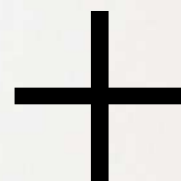


# OPTICAL PRISM

FOR OPTIC CARE PROFESSIONALS

January 2022 | Vol. 40 | No. 1

THROUGH THE  
LOOKING  
GLASS



**ESSILOR's**  
battle against  
myopia

INTRODUCING  
**VERY  
PERI**

New shade named  
Pantone Colour  
of the Year

IGNITING

*Individuality*

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# OPTICAL PRISM

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Etnia Barcelona  
Mambo5

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LNV1145

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COVER IMAGE:

Marc Jacobs MARC 553/S by Safilo

**f @ in**

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**T**he January issue of Optical Prism is always a fun one to put together.

It's a chance for us to gaze into our crystal ball and predict the most significant styles, trends and innovations to come in the new year.

Of course, we don't rely on our crystal ball alone.

Each January, we turn to optical companies, eye care professionals and style watchers for their forecasts of what will be hot over the months ahead.

The Pantone Colour Institute is another invaluable resource.

The business unit of Pantone releases a "colour of the year," which influences product development and purchasing decisions in multiple industries, including fashion.

Pantone says the selection process requires "thoughtful consideration and trend analysis."

This issue of Optical Prism magazine includes a pictorial of eyewear styles that feature Very Peri, a new shade crowned 2022's Pantone Colour of the Year.

It also features articles on anticipated trends for optical frames and sunglasses in 2022 as well as new innovations in lens technology.

To kick off 2022, Essilor has announced that Canadian eye care professionals will be the first in North America to be able to offer the company's new suite of myopia management solutions.

With this in mind, we speak in this issue with Essilor Canada president Christophe Perreault about these new tools to fight myopia, which include the Essilor Stellest lens, found to slow myopia progression by 67 per cent on average compared to single-vision lenses, when worn 12 hours daily.

What a great way to start the new year!

Speaking of great ways to start the year, Optical Prism is excited to launch in this issue a new business column by optical industry veteran Nancy Dewald, CEO and founder of Lead Up Training and Consulting.

Dewald's debut column offers advice for business owners on planning for the year ahead.

The team at Optical Prism is looking forward to seeing all the new innovations and frame styles that will be launched in the optical industry in 2022.

For all the latest news on eyewear and eyecare, please be sure to follow us on Facebook, Twitter and Instagram, make sure to bookmark our OpticalPrism.ca website and sign up for our newsletter, which delivers news and updates right to your inbox.

A handwritten signature in black ink that reads "Denis".

DENIS LANGLOIS,  
*Managing editor.*

**f @ in**

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





# A Passion for Partnership

If there is one word that sums up Specsavers, better than any other, it is partnership.

Since 1984, the commitment to working in partnership with eyecare professionals has delivered success to thousands of Specsavers clinic-owners as they care for the eye health of over 40 million people in 11 countries.

And now we are looking forward to building on our heritage with independent optometrists and opticians – one that delivers accessible and quality eyecare to local communities throughout Canada.

Eyecare professionals interested in ownership with Specsavers can find out more about how the Specsavers partnership model continues to deliver sustainable success for thousands of independent optometrists and opticians around the world.

Start your own clinic. Contact our Partnerships Team at [enquiries.ca@specsavers.com](mailto:enquiries.ca@specsavers.com) or register for an info session at [specsavers-spectrum.ca](https://specsavers-spectrum.ca).

Follow Specsavers Canada on LinkedIn.

**Specsavers**

Transforming eye health  
Transforming careers



## HOW CAN ECPs **ENCOURAGE** **BETTER EYE CARE** FOR THEIR PATIENTS **IN 2022?**

“With the lightning-fast evolution of our connected world, especially working/communicating from home, it is especially important to remember to care for our eyes. Regular eye exams, along with the proper corrective lenses (including dedicated computer glasses) will make it all much more comfortable, productive, healthier and happier! Your team of ECPs are ready to make your life better!”

**RYAN HORNE,**  
*Licensed contact lens optician, owner/  
operator of Spex by Ryan and OAC  
director - Saskatchewan*

“Education is the key to encouraging patients to prioritize their eye care. It’s vital that all staff members understand the importance of a positive education experience. From the moment a patient enters the front door to their time with the doctor, educational resources should be accessible at every touchpoint.”

*MARIA SAMPLAIS, OD, Spokesperson for The Vision Council.*

“The eyecare industry, advances in medicine and advances in technology are rapidly changing. It is up to eye care professionals to be at the forefront and have the knowledge of these advances so we can continue to offer our patients the highest level of care.”

*KRISTA BRUNI, Independent Optometrist at Sault Optometry Clinic*

“

“Remind your patients of the value of good vision and healthy eyes. I like to compare optimal vision with a good night’s sleep. How much would they spend to have 8 hours of comfortable sleep and feel well rested the next day? Now, how do they treat their eyes during their 16 waking hours? If they invest in doctor-recommended products and treatment regimens, they’re more likely to appreciate the gift of sight.”

*DR. JULIE SHALHOUB,  
Clinical lecturer, Waterloo  
School of Optometry &  
Vision Science.*





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ISABEL MARANT  
IM 0077/G/S

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## SAFILO

The new Isabel Marant eyewear collection by Safilo features 14 sunglasses and 14 optical frames in acetate, metal or metal and acetate combinations.

Echoing a '70s-inspired feeling, mirrored in the fresh drop-shaped designs and in the oversize squared or rounded shapes, the new eyewear collection is embellished by the distinctive Silver Leaf, reinterpreted as a metal rivet on the front and temples, on the shape of the metal nose-pads and on the iconic end-tips.

Style IM 0021 is a squared optical frame crafted in thin acetate and enhanced by distinctive details, while Style IM 0070 is a squared optical frame in metal with acetate rims and Style IM 0030 is a butterfly optical frame that features a minimalistic design and colour palette inspired by sunset shades.

New sunglass styles include Style IM 0075/S, drop-shaped shades in thin acetate with faceted volumes, and Style IM 0077/G/S, feminine squared shades in acetate with shaded lenses.

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

ISABEL MARANT  
IM 0050/G/S





ISABEL MARANT  
IM 0021



ISABEL MARANT  
IM 0030



ISABEL MARANT  
IM 0077/G/S



ISABEL MARANT  
IM 0070

Visit  
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“ ECHOING A '70S-INSPIRED  
FEELING, MIRRORED IN THE  
FRESH DROP-SHAPED DESIGNS  
AND IN THE OVERSIZE SQUARED  
OR ROUNDED SHAPES... ”

## BOLLE BRANDS



NICHOLSON



HAYWORTH

Serengeti Hayworth are stylish new women's square sunglasses that are handcrafted in eco-friendly acetate.

These glamorous shades feature Serengeti mineral lenses, a metal eye-rim, chamfered edges and five-barrel hinges.

The Hayworth is available in six different colours.

Nicholson is another new sunglass style from Serengeti. These unisex extended rectangular shades are also handcrafted in eco-friendly acetate and feature mineral lenses.

The Nicholson is available in five different colours.

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



## OPTIKA

Blaine & Taylor Eyewear, distributed by Optika Eyewear, is launching 10 new models this month with designs in both handmade acetate and stainless steel construction.

