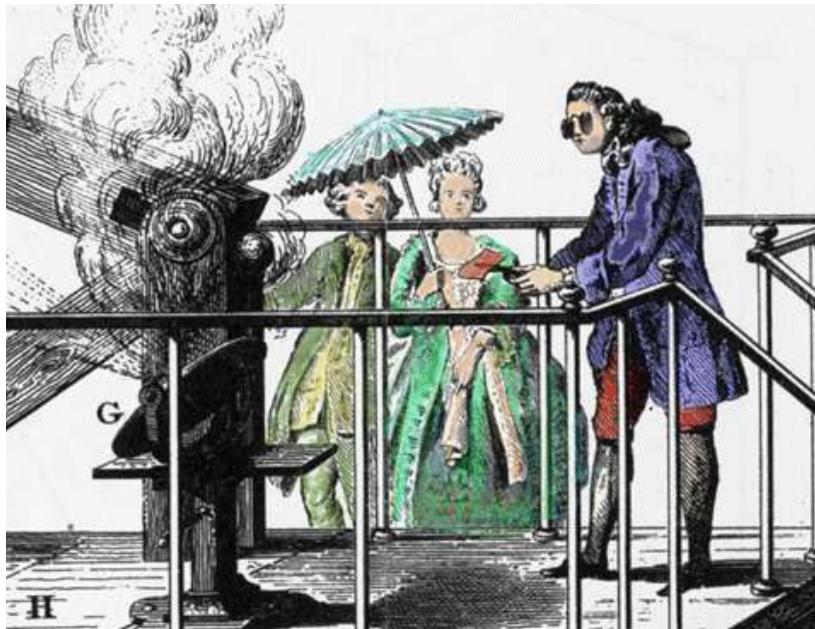
It was in the 1700s that we first saw modern-looking sunglasses in the form of a pair of darkened lenses held together by wire.

• PRE-HISTORY •

Inuit people wear carved “sun goggles” to reduce glare off the snow

• CIRCA 58 AD •

Roman Emporer Nero watches gladiator fights using cut emeralds



One of the earliest surviving images of a person wearing sunglasses is this drawing from 1772 showing French scientist Antoine Lavoisier wearing tinted glasses as he conducts an experiment with his "solar furnace."

Some inventors even toyed with the idea that lenses of certain colours could help improve various vision impairments. James Ayscough, an English optician and designer who also made scientific instruments including microscopes, introduced spectacles with double-hinged side pieces around 1752. Although he made clear lenses, he also recommended lenses tinted blue or green to treat some vision problems, and these tinted lenses are believed to be the precursors to sunglasses.

Though Ayscough's theory didn't prove true at the time, a few hundred years later it would become one of the hottest fashion trends in sunglasses, and some athletic brands have now developed lens technology

with different colours for certain sports. Also during the 18th century, tinted mirror-like framed Murano glasses were being used as so-called "gondola glasses" (*vetri da gondola*) by Venetians riding in gondolas to shield their eyes from the glare off the water in the canals. Toward the end of the century, well-off Venetians such as playwright Carlo Goldoni sported "goldoni glasses" – tinted spectacles with pieces of cloth as sun guards on the sides of the glasses.

One of the earliest surviving depictions of a person wearing sunglasses is a drawing from 1772 showing the scientist Antoine Lavoisier operating his invention of a solar furnace.

TRENDS BY THE DECADE

1920s: The first mass-produced sunglasses are sold in New Jersey.

1930s: Aviator-style sunglasses worn by celebrities and round sunglasses are popularized.

1940s: Thick frames with more colours are becoming available.

1950s: Cat-eye sunglasses become the most in-demand type of frame, popularized by actresses including Audrey Hepburn and Marilyn Monroe.

1960s: Both men and women start to wear large square frames in a multitude of colours.

1970s: Tinted sunglasses with round, oversized lenses are the hottest trend.

1980s: Aviators again dominate global trends after Tom Cruise wears them in *Top Gun*.

1990s: Hollywood A-listers popularize small frames.

2000s: The trend reverses with bug-eye frames. Micros are out!

2010s: What's old is new again. Retro styles including aviators and cat-eyes return to relevance.

2020s: Anything goes! Sunglasses become a reflection of personal style.

• CIRCA 1300

Chinese judges wear smoke-coloured quartz lenses to hide their eye expressions in court

• 1752

James Ayscough recommends spectacles with blue or green lenses

• 1772

Antoine Lavoisier operates his "solar furnace" wearing tinted glasses

• 1866

Civil War soldiers wear "shell spectacles" as eye protection during long marches

• **CIRCA 1900**

Syphilis patients use tinted glasses to help with light sensitivity caused by the disease

1920s

Hollywood stars begin wearing shades

1928

Sam Foster starts selling sunglasses in Atlantic City under the name Foster Grant

1929

John A. Macready creates anti-glare "pilot's glasses"

1936

Edwin H. Land uses his patented Polaroid filter to invent polarized sunglasses

1939

Bausch + Lomb patents Ray-Ban Aviators

1944

General Douglas MacArthur makes Aviators a symbol of war heroism

By the late 19th century, short references to sunglasses began making their way into reports. In 1866, American journalist Walter Alden wrote of soldiers during the American Civil War using "shell spectacles" to protect against sunlight on long marches, and British author T. Longmore made mention in *The Optical Manual* (1885) of soldiers in Egypt being equipped with tinted glass "eye protectors."