The collection will have frames that fit women with larger faces, with eye sizes of 54 to 56.

New styles include model BT2539 Brown, which features a beautiful mix of a front in three-layer acetate and stainless steel temples.

The collection also includes more high-fashion models like model BT2540 Pink, which boasts an angular front, colourful mix of laminate acetate and two-tone colour combinations.

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



F-3678



F-3680

## WESTGROUPE

WestGroupe has added three new styles to its FYSH eyewear collection.

Building on the continued popularity of acetate, the new releases include Model F-3680, an angular cat-eye that is modern and fresh. The snakeskin-patterned acetate is milled down on the front to reveal a translucent base, providing a layered effect that is playful and sexy.

The modified square F-3683 features a drop bridge that is bold yet balanced and is elevated by a colourful patterned acetate that is revealed after the milling of the mono-coloured top layer. A metal temple décor dresses up the design.

Style F-3678 combines metal structures with acetate front inserts. These frames boast a modified square eye shape that features Japanese hand-made acetate surrounded by an embossed, floral filigree eyerim.

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



F-3683





## MARCHON

Lanvin Eyewear has launched a new Mother & Child collection of sunglasses.

Both styles feature the fashion house's iconic Mother & Child logo, a charming representation of the love between Jeanne Lanvin and her daughter.

Designed in sleek silhouettes, these sophisticated sunglasses embrace chic, everyday functionality with their hollowed acetate temple tips. The curved tips feature a delicate cut-out to attach the elegant Lanvin eyewear chain and both styles are prescription-friendly.

The new releases include the lightweight metal LNV114S sunglasses, which boast a soft butterfly-shaped frame-front with sharp, sleek edges.

The feminine oval LNV618S sunglasses are offered in classic black and beautiful tortoise colourations, complemented by metal temples in the shape of the Lanvin bow.

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



LNV618S



LNV114S



LNV618S



LNV114S



LANVIN LNV114S



MS21006



MS21019



MS21012

## GLBL EYEWEAR

The GLBL Eyewear Group is introducing a Minions Eyewear collection, which features a range of sun and optical designs for kids and tweens aged seven to 11.

The styles are perfect for younger patients who love bold, brilliant, confident fashion and accessories as well as lead Minions characters Kevin, Stuart and Bob.

Recognizing the need to balance comfort and performance with style and design, each frame is produced in robust materials such as high-quality acetate and fully equipped with German OBE

flex hinges in optical and three-barrel hinges in sun. Select frames offer a removable, and unique, Minions collector's charm attached to the temple.

The unisex MS21006 sunglasses feature a funky round eye shape with a quirky "eyelid effect," which is visible only on the external surface of the lens, to make everyone smile.

The unisex MS21024 style features a retro oval shape designed for a flattering look and all-day-long comfort, while the panto-inspired MS21022 unisex style is an ideal choice for tweens with a real sense of style.

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





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TheOpticalGroup.ca 1.800.263.0010

# SPECSAVERS BREAKS SILENCE ON NEW LOCATIONS

World's largest optometrist-owned business reveals new clinics and stores in B.C.

**S**pecsavers had recently announced its bold intention to open over 200 locations within the next two years. The company, described as the world's largest optometrist-owned and led business, has been discreet about their franchise partnership locations for independent optometrists and opticians who are ready to start their own clinic or optical store.

For the first time, Specsavers has shared their franchise partnership plans exclusively with Optical Prism. The move comes after the grand opening celebrations of their first two locations in Nanaimo and Coquitlam, BC. The events officially marked Specsavers' roll out in the Canadian market, which attracted local communities and public figures to celebrate their vision to deliver accessible, quality eyecare across Canada. As the preferred partners of



Bill Moir, Specsavers Canada General Manager; Dr. Ian Scholfield, Specsavers Woodgrove Optometry Partner; Seija Gilks, Specsavers Woodgrove Retail Partner; Mayor Leonard Krog, City of Nanaimo.

the Vancouver Canucks, team mascot FIN, also made a special appearance. The beloved hockey mascot arrived donning a distinguishable pair of Specsavers-branded glasses.

Dr. Ian Scholfield, optometry partner of Specsavers Woodgrove, shared his clinic ownership journey to opening day. "Specsavers has provided so much support and encouragement for the grand opening of my clinic."

"It's more than I could've imagined, and it's quite amazing. We're doing something truly great for the community in two ways. First, we're providing accessible, quality eye exams with the latest technology, which I'm happy to deliver with my clinic. The second is we truly believe in giving back to the community. So, with our opening, we're supporting the Canucks for Kids by donating a portion of proceeds with every pair of glasses sold, which

is helping families affected by the BC floods," he said.

The upcoming clinics and stores announced in British Columbia include: Northern B.C., North Vancouver, Victoria, Chilliwack, and Vancouver. These locations, among others, are available to optometrists and opticians who are ready for ownership.

Mike Protopsaltis, Specsavers Canada Partnership Director shared that he's been in conversation with optometrists and opticians who have been quick off the mark to secure their ideal location from the 200 that will be opening across Canada.

"Optometrists and opticians will have a brand-new clinic or store with advanced equipment, carefully selected to support eyecare professionals with transforming eye health. It's an exciting time for them to make a move in their career and grow their earnings, especially for those who are familiar with the success of Specsavers in other regions," he said. "Plans for locations opening in other provinces will be announced soon too." **OP**

**Interested eyecare professionals can start their conversation by contacting the Partnerships Team at [enquiries.ca@specsavers.com](mailto:enquiries.ca@specsavers.com).**





## We're talking to opticians and optometrists about their new ownership opportunity

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

So, whether you're a newly qualified or experienced optician or 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.

We can help you achieve your ambitions and transform your career to become the best eyecare professional you aspire to be and to own your own clinic. We benchmark ourselves so we can guarantee you will always get the best equipment and development available in the market.

Contact our partnerships team at [enquiries.ca@specsavers.com](mailto:enquiries.ca@specsavers.com) or sign up for an info session at [specsavers-spectrum.ca](https://specsavers-spectrum.ca) to start your new 2022.

**#200Specsavers**

**Specsavers**

Transforming eye health  
Transforming careers



# Essilor's battle against MYOPIA

BY DENIS LANGLOIS

## MYOPIA

results from abnormal axial elongation, meaning the elongating of the eyeball which leads to a refractive error, blurring objects viewed at a distance.

Source: mymyopia.com





CHRISTOPHE  
PERREULT,  
President of  
Essilor Canada



**E**ye care professionals are on the front lines in the fight against myopia in children, a global health crisis that experts forecast will affect half of the world's population by 2050.

As part of its ongoing efforts to equip ECPs with the best tools to combat the vision condition, which can cause sight-threatening eye diseases later in life, Essilor Canada is launching a suite of game-changing, cutting-edge products and tools aimed at slowing down myopia progression.

The world leader in vision care is introducing the Essilor® Stellest™ lens, which impedes myopia progression by 67 per cent on average compared to single-vision lenses, when worn 12 hours daily.

The lenses are comfortable, easy to adapt to children, and are created with pioneering H.A.L.T. technology, designed to create, for the first time, a volume of signal that slows down the elongation of the eye.

Essilor Canada is also offering the Myopia Expert 700 device and Essibox Myopia Care digital solution to help ECPs improve their myopia management.

The launch of Essilor's new innovative tools in the fight against myopia, planned for early this year, comes at a time when Canadian ECPs are seeing a significant rise in the prevalence of myopia and as experts warn that cases could continue to climb due to children engaging in more near-vision activities and spending less time outdoors.

Recently, *Optical Prism* magazine spoke with Essilor Canada president Christophe Perreault about the myopia epidemic and the company's new myopia management tools.

**Q. Why has it been important to Essilor to take a leading role in addressing the myopia issue in children?**

**A.** Myopia is one of the most common visual disorders in the world. Today, already more than one-third of the world's population has myopia, and the global prevalence of myopia is increasing at an alarming rate. By 2050, it is estimated that half of the world's population will be nearsighted and the rate of people with high myopia ( $\leq -5.00D$ ) is expected to nearly double. The WHO and many experts agree that we must act now as any level of myopia increases the risk of sight-threatening eye diseases at an adult age.

As the world leader in vision care, it is very simply our responsibility to play a leading role in the fight against myopia with cutting-edge innovation and pioneering science to bring solutions to children to help slow down the progression of myopia and prevent high myopia in the future.

Myopia management today represents a tremendous opportunity for eyecare professionals to provide the highest quality of care and impact the lives of many young children because we have the tools to proactively detect and manage myopia.

**Q. Please tell us about the journey to developing the Essilor® Stellest™ lens and pioneering H.A.L.T.\* technology?**

**A.** The Essilor® Stellest™ lens is the culmination of more than 30 years of academic studies, product design, rigorous research efforts, and collaborating with the top research institutes and myopia experts.

From clinical trials in the 1980s to the 2010 launch of the Myopilux®Max range and to recent strategic partnerships with leading organizations such as the International Myopia Institute, Essilor has been committed to developing innovative and effective solutions to slow down myopia progression in children and contribute to preventing high myopia in

## RISK FACTORS

### GENETICS:

Children with one or more parents with myopia are at greater risk of being myopic;

### NEAR WORK:

Too much time looking at material up close, including screens and especially when children are young;

### ENVIRONMENT:

Not enough time spent outdoors; later bedtimes;

### ETHNICITY:

Asian children have a higher likelihood of being myopic.

Source: Canadian Association of Optometrists

the future. Today, this commitment enables the company to offer a complete patient journey, including instruments, digital solutions, and lenses.

### Q. Why is the Essilor® Stellest™ lens a game-changer in the fight against myopia?

**A.** The Essilor® Stellest™ lens has been designed to correct and control myopia with no compromises. It corrects myopia, thanks to a unifocal zone which gives a perfectly clear image in distance vision. It also slows down the progression of myopia thanks to the H.A.L.T. (Highly Aspherical Lenslet Target) technology which consists of a constellation of invisible contiguous aspherical lenslets spread on 11 rings. For the first time, a spectacle lens was designed to create a volume of signal that slows down the elongation of the eye. The optical properties of the lenslets on each ring have been ingeniously determined to provide a volume of signal always in front of the retina and following its shape.

The clinical study showed that it slowed the progression of myopia by an average of 67%\*\*, compared to single vision lenses, when worn at least 12 hours a day. In addition, Essilor®

Stellest™ lenses are comfortable and easy to adapt for children: 90% of children are fully adapted within three days and 100% within one week\*\*\*.

### Q. How will Essilor's myopia management system help to transform the way ECPs tackle myopia?

**A.** Fitting a myopic child with Essilor® Stellest™ lenses does not disrupt the existing protocol for children in general, but an essential element of the assessment of a myopic child is the measurement of axial length, which has now become the gold standard because it is a measurement that allows for the definition of myopia progression warning levels. This is why we propose, in addition to lenses, a highly accurate, turnkey resource that enables proactive myopia management by eyecare professionals through instruments such as the Myopia Expert 700 with its digital Essibox Myopia Care solution.

We have already been working for a few months with Canadian experts in an advisory committee and with eye care professionals on a pilot launch to share best practices and meet the specific needs of Canadians with comprehensive myopia management solutions. We also developed some specific tools as the Essilor® Stellest™

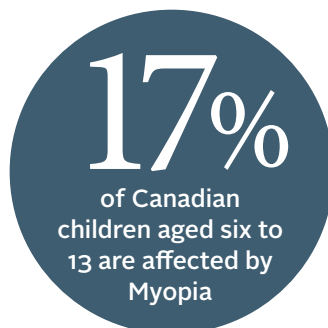
Passport to educate parents and involve children in their care journey.

At Essilor, we are convinced that good vision is a fundamental human right and that it is essential to our daily well-being and quality of life. Myopia can affect quality of life, learning and development, especially in children, where 80% of learning is done through vision as research has shown. Children with poor vision are at a disadvantage in school. That is why we are very proud and excited to bring a full range of myopia management solutions to Canada, making it the first country in North America to get this vision care portfolio. **OP**

\* Highly Aspherical Lenslet Target

\*\* Compared to single vision lenses, when worn 12 hours a day. Two-year prospective, controlled, randomized, double-masked clinical trial results on 54 myopic children wearing Stellest™ lenses compared to 50 myopic children wearing single vision lenses. Efficacy results based on 32 children who declared wearing Stellest™ lenses at least 12 hours per day every day. Bao J. et al. (2021). Myopia control with spectacle lenses with aspherical lenslets: a 2-year randomized clinical trial. Invest. Ophthalmol. Vis. Sci.; 62(8):2888.

\*\*\* Two-year prospective, controlled, randomized, double-masked clinical trial results on 54 myopic children wearing Stellest™ lenses compared to 50 myopic children wearing single vision lenses. Results based on 32 children who declared wearing Stellest™ lenses at least 12 hours per day every day. Bao, J. et al. (2021). One-year myopia control efficacy of spectacle lenses with aspherical lenslets. Br. J. Ophthalmol. doi:10.1136/bjophthalmol-2020-318367.



Essilor Canada is also offering the Myopia Expert 700 device and Essibox Myopia Care digital solution to help ECPs improve their myopia management.





COMING SOON

# Essilor® Stellest™ lenses slow down myopia progression by 67% on average\*



**Essilor® Stellest™ lenses**  
slow down myopia progression by 67% on average\*,  
compared to single vision lenses, when worn 12 hours a day.

\*Compared to single vision lenses, when worn 12 hours a day. Two-year prospective, controlled, randomized, double-masked clinical trial results on 54 myopic children wearing Stellest™ lenses compared to 50 myopic children wearing single vision lenses. Efficacy result based on 32 children who declared wearing Stellest™ lenses at least 12 hours per day every day. Bao J. et al. (2021) Myopia control with spectacle lenses with aspherical lenslets: a 2-year randomized clinical trial. Invest. Ophthalmol. Vis. Sci., 62(6):2088. This asset is dedicated to Canadian market where Essilor Stellest™ lenses are commercially available.

# IGN individuality

BY DAVID GOLDBERG

MARC JACOBS  
560



JIMMY CHOO  
AURIFLAVIA BY KATE  
SPADE NEW YORK

KLIiK K-709

VERA WANG  
V5801

# ITING

## PERMISSION TO HAVE FUN. NO, SERIOUSLY!

After a tumultuous two years that left us blurry-eyed and fumbling for the reset button, the eyewear industry's top designers are sensing customers' desire to celebrate style and individuality, completely unhindered by the world's current state of uncertainty.