THE RISE OF MODERN SUNGLASSES

The idea of using sunglasses to protect the eyes from UV rays and light sensitivity didn't really take off until the early 20th century ... and it all had a rather strange start.

People who suffered from syphilis were prescribed lenses with a brown or yellow tint because one of the symptoms of the sexually transmitted disease is an enhanced sensitivity to light.

Because of this unfortunate connection, for years wearing sunglasses was associated with being in poor health. But that was about to change.

By the 1920s and the dawn of film, Holly-

wood stars were often spotted wearing sunglasses in public. Perhaps they did this to hide the red in their eyes from working in front of those bright klieg lights all day (or from staying up drinking late into the night), but also to hide their identity in a crowd of autograph-seekers and paparazzi.

Inexpensive, mass-produced sunglasses were first produced by plastics manufacturer Sam Foster in 1929. Foster found a ready market for his sunglasses, made from celluloid, on the beaches of Atlantic City, New Jersey, where he began selling sunglasses from a Woolworth on the Boardwalk under the name Foster Grant.

The trend took off, and in 1938, *Life* magazine wrote that sunglasses were a "new fad for wear on city streets ... a favorite affectation of thousands

of women all over the U.S." The article claimed that 20 million pairs of sunglasses were sold in the United States in 1937, but estimated that only about 25% of American wearers needed them to protect their eyes.

Around the same time, pilots started using sunglasses, further adding to their popularity and "cool factor."



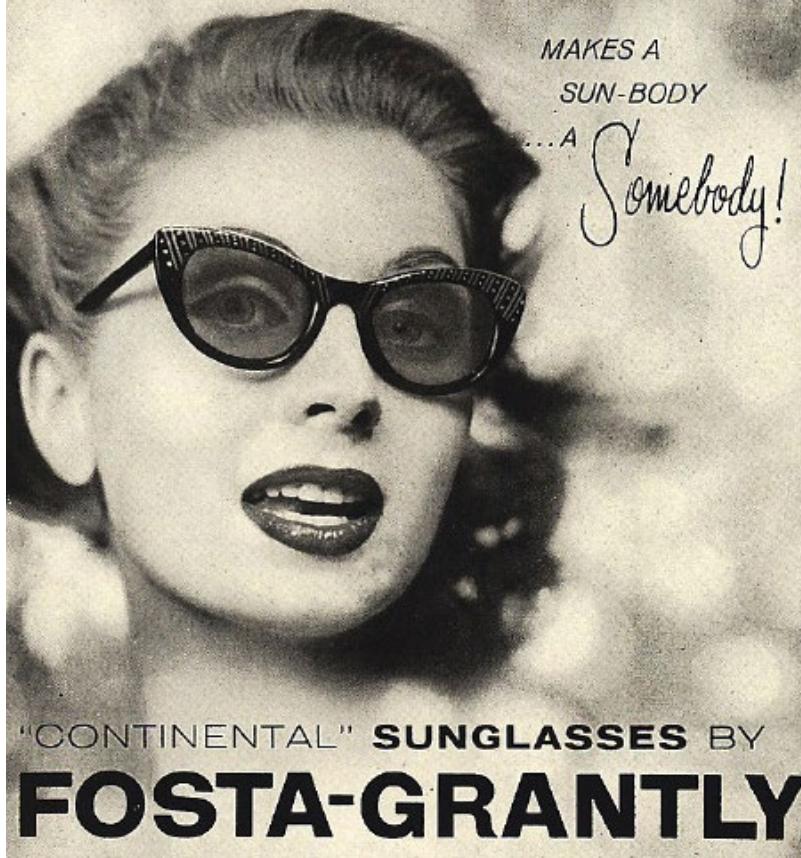
Baseball great Casey Stengel wears sunglasses while playing outfield for the Brooklyn Dodgers, circa 1915.

**1961**

Audrey Hepburn personifies sunglass elegance in Breakfast at Tiffany's

1983

Tom Cruise makes a shady entrance in Risky Business



A 1956 ad for Fosta-Grantly, the early name for Sam Foster's sunglass company, later rebranded as Foster Grant.

WAR EFFORT

Bausch + Lomb no longer makes sunglasses, but the company was responsible for the first popularized style of sunglasses and still the most iconic shape in today's modern shades.

In 1929, U.S. Army colonel John A. Macready worked with Bausch + Lomb to create "pilot's glasses" that would reduce pilot distraction caused by the sun while also eliminating fogging issues with the goggles previously used by pilots, besides being "lighter, thinner and more elegantly designed." The prototype, created in 1936, was known as "Anti-Glare" and had green lenses

that could significantly reduce glare without obscuring vision.

The new Anti-Glare eyewear became available to the public in 1937, featuring a plastic frame with the now classic Aviator shape. In 1939, the sunglasses were redesigned with a metal frame and patented as the Ray-Ban Aviator, reflecting their ability to "ban" both ultraviolet and infrared rays.

The BBC hailed the new glasses for using "Kalichrome lenses designed to sharpen details and minimize haze by filtering out blue light, making them ideal for misty conditions." Popularized for public consumption, WWII pilots would find them especially helpful in the skies over Europe and Japan.

But it was American General Douglas MacArthur who really brought Aviators into the mainstream when newspaper photographers snapped photos of him

• 1984

Canadian Corey Hart releases the hit single "Sunglasses At Night"

MAKES A
SUN-BODY
... A
Somebody!