"2022 will be focused on having fun with eyewear," says WestGroupe vice-president of product development and creative director Beverly Sultineau.

She says that colours will be bolder as consumers look to update the neutral tones that have been popular over the last couple of years. A perfect example is the graffiti design on the KLiik K-709 in fuschia, olive, ruby and multicolour.

Sultineau also says that intricate detailing will play a large role in the new year as consumers become more sophisticated in their eyewear choices.

Laser-cut details and cut-outs, patterned eye rims and material layering are all design elements that elevate eyewear design. Check out the Evatik E-9229 in matte tortoise and the FYSH F-3685 in teal turquoise for examples of these trends.

## BOLD AND THE BEAUTIFUL

Along with bolder colours, Centennial Optical's director of product development Linda Mulford-Hum sees frame size continue to increase in contrast to the strong subtle crystal trends between 2019 and 2021.

"The Vera Wang V580 is a dramatic cat-eye, oversized, and in vibrant updates on the traditional tortoiseshells, while Alfred Sung AS5278 is an oversized geometric updated in softer colouration which offset the larger size.



MARC JACOBS  
MARC 553/S



ALFRED SUNG  
AS 5278

HUGO BOSS  
1356S

SERENGETI  
NICHOLSON

UNDER ARMOUR  
UA9006

Mulford-Hum explains that metals are gaining traction again for women in thinner metal profiles. Hues include teal blues and jade greens.

Bolder colours? Check. Bigger shapes? Check! But let's also travel back in time.

"Spring-summer 2022 takes a step back to the classic Hollywood glam of yesteryear," says Bolle Brands marketing manager Rene Gerber.

Oversized frames take on a new twist and the Serengeti Hayworth is leading the way, she says, while the extended rectangular shape is another popular style this upcoming season and is suitable for both men and women.

The Serengeti Nicholson is on track with this classic styling, but with handcrafted eco-friendly acetate and chamfered edges and bevels on the front.

#### A DASH OF DAZZLE

As for Robin Brush of Safilo Group USA, she sees spring 2022 as the perfect time to add a dash of dazzle for women.

"Crystals, pearls or studs – as well as frames with pops of prints, transparent frames, oversized bold squares, narrow and angular cat eyes and novelty shapes."

Wear this trend with the flashy Kate Spade New York Flavia or the Jimmy Choo AURI.

Both the Marc Jacobs MARC 553/S acetate sunglasses and MARC 560 optical frames by Safilo feature striking shapes.

MARC 553/S boasts a bold bow-tie front and wide temples, while MARC 560 has a modern cat-eye silhouette, embellished by the new JJ metal trim on the temples.

For men, Brush says sporty looks will rule.

"Shields, frames with colour-blocking, lightweight frames and materials such as titanium or frames from eco-friendly materials are expected to be strong sellers as well as styles with a twist on classic aviator shapes in metal or sportier plastic combinations."

Some perfect examples of these include Under Armour UA9006 and Hugo Boss 1356S.



SEA2SEE  
SASHALONGCHAMP  
LO2695CALVIN KLEIN  
CK22100

### SUSTAINABLE SPECS

And the eyewear industry's move towards more sustainable production design shows no signs of slowing down.

"Sustainable eyewear continues to be a focus for Marchon Eyewear in 2022," said Massimiliano Maccanti, vice-president of European design and product development at Marchon Eyewear.

"We want to meet the consumers' expectations on how our eyewear is made and its impact on the environment."

This season, Calvin Klein and Longchamp, with the CK22100 and LO2695, respectively, are offering sustainable optical eyewear in easy-to-wear shapes and classic colourations.

Another sustainable yet fashionable option is the new collection from Sea2See eyewear.

Made from 100 per cent recycled marine plastic, this year the Made-in-Italy collection has a wider choice of genderless and unisex styles with mod-

ern shapes in a mix of vibrant, upbeat colours for all tastes and style preferences in this age group.

For kids, try the Clarisse Junior in pink grey or violet strips and Joe Junior in blue red or green yellow.

"There is now a Sea2See frame for every member of the family so everyone can be part of the change," says Sea2See founder Francois van den Abeele.

### TIME TO PLAY

Zeal has become very well known in the winter sports space for its Automatic+ lens collection. "This patented lens combines premium polarization and photochromic technology so that skiers and snowboarders never need to change their lenses," explains Zeal Optics, managing director-Canada Jeff Speiran.

"This combination provides a unique lens tint for all sun and snow conditions as it gradually transitions with the day's light."

For spring 2022, Zeal is extending this same technology in its Plano lens called Auto Sun into six of its top-selling active frames. This lens is ideal for all-day adventures, where you'll be in and out of the shade, and we've often heard that this is people's favourite lens for activities such as golfing, fishing, jogging, cycling and even driving.

These lenses had only been available in a very select group of frames previously. Look for new Auto Sun offerings in these favourite frames: Brewer, Sable, Caddis, Incline, Magnolia and Avon. **OP**

BREWER BY  
ZEAL OPTICS

A magnifying glass with a black frame is positioned over the title text. The lens of the magnifying glass is centered on the words 'Through the LOOKING GLASS', making them appear larger and sharper than the surrounding text. The background is a blurred image of a computer keyboard and a screen, suggesting a focus on digital technology and vision care.

# Through the LOOKING GLASS

New lens technologies available in 2022

BY DAVID GOLDBERG

In the world of eyewear, frames tend to steal the show with their flashy colours and designs.

But eye care professionals know lenses are the true stars.

New technologies packed into each lens can protect a patient's eyes from the elements, while fighting back against degenerative conditions and making daily activities more enjoyable.

*Optical Prism* has surveyed the Canadian optical landscape to present some of the latest innovations in lenses for 2022.

## PROBLUE SOLUTION TO BLUE LIGHT

Protection from the sun isn't the only concern for patients. There's also the looming threat of blue light with our constantly increasing exposure to digital devices.

Centennial Optical has further expanded its portfolio of UV and blue light filtering lenses with the introduction of Rodenstock PROBLUE.

"These lenses protect against potentially harmful high-energy blue light, while allowing transmission of beneficial light for clear vision and best aesthetics," says Centennial Optical's Rick Leroux.

PROBLUE lenses are available in the following Rodenstock freeform lens designs: Impression 2, Multigressiv MyView 2 and PureLife Free 2 progressive lenses; Multigressiv Ergo 2 office lenses; Impression Mono 2, Multigressiv Mono 2 and Cosmolit Free single vision lenses.





## SENSITY 2 LAUNCHES

Two out of every three eye care patients experience light sensitivity, making light-adaptive lenses a convenient and comfortable everyday vision solution for most.

HOYA Vision Canada has unveiled the next generation of its popular Sensity light-adaptive lenses.

Sensity 2 lenses offer nearly twice the fade-back speed; approximately 42 percent faster. Sensity 2 lenses come in three intense natural colour options: silver grey, bronze brown and emerald green. They are compatible with HOYA's single-vision, backside progressives, and iD designs as well as all of HOYA's current anti-reflective treatments.

"We are excited to bring Sensity 2 lenses to the market, offering an even faster fadeback that ECPs and their patients will greatly benefit from," says Nick LaManna, director of product management for HOYA Vision Care, North America.

"Our continuous focus on improving our products has made us an industry leader in light-adaptive lens technology and these are no exception."

Two key technological innovations underlie the improved performance of the lenses: Stabilight Technology provides consistent performance and UV protection no matter the climate, cold or warm.

Precision Technology ensures a microscopically accurate spin-coating process, creating superior adhesion for great scratch resistance.



## NO MORE HEADACHES

If your young patient is struggling to see the board and complaining of headaches in class or during online learning, it might be time to look at MyFOCUS.

"This advanced myopia management technology designed for children offers the thinnest and most comfortable visual experience," says Plastic Plus vice-president Jason Faibish.

"The MyFOCUS corrects myopia and improves visual clarity. Ideal for children ages 6 to 16 who are experiencing symptoms of myopia."

This is the best solution for children who get headaches caused by eye strain because they need to squint or partially close their eyes to see clearly.

To counteract this issue, the MyFocus boasts an anti-fatigue design, paired with a no blur design that improves visual clarity.

## LIGHT PROTECTION REGARDLESS OF SITUATION

The fully revamped Transitions' lens portfolio provides a tailor-made solution for eyeglass wearers to meet their desires for superior light protection, an empowered vision experience and style.

"People are experiencing increased symptoms of eye strain and discom-

fort, whether inside from screens or outdoors, and the range of Transitions XTRActive lenses were designed with this in mind," says Arnaud Rajchenbach, marketing manager, Transitions Optical.

For very light-sensitive wearers, Transitions XTRActive lenses are recognized as the ideal solution as they help provide the extra protection from light they need.

"Wearers of Transitions Optical technology want flexibility between indoors, outdoors and driving to be better protected at all times. The new generation of Transitions XTRActive provides light protection regardless of the situation."

The new Transitions XTRActive family comes with Transitions Signature GEN 8 technology that includes seven trendy colours.

# VERY PERI

CROWNED 2022 COLOUR OF THE YEAR

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Pantone says new hue blends faithfulness of blue with energy of red

BY DENIS LANGLOIS

The Pantone Colour Institute has, for the first time in history, created a brand new shade for its Colour of the Year.

Very Peri – a dynamic periwinkle blue hue with a vivifying violet-red undertone – has earned the title for 2022.

Blending the faithfulness and constancy of blue with the energy and excitement of red, this happiest and warmest of all the blue hues introduces an empowering mix of newness, Pantone says.

The organization notes we are living in transformative times and the new blue shade is a symbol of the transition we are currently going through. Emerging from an intense period of isolation, the Pantone Colour Institute says our notions and standards are changing and our physical and digital lives have merged in new ways.

“The Pantone Colour of the Year reflects what is taking place in our global culture, expressing what people are looking for that colour can hope to answer,” says Laurie Pressman, vice-president of the Pantone Colour Institute. “Creating a new colour for the first time in the history of our Pantone Colour of the Year educational colour program reflects the global innovation and transformation taking place. As society continues to recognize colour as a critical form of communication and as a way to express and affect ideas and emotions and engage and connect, the complexity of this new red-violet-infused blue hue highlights the expansive possibilities that lie before us.”

In honour of the 2022 Colour of the Year, here are some frames that we’re loving right now that feature a warm, friendly blue hue similar to Very Peri.



1



2



3



4



5



6



1. Etnia Barcelona Mambo5 2. Vogue VO5415S by Luxottica.  
3. Missoni MIS 0086/S by Safilo. 4. X-IDE Acquamarina.  
5. KLiik K-707 by WestGroupe. 6. Under Armour Gameday by Safilo.

# EYE *level*

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



**1** **Eschenbach Optik** of America has launched the next-generation Smartlux Digital, a portable video magnifier for patients with vision loss. The device features a five-inch reflection-free display, 14-colour contrast modes, a full HD camera and is user-friendly since it has just four tactile and colour-coded buttons on the top to operate the main functions. **Eschenbach.com**



**5** **Microclair** alcohol-free, anti-fog treatment, available from Shilling Optical, provides all-in-one, long-lasting cleaning and advanced anti-fog protection. Safe and effective on all kinds of coated lenses, including A/R coated. Each application is easy and lasts the whole day. **Shillingoptical.com**



**2** **MONOQOOL**, the Danish 3D printed eyewear company, has launched a versatile handcrafted Store Display Concept, a unique proposition to shine a spotlight on their innovative, sustainable 3D printed frames. The independent brand has collaborated with the Danish designer Mads Hanghøj to design a sophisticated and scalable display concept that truly breaks the mould. **Monoqool.com**

**3** New to Canada! **Evolve Dry Eye Relief** is a clinician exclusive brand. Therapeutic products, exclusive to your clinic, are critical to patient treatment, compliance and loyalty to your practice. Aequus believes patients can only receive the full benefit of their products when they are diagnosed, prescribed and monitored by eye care professionals.



**4** **Sir à Lunette** is a non-slip wax for glasses, handmade in Quebec with 100 per cent natural ingredients. Simply apply the wax onto the bridge of glasses to prevent them from slipping. Reapply when needed. **etsy.com/ca/shop/lebar-budesbois**



# EYE PROMISE

together, we can make a difference

The ability to see is a powerful gift. With it, life is full of potential. Without it, people around the world struggle to hold a job and provide for a family.

The ability to give sight to someone is even more powerful. Please consider supporting the most basic of human rights. We cannot transform lives through better vision without your generosity.

Please visit [givingsight.org](http://givingsight.org) to help us continue the fight against preventable blindness.



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# PLANNING FOR THE YEAR AHEAD

A goal without a plan is just a wish.” So, is your year ahead a plan or a wish?

BY NANCY DEWALD,  
Lead Up Training and Consulting

In the last couple of years, many have spent their time constantly putting out fires and reacting to business challenges.

Not only is this exhausting; it certainly takes the fun out of being a business owner.

Yes, I said it. Being a business owner can be fun!

A well-planned year is the best thing you can do for your business and the key to leading your business versus constantly reacting to it.

How do we set ourselves up to get closer to leading our business in 2022?

Consider the following two strategies to get started.



# 1 BUSINESS PLAN

Every business should have a business plan in place.

There is a misconception that the purpose of a business plan is to get a loan approved, when in fact it should be a living document that will provide clarity and direction when making business decisions.

The plan does not have to be colourful and fancy with big words. It simply needs to clearly define your target audience and your market. Once these are defined, you can drill down and align all the business strategies that go into delivering your services, including marketing, people, finance and operations.

For example, once you have identified your target market, you will be sure your marketing is seen where they spend their time (versus trying to market everywhere), you will buy your product primarily with them in mind and your hours of operations will reflect their needs.

The plan should be updated as your business moves through its lifecycle or major factors change.

# 2 PRACTICE BUDGET

A well-thought-out budget with action steps that can be addressed a month at a time will help an owner get in control of their business.

Ideally, we would start prior to the new year. That said, it is never too late to make a start.