OPTICAL PRISM | FEATURE

wearing them while landing on a beach in the Philippines in October 1944. Those images – and the glasses – became a lasting image of Second World War heroism.

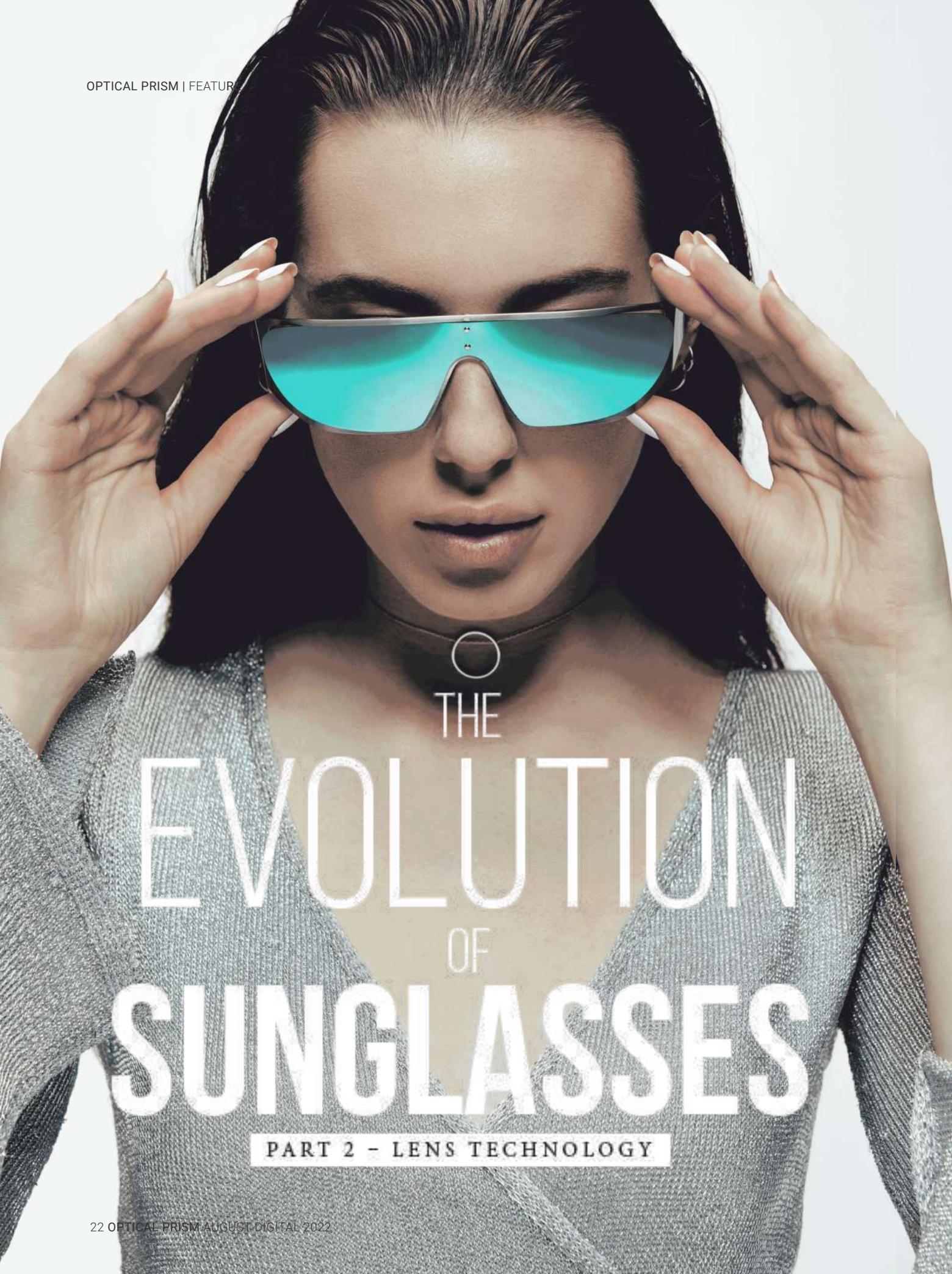
Starting in the 1950s, sunglasses were everywhere. Beach movies, beach culture, beach bands and beach songs reigned, and anyone anywhere could embrace that beachy vibe by donning a pair of shades. In the '60s it was The Beatles, Audrey Hepburn and James Dean who defined a new generation

**INEXPENSIVE,
MASS-PRODUCED
SUNGLASSES WERE
FIRST PRODUCED
BY PLASTICS
MANUFACTURER
SAM FOSTER IN 1929.**

of cool with sunglasses. Each successive decade brought its own movement, from Flower Power to Punk Rock, and each had a particular sunglass aesthetic at its core.

Fast forward to today, and sunglasses continue to make a fashion statement as well as providing ever greater eye protection thanks to new developments in lens technology (see next article). According to Statista, revenue in the Canadian sunglass segment amounts to CA\$740 million and is expected to grow annually by about 3%. By comparison, the U.S. sunglass market is expected to reach almost CA\$6 billion in 2022.

It's clear that sunglasses are here to stay. To quote a well-known one-hit wonder by Timbuk 3, "The future's so bright, I gotta wear shades." **OP**

A close-up photograph of a woman with dark hair, wearing a grey ribbed turtleneck sweater. She is holding a pair of sunglasses with both hands, adjusting the lenses. The sunglasses have a reflective, teal-colored lens. The background is a plain, light color.