Here are a few tips to get started:

**TIP:** Involve your team in budgeting discussion – the more insights you have the more accurate the plan will be;

**TIP:** Review each month's results from the previous year and talk through contributing factors in 2021. Particularly where you saw unusual increases or decreases;

**TIP:** Track how your business has been trending over the last couple of years – past performance is a good predictor of future if no substantial changes are made;

**TIP:** Consider how factors like the ones below will impact 2022. Once factored in determine a sales goal by month.

- Peak seasons in our industry, i.e. back to school extra marketing or product;
- Promotions that impact the business, i.e. cost and revenue expected when you run a promotion;
- Change in doctor coverage, i.e. adding a doctor;
- Regulatory or industry changes, i.e. expanded scope of care;
- Changes in your community or local industry, i.e. losing a manufacturing plant or adding one
- Equipment needs, i.e. will you be adding equipment? If so, consider the cost and if it will generate additional revenue;
- Expected changes to expenses;
- Changes to labour costs, i.e. adding benefits to your business, min wage changes.

**TIP:** Once you have the sales goals for each month, add action steps and plans – ideally working a minimum of one to two months out (ie: if adding doctor hours in March – in January we should be determining what's needed to be done to ensure we generate

# THE HARDEST THING ABOUT GETTING STARTED IS GETTING STARTED.

– GUY KAWASAK

the planned revenue. Is staff training required, do we need to alter the schedule, what does onboarding look like, so the doctor knows the offices best practices.)

(ie: expanded scope of care – what training is required, how will we educate our patients, what other professionals should be informed to increase referrals, do we require additional equipment or supplies?)

**TIP:** Share the plans with the team by month, delegate tasks, track progress and follow up.

This may seem like a lot. If needed, start slow, focus on a month at a time, set a sales goal, brainstorm action steps and agree on your plan. The key is to start. **OP**

**Nancy Dewald is a business development professional, workshop facilitator and optical industry veteran who founded and is CEO of Lead Up Training and Consulting, a company specializing in identifying business gaps, implementing solutions and developing leaders.**

# NEW YEAR'S RESOLUTION WORTH KEEPING

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

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

It's January, a time when many of us make resolutions aimed at giving us a fresh start on aspects of ourselves we'd like to improve.

Lose weight, stop smoking, get fit, drink less.

All extremely admirable healthy goals, which I applaud wholeheartedly.

But, by mid-February, the vast majority of people who make those goals have abandoned them.

Why? Because for many of us, they are really difficult commitments to make if they are vague or we haven't really planned for the change or we lack the supports required to stick with them.

This year, I invite you to make one very simple resolution that is targeted, doesn't take a ton of planning or support and can be accomplished in a single phone call on Jan. 3.

What is that? A visit to your optometrist for a comprehensive eye exam.

It may lack the "wow" factor of some of the more common resolutions people grapple with each New Year, but a comprehensive eye exam can have a dramatic impact in terms of your overall health.

Optometrists often call the comprehensive eye exam

a physical for the eye, because it looks at the entire eye and visual system. Remember, many serious eye diseases (glaucoma, macular degeneration, cataracts, dry eye) don't have obvious symptoms, so regular eye exams will ensure they're caught early and in doing so, you might also be alerted to early signs of other systemic health problems, such as diabetes and high blood pressure.

The best part? It is not invasive. No needles to worry about, although there may be the puff of air test, which, while perhaps a bit startling, doesn't hurt.

And if an optometrist does find vision or eye health issues that need to be addressed, they can offer treatment or can provide referrals to specialists for advanced medical or surgical care, and be available for post-specialist care as required.

My New Year's wish for you is that you'll only ever have to make your eye health and vision care a resolution once, because it is so easy to do, it will turn it into something you don't ever need to "resolve" to do again.

It will just become a routine health habit each year for you and your loved ones.

So here's to 2022 and better eye health and vision care. **OP**





# FRONT SHIFT AT CENTENNIAL OPTICAL

BY DAVID GOLDBERG

**C**entennial Optical's longtime vice-president of lens sales, Mike Jones, is retiring after 23 years with the company, effective January 7, 2022.

Jones took on many responsibilities throughout his career with the company, including sales, marketing and purchasing initiatives, cementing Centennial's role as an industry leader.

"Mike has been a terrific leader for Centennial's lens team, growing our business and developing many

new product partnerships and sales opportunities for the company," said Centennial president Allen Nightingale.

"Although we can't fully replace Mike, we are confident in the ability of the highly experienced lens team we have in place to take over the majority of his responsibilities."

The man leading that team now is Paul André Desjardins, a 30-year veteran of Centennial Optical who has been promoted to director of sales for lenses and lab services.

"This is a well-earned opportunity for Paul André. He has been fortunate to be mentored by a great leader in Mike, and I have every confidence that he will be a key player in our continued growth", says Nightingale.

Since 1967, Centennial Optical has been a proudly independent Canadian supplier of lenses, frames and sunglasses for Canada's Optical industry.

**Visit [CentennialOptical.com](http://CentennialOptical.com) for more information.**

## TRANSITIONS FUNDING AMD RESEARCH

**T**ransitions Optical is making donations to the Eye Disease Foundation to fund projects aimed at improving the understanding and treatment of age-related macular degeneration among Canadians.

The company donated \$20,000 to the foundation in 2021 and will make a second \$20,000 donation this year.

"We are grateful for Transitions Optical's generous and ongoing commitment to our research around AMD," says Steeve Lachance, general manager of the Eye Disease Foundation. "This donation will al-

low us to continue to conduct studies to better understand eye diseases, including AMD, and to ultimately improve the lives of many suffering today and in the future."

Transitions Optical announced the launch of the AMD research project grant program in late 2021.

The Eye Disease Foundation promotes the preservation, enhancement and restoration of sight through research, education and the improvement of patient care.

It has partnered with Transitions Optical for several years to support its commitment to improving vision.

Age-related macular degeneration is one of the most common causes of poor vision after age 60. It accounts for 90 per cent of new cases of legal blindness in Canada, according to the Eye Disease Foundation.

The macula is a small area at the centre of the retina in the back of the eye that allows us to see fine details clearly and perform activities such as reading and driving. AMD happens when the "seeing cells" in the macula break down or deteriorate, the foundation says.

The visual symptoms of AMD involve loss of central vision. While peripheral (side) vision is unaffected, with AMD, one loses the sharp, straight-ahead vision necessary for driving, reading, recognizing faces, and looking at detail, the foundation says. **OP**

# NO DAY IS EVER THE SAME

Dr. Krista Bruni has been an optometrist for 11 years

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BY DAVID GOLDBERG



WHEN DR. KRISTA BRUNI GOT INTO OPTOMETRY, SHE KNEW IT WOULD BE A REWARDING CAREER.

But, what she didn't foresee is the profound effect her skills as an eyecare professional would have on one patient in particular.

When Bruni was just a child, she had her heart set on becoming a veterinarian. She still loves animals, but some soul searching revealed that it might not be the best fit for a professional career and she decided to try something different.

"I shadowed a local optometrist and knew that this was something I would love to do. It has been 11 years now and I haven't looked back," recalls Bruni.

She graduated from the Michigan School of Optometry in 2010. Now she's an independent optometrist at Sault Optometry Clinic in Sault Ste. Marie, Ont, and loves every minute of it.

"With the variety of patients I get to see every day, no day is ever the same in regards to patient demographics and ocular status."

But one particular patient in need will stick with her forever.

"Recently, I had a family who had just arrived as refu-

gees. The teenage boy had never had his eyes checked and his father noted he tended to be shy and withdrawn. He had a significant prescription and when he put on his glasses for the first time, his whole face lit up. I feel incredibly lucky to be able to make such a positive impact on patients in meaningful ways on a daily basis."

The majority of Bruni's patients are seniors, so she deals with a lot of macular degeneration and glaucoma.

"Helping these patients see their best and navigate life with decreased vision always has an impact on my patients and brings me happiness knowing I am helping them in a very real way."

And if Bruni has any advice for up and coming optometrists, it's this: "Always be ready to learn new things...that's why they call it practice!"

Plus, Bruni credits her success to her amazing support group of colleagues across Ontario.

"The support from a community of doctors who are practicing in the same jurisdiction with the same obstacles is a great resource to tap into. No matter what difficulty I may be having with general office questions, patients or insurance, there's always someone available with an answer." **OP**



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# Marketing ideas for every month in 2022

BY BRYNN LOW, Marketing4ECPs



<h2>January</h2> <p>These simple, but key questions will help you plan, no matter what you decide to do with your marketing.</p> <ul style="list-style-type: none"> <li>➤ What's working?</li> <li>➤ What's not working?</li> <li>➤ What are your goals?</li> </ul> <p>Once you ask these questions, sit down and plan out each month in 2022 with themes, campaigns, and key business objectives. For example, a practice goal could be to sell multiple pairs of eyeglasses. Here are a few campaign ideas for that:</p> <ul style="list-style-type: none"> <li>➤ New Year - Two New Views!</li> <li>➤ Happiness Comes In Pairs - Happy New Year!</li> </ul> <p><b>IMPORTANT DATES &amp; HOLIDAYS</b></p> <ul style="list-style-type: none"> <li>• Glaucoma Awareness Month</li> <li>• January 1: New Year's Day</li> <li>• January 4: World Braille Day</li> </ul>	<h2>February</h2> <p>Love is in the air in February! With Valentine's Day on the 14th, it's the perfect time to remind patients to love their eyes. Or you can encourage local shopping with an "Eye Love Local" campaign.</p> <p><b>IMPORTANT DATES &amp; HOLIDAYS</b></p> <ul style="list-style-type: none"> <li>• AMD Awareness Month</li> <li>• Low Vision Month</li> <li>• February 4: World Cancer Day</li> <li>• February 14: Valentine's Day</li> <li>• February 15: Family Day/Islander Day/Louis Riel Day/Heritage Day</li> <li>• February 28: Rare Disease Day</li> </ul>	<h2>March</h2> <p>With St. Patrick's Day and several eye care-related days, March is great for campaigns like:</p> <ul style="list-style-type: none"> <li>➤ Giveaways for lucky patients in honour of St. Patrick's Day</li> <li>➤ Glaucoma awareness for World Glaucoma Week</li> <li>➤ Optometry facts for World Optometry Day</li> </ul> <p><b>IMPORTANT DATES &amp; HOLIDAYS</b></p> <ul style="list-style-type: none"> <li>• Nutrition Month</li> <li>• March 8: International Women's Day</li> <li>• March 7-13: World Glaucoma Week</li> <li>• March 17: St. Patrick's Day</li> <li>• March 23: World Optometry Day</li> </ul>
<h2>July</h2> <p>Of course, July 1 is Canada Day. Time to celebrate and connect with patients through a Canada-focused campaign. July 6 is National Injury Prevention Day, making it the perfect opportunity to tell patients about the importance of safety eyewear.</p> <p><b>IMPORTANT DATES &amp; HOLIDAYS</b></p> <ul style="list-style-type: none"> <li>• July 1: Canada Day</li> <li>• July 6: National Injury Prevention Day</li> </ul>	<h2>August</h2> <p>You can't go wrong with a back-to-school campaign in August. Every parent will be thinking about school-related supplies, so take the opportunity to remind parents that good vision is essential for learning.</p> <p><b>IMPORTANT DATES &amp; HOLIDAYS</b></p> <ul style="list-style-type: none"> <li>• Back to School</li> <li>• August 2: Civic Holiday</li> </ul>	<h2>September</h2> <p>The first day of school usually falls in September. It's an additional chance to tell parents about their children's vision with a children's eye exam campaign. Remind them that school-aged kids should have an eye exam at least once a year. Labour Day also falls in September, so chat about safety eyewear and taking care of your eyes at work.</p> <p><b>IMPORTANT DATES &amp; HOLIDAYS</b></p> <ul style="list-style-type: none"> <li>• National Guide Dog Month</li> <li>• September 6: Labour Day</li> <li>• First Day of School</li> <li>• September 11: World First Aid Day</li> </ul>



Ready to plan your marketing for 2022? Every month brings an opportunity to try something new with your marketing when it comes to advertising and promotional campaigns. A campaign is any consistent message you use to promote a specific goal. This can be a new product, technology, sale or discount, community initiative, or more. Any platform can be part of a campaign, whether you're using social media, email, your website, or physical signage, to name a few. Here's some inspiration for when you're creating your campaigns for 2022 and beyond.

As a Senior SEO Specialist at Marketing4ECPs, Brynn spends her days creating content that ranks for eye care practices all over North America. You can reach Brynn at [marketing4ecps.com](https://marketing4ecps.com).

## April

April has a few fun holidays. While you probably don't want to play pranks on your patients for April Fools, an Easter or spring-themed campaign is a fun way to engage with your patients. Encourage patients to try a new pair of glasses for spring or even explain how glasses' spring hinges work.

### IMPORTANT DATES & HOLIDAYS

- Rosacea Awareness Month
- April 1: April Fools Day
- April 2: Good Friday
- April 4: Easter Sunday

## May

May is Vision Health Month, so it's a great opportunity for an educational campaign. It's also Mother's Day on May 8th, and you can never go wrong with showing appreciation for Moms. Share what makes your practice family-friendly.

### IMPORTANT DATES & HOLIDAYS

- Vision Health Month
- Brain Tumour Awareness Month
- May 9: Mother's Day
- May 24: Victoria Day

## June

June is Cataract Awareness Month, making it the perfect time for an educational campaign around cataracts. The 19th is also Father's Day, another opportunity to thank dads for everything they do.

### IMPORTANT DATES & HOLIDAYS

- Cataract Awareness Month
- June 20: Father's Day

## October

October is Children's Vision Month, but if you already did a campaign focused on children's vision for back-to-school, then you can also do a Halloween campaign. Halloween is just easy when it comes to utilizing it for advertising, from showcasing your team dressed up having fun to cute promotional messages. Steal this one: Hocus Pocus It's Time to Focus!

### IMPORTANT DATES & HOLIDAYS

- Children's Vision Month
- October 11: Thanksgiving
- October 12: World Arthritis Day
- October 14: World Sight Day
- October 31: Halloween

## November

November is Diabetes Awareness Month, so build advertising and messaging that show the link between diabetes and eye health. This will remind your patients with diabetes that they should have an eye exam at least once a year. Since November also has "Digital Health Week," make a social post about digital eye strain and teach patients to "take a break."