THE EVOLUTION OF **SUNGLASSES**

PART 2 - LENS TECHNOLOGY

As Canadians savour the summer weather's fleeting embrace, we reach for our favourite pair of sunglasses – a true complement to any sun-soaked beach day or cross-country road trip. But what technology lies within the lenses? And what's next?

BY DAVID GOLDBERG

We wear sunglasses for fun. We wear sunglasses for fashion. But most importantly, we wear sunglasses to protect our eyes from the sun. And there's so much more to that protection than meets the eye.

Behind every new sunglass or light-adaptive lens that hits the market, there was an entire team of engineers and scientists who toiled in a lab to perfect the product that you're prescribing or wearing today.

The typical pair of sunglasses we know today has been centuries in the making, beginning with snow goggle-wearing Indigenous hunters, gladiator-watching Roman emperors, and Chinese inventors experimenting with smoke-tinted quartz.

Meanwhile, another designer in 17th century Europe is credited with being among the first opticians to toy with colour-tinted lenses.

It wasn't until the mid-20th century that sunglasses became a fashion staple popularized by Hollywood stars and other celebrities of the day.

Now, well into the 21st century, the brightest minds in lens technology innovation are maximizing safety, performance and durability. Some are even bringing science fiction dreams to life.

Advances in light-adaptive lenses, along with additional colour choices and the ability to accommodate nearly every prescription, have made the sunglasses market burn brighter than ever before.

Join us as we explore the evolution of sunglass lenses, what's most popular today, and what's next for sunnies as demand keeps growing for this must-have accessory.

HOW FAR WE'VE COME

Historically, the most significant advancements in sunglass lens technology were the polarized lens in 1936 and the light-adaptive lens in the 1960s. Fast-forward to today, and the improvements are all about expanding prescription options, adding new colours, making the lens-manufacturing process more sustainable, creating sport-specific lenses, and improving performance.

HOYA Vision Canada's Vice-president of Technical Marketing Warren Modlin says the biggest change he's witnessed in the last 20 years is the ability to make cool shades for everyone, no matter their prescription.

BEHIND EVERY NEW SUNGLASS OR LIGHT-ADAPTIVE LENS THAT HITS THE MARKET, THERE WAS AN ENTIRE TEAM OF ENGINEERS AND SCIENTISTS.



HOYA's Sensity Dark lenses are light reactive to deliver extra darkness in the outdoors and even behind car windows.

"As technology improves, we can modernize our lens designs by accommodating prescriptions that were once untouchable," says Modlin. "This improvement helps our ECPs by giving them the ability to present their patients with a variety of prescriptions in more wrapped frames."

Maui Jim and Zeal Optics' Managing Director Jeff Speiran marvels at the meteoric rise in demand for fashion-forward lenses and the hottest looks with a prescription built-in.

"The popularity of mirrored lenses and prescription lenses is really trending up," he says. "Specifically, Zeal recently added our Horizon Blue and Copper-coloured Adventure, available in both single vision and progressive."

Leslie Silliman with Transitions adds the focus on colours and varying tints are some of the biggest new changes in lens technology. "The brown, grey and green lenses will always be classic, but it's been great to see the expansion of colours in lenses such as sapphire, amber, emerald and amethyst, to allow for more personalization and expression of style," she says.

In addition to performance and aesthetics, sustainable manufacturing and design also rank high in the list of recent developments in sunglass lens technology, says Alessandro Bellati, Safilo Group's director of product innovation.

"The industry has seen the prominent introduction of chemically recycled plastics and bio-based plastic for the manufacturing of new lenses, leading to a serious reduction of the environmental footprint of lens production."

The next step is producing lenses made from 100% recycled materials.



Under Armour's UA Tuned Performance Lenses are scientifically engineered for sport-specific performance.

TODAY'S TECH

More and more, sunglass lens technology is zeroing in on individual user's needs. Especially for athletes, Safilo's Bellati touts Under Armour's UA Tuned Performance Lenses, scientifically engineered for ultimate visual precision by sport.

"Each UA Tuned Lens filters in the light needed to create sharper colour separation, enhanced visual detail and heightened contrast within varied sports environments," explains Bellati.

"AS TECHNOLOGY IMPROVES, WE CAN MODERNIZE OUR LENS DESIGNS BY ACCOMMODATING PRESCRIPTIONS THAT WERE ONCE UNTOUCHABLE."

"The brand offers sport-specific lenses for baseball and golf as well as general outdoor activities," he adds. "These lenses provide not only 100% protection against the bright sunlight, but they also offer increased depth perception and delivery of the brightest field of vision." Other benefits include increased contrast and sharper details – especially important for outdoor sports.

For example, baseball lenses can have a blue or orange tint to help players zero in on the ball hurtling towards them. Golfers benefit from a green/blue tint to maximize contrast on the course. Driving and cycling lenses have a brown tint to take the glare off the road.

Photochromic or light-adaptive lenses are also gaining renewed popularity with ever-evolving technologies, design features and faster fade-back.

Zeal Optics' Speiran points to the brand's Auto Sun lenses, which combine polarization and photochromic technology. "Designed for long days outside in changing light conditions, these lenses automatically adjust tint and colour," he says.

HOYA has also rolled out the next generation of its photochromic lenses. "This past year, we successfully launched the next generation of our Sensity light-



Transitions' newest XTRActive lenses achieve Category 3-level darkness when it's hot – the same as regular sunglasses.

adaptive lenses," says Modlin. "Sensity 2 fades back to clear nearly twice as fast as the previous generation."

HOYA also offers Sensity Dark lenses, which have the ability to darken behind a car windshield – something that was impossible for light-adaptive lenses for many years.

At Transitions, Silliman points to the brand's XTRActive new generation lenses, which automatically adapt to changing light and are the only photochromic lens to achieve a Category 3 level of darkness when it's hot – the same level as standard sunglasses.

FOCUS ON THE FUTURE

There is some next-level innovation about to come our way.

Safilo's Bellati eagerly awaits the evolution of liquid crystal electrochromic lenses to boost performance for sports eyewear even further.

Meanwhile, companies such as Luxexcel have developed technology to 3D print customized lenses with built-in sensors that automatically adjust brightness for the wearer.

Sunglasses lens designers are also going high-tech, trying to add features that we thought would be impossible just 30 years ago.

The future will see an increasing prevalence of sunglasses equipped with augmented reality features.

"Despite still being in its infancy, this could completely revolutionize the current intended uses of eyewear, which could evolve into an active data-processing device," says Bellati.

The industry got a taste of that technology earlier this year with the rollout of Ray-Ban's Stories Smart Glasses, which allow users to take photos and videos and automatically upload them to a social media feed.

The future is also bright for light-adaptive products. For example, in just the last few years we witnessed the release of the first-ever

contact lens with photochromic technology in the Acuvue Oasys with Transitions.

Silliman at Transitions confirms the highly-anticipated photochromic future.

"Transitions lenses offer dynamic light protection from UV and harmful blue light in all light situations from indoors to outdoors, and we know that patients have increasingly become aware of the need for light protection for their eyes," she says.

"Our research and development team is constantly at work on new product development to create photochromic lenses that focus on what patients want, and I think they can expect new product offerings that will do just that."

Putting aside the fun features and fashion, at the end of the day, making a quality pair of sunglasses comes down to preserving patients' precious eyesight and protecting everyone's eyes from the sun's harmful rays.

And with the effects of climate change becoming ever-present in our day-to-day lives, many experts, including HOYA's Modlin, know it's never been more important to put a focus on premium UV protection.

"What I see in the future is the availability of selective tints through spectral filtering, which creates a better performing lens," says Modlin. "Also, the ability to offer a higher efficiency polarized technology that would be the next generation of polarized lenses."

What's next for sunglass lens technology remains to be seen and experienced, but one thing's for sure: the options will only increase. **OP**

The Cat's MEOW



Nothing says "leading lady" more than a pair of cat-eye sunglasses. Chic and elegant, cat eyes have made a resurgence with styles ranging from oversized to square, all featuring the upswept brow-line that defines the look. With so many modern takes on this timeless classic, there's a purr-fect pair for everyone.

BY SUZANNE LACORTE





OPTICAL PRISM | STYLE EYES

EYE *level*

A selection of important, innovative or unique eyewear and eyecare products we're loving this month.

1 **LOOIFEGIFT** is helping keep your glasses where you can find them with the style, charm and personality of handmade animals. These unique and memorable eyeglasses holders keep eyeglasses safe and conveniently on display, adding a sense of whimsy to any desk, table or shelf. There's a wide selection from ducks and foxes to dogs and cats – even a dinosaur and a unicorn! looifegift.com

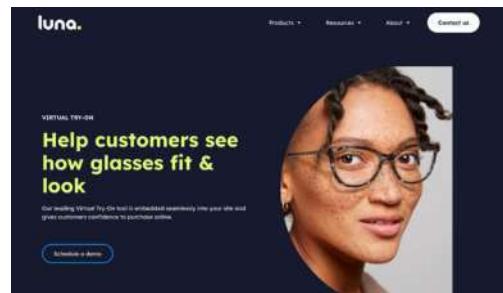


4 **BAUSCH + LOMB**'s new **THERA°PEARL** Eye Mask is a doctor-designed hot and cold pack. Innovative Pearl Technology allows the mask to conveniently hold its temperature for the doctor-recommended time of 20 minutes and comfortably conform to the face to deliver soothing relief from dry eyes, styes, headaches/sinuses, puffy eyes, or everyday aches and pains. bausch.ca

2 **RONOR** celebrates turning 40 with a new line of eco-friendly customizable accessories including bags, cases and solutions. The reusable bags are made with recycled paper and the cases with recycled cardboard. There's also a green solution called Bi-Oh!, a biodegradable optical cleaner that attracts, dissolves and eliminates impurities using hydrolysis instead of harsh chemicals. Bi-Oh! is hypoallergenic, odourless, alcohol-free, solvent-free, VOC-free and biodegradable in less than 14 days. Designed and manufactured in Canada, Bi-Oh! is safe for all types of lens coatings and is certified by the Enviro-Performance label. ronor.com



3 **LUNA**'s Virtual Try-On tool helps your customers see how glasses look and fit. The tool is embedded seamlessly into your website, enabling your customers to shop your eyewear collection with confidence, knowing what they see online is what they are purchasing, true to fit and colour. Accurate 3D fitting reduces the likelihood they'll return the frames after purchase. Digitize your SKUs to create high-quality 3D realistic renderings of your frames for a robust and powerful virtual shopping experience. luna.io/virtual-try-on



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References: 1. In a study where n=78 eyes; Alcon data on file, 2020. 2. Alcon data on file, 2021. 3. Alcon data on file, 2021.

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

I WEAR MY SUN-GLASSES...

Whenever I want to feel amazing!

BY SUZANNE SENDEL

Ever since I was a little girl, I loved wearing cool sunglasses. I remember my very first pair, which I won at the Belmont amusement park in Montreal. They had mirrored lenses, orange neon temples, and they made me feel way cool! They became my most valued accessory. As I sported them religiously, I felt like one of the fashion-forward kids who had style and swag.

It wasn't long before sunglasses became a movement led by pop culture, with films like *Grease* where all the cool characters wore them, and rock videos like Robert Palmer's "Addicted to Love" featuring a lineup of gorgeous models playing guitar, wearing next to nothing and crushing it in their dark shades. Wow!

Then out came the hit song, "I Wear my Sunglasses at Night" and Corey Hart infused the optical industry with too-cool-for-school

attitude. All of us began showing up to the dinner table in shades and parents across the globe had to intervene.

As a teen, I attended fashion shows in NYC – my great aunt ran a bathing suit company – and throughout fashion week, the sight of those glorious models strutting the runway in fabulous eyewear was unforgettable. As I began to study designer brands and their ad campaigns, how they inspired my inner diva! I shaped my own style through what made my heart beat twice. How cool it was to create my own fashion identity while protecting my eyes.

Fast forward to adulthood when, in discovering and creating my own style, I began to crave unique designer eyewear. From Gucci to Dior, my heart and pocketbook were always open to more. The ad campaigns featuring leading designers stole my heart. I wanted a great accessory that made me

feel my best whether in formal or fun wear, and I simply couldn't get enough of the sunglass movement. I just felt terrific in shades.

When I changed professions later in life, it only seemed natural that I would fall in love with the optical industry.

I remember first meeting designers Coco and Breezy and being fascinated with their back story: twin sisters who came from the projects and had a difficult time with bullies in high school. In order to avoid eye contact and ward off their aggressors, the girls designed their own knock-out frames, which lead to their hit eyewear collection and current rockstar status.

Creating a persona through shades demonstrates just how magical sunglasses can be and what a significant meaning they have for so many.

Our sunglasses have seen the light of day! They have travelled with us and gotten us through the best and worst of times. They made it easy to hide our eyes when we were fatigued or sad, or bump up our fashion style when we wanted to "bling it on" or "dress it up."

Now a parent of two adult children, I get to relive that thrill of how special one can feel in a great pair of sunglasses. My kids are a constant reminder of those days when I was just developing my taste for funky frames. I occasionally hear, "Mom! I need new sunglasses!" and smile. When I share my shades and experience their joy and wonder, I am reminded of how exciting those first designer sunnies can be!

My sunglasses are by far my favourite fashion accessory; they complete me. **OP**



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- 2008 Eye care Director of the Year Pearle Vision, North America
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ACING TURNOVER

Onboarding and assimilation

BY NANCY DEWALD
Lead Up Training and Consulting

Change is inevitable. That's certainly true when it comes to business, and in particular, staffing of our businesses. Canadian companies are not only having a hard time finding workers in today's tight labour market; they are also finding it increasingly difficult to keep the employees they already have. Turnover might be a fact of life in 2022, but you have a choice: let turnover stress you out or get good at dealing with it.

"THE ONLY THING YOU CAN COUNT ON IS CHANGE."

– Patti Smith

How do you deal with turnover for maximum results? Today we will discuss two key strategies: onboarding and assimilation.

ONBOARDING

Onboarding is the process of integrating new employees into the organization, preparing them to be successful in their jobs, and helping them to become fully engaged, productive members of the team.

Onboarding is more than just a brief introduction; it includes the initial orientation and the pursuant three to six months, or however long it takes to get a new employee up to speed in your company.

According to a 2021 Harris Poll survey, 69% of employees who engage in a structured onboarding program are more likely to stay. So, what does structured onboarding look like?

TO BE SUCCESSFUL, ONBOARDING SHOULD INCLUDE:

- ▶ a clear, documented, repeatable plan that lists activities to be completed throughout the duration of the onboarding;
- ▶ the involvement of other team members and assignment of a buddy/mentor to support the learning;
- ▶ regular, scheduled check-ins with direct supervisor.

CONSIDER THE FOLLOWING AS AN OUTLINE:

BEFORE STARTING	Communicate with supervisor, complete paperwork, assign a buddy, set up shadowing schedule, inform all involved.
FIRST DAY	Introductions, allow new employee to experience the service as a patient/customer, review job description, shadow areas of the business, supervisor check-in at end of day.
FIRST WEEK	Job shadow, set up schedule, assign trainers to teach required tasks, assign simple tasks.
FIRST MONTH	Follow training plan with scheduled check-ins with supervisor.
MONTHS 2 & 3	Follow training plan, coach to improve skill set, 90-day review.

ASSIMILATION

When hiring a key member of the team who will have authority, such as a manager, consider doing an assimilation. This activity consists of gathering the team to share information and insights with the new employee. In roles with authority, it is important to quickly establish what I call FCT (Familiarity, Comfort & Trust), and assimilation helps facilitate this.

ASSIMILATION OBJECTIVES:

- ▶ Provide current team with the opportunity to get to know the employee in a brief timeframe.
- ▶ Begin to build the basis for a longer-term working relationship between the new hire and the team.
- ▶ Lay the foundation, early on, for open communications, work planning and problem-solving.

When you have the proper resources in place for thorough onboarding and assimilation, you can get ahead of turnover and reduce stress.

HOW DOES ASSIMILATION WORK?

STEP 1	Notify the team and the new employee that you will be hosting an assimilation.
STEP 2	Share the objectives outlined above.
STEP 3	Gather answers to the questions below, letting the team know it is anonymous: What would you like to know about the new employee? What does the new employee need to know about us as a group?
STEP 4	Summarize responses.
STEP 5	Meet as a group and facilitate the conversation by using what you learned from the answers above and sharing what the team feels the new employee needs to know.

Assimilation may be a new business concept for many, but I can assure you that it is a highly effective way to have real discussions and eliminate the gossip or speculation that sometimes arise when we bring on new team members.

When you have the proper resources in place for thorough onboarding and assimilation, you can get ahead of turnover and reduce stress for both the new employee and the other team members.

If you are intrigued by this concept and have further questions, please feel free to reach out to me at leadupforsuccess@outlook.com. **OP**

Nancy Dewald is a business development professional, workshop facilitator and optical industry veteran. She is CEO and founder of Lead Up Training and Consulting, which specializes in identifying business gaps, implementing solutions and developing leaders. For more information, contact her at leadupforsuccess@outlook.com.

GAME CHANGER

Claudine Courey's online store makes it easier than ever for optometrists and their patients to get the help they need

BY DAVID GOLDBERG

Dr. Claudine Courey is on a mission to provide high-quality eye care products to all Canadians.

"About four years ago, I realized that my patients had a really hard time finding the products I was prescribing," said Courey, who has a doctorate from the University of Montreal's School of Optometry and a Master of Science in Clinical Optometry. "I also noticed that people who lived in rural regions of the province did not have access to them at all. I knew I had to do something about it."

Her solution was to create Eye Drop Shop (eyedropshop.ca). The online shop offers eye care professionals and patients direct and rapid access to hundreds of essential eye care products including eye drops, eyelid wipes, face masks and eye-safe cosmetics.

"It's an optometrist's turn-key solution for an e-commerce page on their website," explained Courey.

This is how it works: ODs get a link to put on their website to offer their patients particular products, and receive a percentage of sales. Meanwhile, Eye Drop Shop takes care of everything on the back end, including picking, packing, shipping and customer service.

Aside from providing premium eye care products, Courey was also inspired to help more patients practice what she calls "eye-safe beauty."

"My patients were telling me that they needed to stop using makeup because their eyes would get red, irritated and painful. This was affecting their



self-esteem and overall wellbeing. Most didn't necessarily want to wear it every day, but for date night, on weekends, or for special occasions, they wanted to know if there was an option."

Knowing that many mainstream makeup companies use ingredients that can exacerbate patients' underlying dry eye disease, Courey conducted extensive research to find more eye-friendly products.

Eye Drop Shop is now the exclusive Canadian distributor for three eye-safe brands: We Love Eyes, Eyes Are The Story and Twenty/Twenty.

"These brands are game-changers," said Courey. "These lines of products are helping so many and redefining the beauty industry as we speak. And we are so grateful to be a part of this positive change."

In addition to running Eye Drop Shop, she also practices privately and works in The Dry Eye Clinic at Bellevue Ophthalmology in Montreal. Courey just marked her 10th anniversary as a practicing optometrist, but she still adores the job a decade later.

"I love having the opportunity to help people and I'm so grateful to get to do what I do every day." **OP**

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MARCH



APRIL



FEBRUARY



A pair of gold-colored aviator sunglasses is resting on a white, textured surface. The background is a bright, overexposed beach scene with blue water and a clear sky. The text 'BEACH & SUNNIES IS ALL I NEED' is overlaid in the upper right corner in a white, sans-serif font.

JULY



AUGUST

OPTOMETRY MARKETING CALENDAR		
PRODUCT LINE	PRODUCT NAME	MARKETING DIRECTOR
Optometry	Optometry Marketing, Healing, Reporting, Updates, etc.	Website Traffic, Local Search, Email Subscribers, News or Information Articles by Device
Membership & Member News		
Social Library	Post promoted posts from member individuals, including posts on Facebook and Instagram	Adm
Virtual Library	Post promoted content to virtual or physical member libraries	Adm
Social Media Strategy	Post promoted content to the social media activity of 3 competitors, a suggested Theme and Grid Along	Adm
Organic Performance Monitoring	Post promoted content to the organic activity of 3 competitors	Adm
Training Portal	Post promoted content to the Training Portal, Newsletters and more	Adm
Job Board	Post promoted content to the Job Board, Employment, Positions, etc.	Adm
Product Launch	Post promoted content to the Product Launch	Adm

Watch the recorded webinar and download the marketing calendar, playbook and social posts at marketing4ecps.com/2022-marketing-plan.

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WHY MEDICAL NICHES ARE THE FUTURE OF OPTOMETRY

BY KRISTY KOEHLER, Marketing4ECPs

Optometry is rapidly evolving, and the scope of practice continues to expand. Comprehensive eye exams and refraction still make up the majority of services patients seek, but medical optometry is expanding.

Educational conferences and summits are now devoted entirely to dry eye, whole practices are developing around vision therapy, and more and more optometrists are carving out specialized niches for themselves.

There are plenty of diagnostic options and treatment technologies to service a rapidly growing segment of the population that is seeking out advanced optometric care for specific concerns.

Medical niches are a great way to set yourself apart from other practices and help you double down on why you got into eye care in the first place – to help people.

SELLING SPECIALIZED CARE

Online eyewear and lens retailers are a significant threat to an eye care practice's bottom line. Medical niche optometry can help you replace some of those lost revenues.

It should go without saying that marketing your medical niche is important, and it all begins with your website. A pop-up banner on your site is a great way to show off your niche focus.

Online, interactive quizzes help patients begin the diagnostic process and see if they may be experiencing an issue you can assist with. For example, a dry eye quiz will begin with the patient answering questions about the severity of their condition and end with a call to action to book a dry eye assessment.

Internal marketing is important, too. Patients who visit you for comprehensive eye exams might not know you provide vision therapy or dry eye treatment options. For a small investment, you can have posters in the office and exam rooms, as well as patient brochures and educational material for patients to peruse while awaiting an appointment.

Don't overlook the inbox, either – email marketing is a high-ROI way to reach your current patient base and advertise specific services they might not know you offer.

YOUR COMPETITIVE ADVANTAGE

In sports, winning is big business. Individual athletes and even whole sports teams are keen to cash in on any competitive edge. As an optometrist, you are uniquely positioned to make medical niches like sports vision training your own competitive advantage.

Concussions are at the forefront of sports medicine and research, and there is evidence to suggest that sports vision training can actually help to prevent a concussion, according to *The Journal of Visualized Experiments* (JoVE). As more focus continues to be placed on athlete safety, there is a significant opportunity for you to expand your sports vision practice.

Sports eyewear, sunglasses, and visual skills training for specific sports are all part of a successful sports vision training focus. Assess what athletic pursuits are popular in your area and tailor your marketing around those. Does basketball dominate in your city? Invest in options to improve reaction time. Is golf the chosen pursuit in your area? Make sure you have the tools necessary to help your patients sink a putt.

AN AGING POPULATION

We have a population that is not only getting older, but is also very aware of the care and treatment needed to continue having a high quality of life. Medical niche optometry serves a growing base of patients who require more specialized options for eye care.

Conditions like age-related macular degeneration, cataracts, low vision and presbyopia are on the rise as a result of our aging population, and you can position your practice to help meet their needs.

Multifocal contact lenses are a great addition to your practice and are particularly helpful given the rising cases of presbyopia. Despite the demographic data, only 18% of contact lens fittings are for multifocal lenses, according to an article in the *Journal of Optometry*. What does that mean for you? Opportunity!

**AS AN OPTOMETRIST,
YOU ARE UNIQUELY
POSITIONED TO MAKE
MEDICAL NICHES LIKE
SPORTS VISION TRAINING
YOUR OWN COMPETITIVE
ADVANTAGE.**

SET YOURSELF UP FOR THE FUTURE

As patients become more aware that there are specialized treatments available for specific eye care concerns, they will begin to seek out practices that meet their needs. You will need to position your clinic as the place to go for dry eye relief, myopia management, scleral lenses, or low vision.

Focusing your attention will enable you to build your reputation and increase patient referrals, both internal and external. Medical niches are the future of optometry, so be sure to find the niche that speaks to your passion and build your practice around it. **OP**

Kristy Koehler is a senior email marketing strategist at Marketing4ECPs who spends her days crafting creative content in email form for eye care practices all over North America. Find out more about Kristy and Marketing4ECPs at marketing4ecps.com.



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CONTINUING
EDUCATION



EVENTS CALENDAR

AUGUST

August 19-21, 2022

Event: Vision Therapy Canada Annual Conference & AGM

Place: Ottawa, Ontario

Website: visiontherapycanada.com/events/list/

SEPTEMBER

September 14-17, 2022

Event: Vision Expo West

Place: Las Vegas, Nevada

Website: west.visionexpo.com

September 23-26, 2022

Event: SILMO Paris

Place: Paris, France

Website: silmoparis.com

OCTOBER

October 19-21, 2022

Event: Vision Plus Expo

Place: Dubai, United Arab Emirates

Website: vpexpodubai.com

NOVEMBER

November 11-13, 2022

Event: Dry Eye Innovation Summit

Place: Toronto, Ontario

Website: dryeyesummit.ca

2023 JANUARY

January 27-29, 2023

Event: Opti 2023

Place: Munich, Germany

Website: Opti.de

2023 MARCH

March 16-19, 2023

Event: Vision Expo East

Place: New York, New York

Website: east.visionexpo.com

2023 SEPTEMBER

September 8-10, 2023

Event: 4th World Congress of Optometry

Place: Melbourne, Australia

Website: worldcouncillofoptometry.info

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MISSONI

LIFE IN COLOURS

For some, the coming of spring brings more light. For others who suffer from preventable blindness, the longer days don't bring hope, only the prospect of more darkness.

But you have the power to bring the light of the season to people facing a darker future due to vision impairment. Your meaningful gift can provide eye exams and glasses to people in need. You can also help send a promising student to school to become an optometrist.

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more light

SCAN TO DONATE