### IMPORTANT DATES & HOLIDAYS

- Diabetes Awareness Month (World Diabetes Day November 14)
- November 11: Remembrance Day
- November 15-21: Digital Health Week
- November 20: National Child Day
- November 28: First Day of Hanukkah

## December

Of course, December has a host of holidays. But it's also a time of year where generosity is on many people's minds. Give back to your community with a charity-focused campaign to celebrate the season of giving.

### IMPORTANT DATES & HOLIDAYS

- December 3: Giving Tuesday
- December 6: Last Day of Hanukkah
- December 24: Christmas Eve
- December 25: Christmas Day
- December 26: Boxing Day
- December 31: New Year's Eve



#### **UNGER APPOINTED SAFILO NORTH AMERICAN'S VP, BRAND MANAGEMENT**

Safilo North America has announced the appointment of Janet Unger to the position of vice-president, brand management.

Unger will oversee brand management for the North American market, reporting directly to Steve Wright, president and chief commercial officer, Safilo North America. In addition, she will also serve on Safilo Group's Extended Global Leadership Team.

Unger joins Safilo with over 30 years of brand management and marketing experience, having enjoyed senior leadership roles most recently at The Swatch Group, where she served as president of the RADO watch brand, and, prior to that, at VSP/Marchon Eyewear where she was vice-president of brand marketing.

#### **SERENGETI TO BE EXCLUSIVELY MADE IN ITALY**

Serengeti Eyewear has announced it is moving all of its lens and frame manufacturing to Italy by spring 2022.

"This move is really exciting because it puts us at the heart of where a lot of our inspiration comes from. Italy really is an international fashion capital," says Arnaud Falce, Serengeti's creative director. "Everything that we create at Serengeti Eyewear revolves around design, quality and comfort, and the new sunglasses are really strong and sleek - exactly what you'd expect to see in Italy."

With this change comes Serengeti's new spring and summer 2022 line-ups: Serengeti Sport and the Luxury Line.

Moving forward, customers will also see more Eco products coming from Serengeti with the recent introduction of a new Eco-Nylon frame material that serves as the centerpiece of the new Serengeti Sport Collection.

#### **KENMARK PARTNERING WITH EASTMAN**

Kenmark Eyewear will be partnering with Eastman on creating ISCC certified eyewear utilizing Acetate Renew material.

This product will be starting exclusively in their Paradigm collection.

Kenmark is the first independent eyewear company to achieve ISCC PLUS certification in the US, and announce the launch of their ISCC certified Paradigm collection, expected to release in spring 2022.

Eastman Acetate Renew is made with certified recycled material and bio-based materials sourced from renewable resources, diverting plastic waste from landfills and incinerators while reducing consumption of fossil feedstocks and lowering greenhouse gas emissions.

## MARCHON, LACOSTE RENEW LICENSING AGREEMENT

Marchon Eyewear, one of the world's largest manufacturers and distributors of quality eyewear and sunglasses, and Lacoste, S.A., the French fashion sport brand, have announced the long-term, multi-year renewal of their global eyewear licencing agreement.

The agreement is for the exclusive design, development, production, and distribution of ophthalmic and sunglass collections under the Lacoste brand. This renewal confirms the strong alliance between the two companies since Marchon and Lacoste first engaged as licencing partners in 2011.

"We are pleased to continue our partnership with Marchon, with whom we succeeded in developing strong collections in line with Lacoste's DNA," says Catherine Spindler, chief brand officer of Lacoste. "Eyewear is an important category for our brand, which perfectly complements the Lacoste silhouette in terms of style, innovation and creativity. We have great ambitions in this category, where our fashion sport brand has a lot of potential."



## OCUCO RECEIVES ISO CERTIFICATION

Ocuco, a leading international optical software company, has achieved ISO/IEC 27001:2017 certification for its next-generation, cloud-hosted Practice Management Software (PMS) and service offerings.

ISO 27001 is an information security standard published by the International Organization for Standardization (ISO) – the world's largest developer of voluntary international standards – and the International Electrotechnical Commission.

In a highly regulated industry such as healthcare, adherence to strict data security regulations – such as the Personal Information Protection and Electronic Documents Act in Canada – are critical concerns for optical businesses. Operating with an ISO 27001 certified software ensures compliance, increases credibility and trust with patients and reduces exposure to expenses remedying potential cyberattacks, and data breaches.

## CANADIANS WIN OPTOMETRY SCHOLARSHIPS

Two Canadian optometry students have won international awards.

University of Waterloo School of Optometry & Vision Science student Chantelle Procnier and University of Montreal School of Optometry student Marina Nguyen have both received J. Pat Cummings scholarships, presented by the American Academy of Optometry Foundation in collaboration with Johnson & Johnson Vision.

The award is given out annually to a second- or third-year optometry student who "best demonstrates the ideal eye care standards of practice, achievement in both academic performance and extra-curricular activities, and participation with other professional pursuits such as involvement with patients through internships, community service, and other volunteer activities."





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## EVENTS CALENDAR

## January

**Jan. 16-19, 2022****Event:** 25th Transitions Academy\***Place:** Orlando, Fla.**Website:** trade.transitions.com/academy

## February

**Feb. 12-14, 2022****Event:** MIDO 2022\***Place:** Fiera Milano, Milan, Italy**Website:** Mido.com

## March

**March 31-April 3, 2022****Event:** Vision Expo East\***Place:** Javits Convention Center,  
New York City, New York**Website:** visionexpoeast.com

## April

**April 1-3, 2022****Event:** Ontario Association of Optometrists  
Symposium and Infomart\***Place:** Scotiabank Convention Centre  
Niagara Falls, ON**Website:** optom.on.ca/symposium-infomart/

## May

**May 13-15, 2022****Event:** optiMunich\***Place:** Fairground Munich, Munich, Germany**Website:** opti.de/en

## June

**June 9-12, 2022****Event:** Canadian Ophthalmological Society  
annual meeting and exhibition\***Place:** Halifax Convention Centre, Halifax, NS**Website:** cosprc.ca

## September

**Sept. 15-17, 2022****Event:** Vision Expo West\***Place:** Las Vegas, Nevada.  
Sands Expo & Convention Centre**Website:** west.visionexpo.com**Sept. 23-26, 2022****Event:** SILMO Paris, Paris, France**Place:** Paris Nord Villepinte**Website:** m-en.silmoparis.com

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

## CLASSIFIED ADS

## OPTICAL FRAME SALES REP: ALBERTA

OPTIKA EYEWEAR: Canada's leading optical frame supplier known for popular eyewear lines: Nat and Coco, Mizyake, and Soho eyewear, is looking for a sales rep for the territory of Alberta. Established territory, excellent compensation package, start immediately. **Please apply at [www.optikaeyewear.com](http://www.optikaeyewear.com) at career section or fax 514-334-0354.**

## OPTICAL FRAME SALES REP: EASTERN ONTARIO

OPTIKA EYEWEAR: Canada's leading optical frame supplier known for popular eyewear lines: Nat and Coco, Mizyake, and Soho eyewear, is looking for a sales rep for the territory Eastern Ontario. Established territory, excellent compensation package, start immediately. **Please apply at [www.optikaeyewear.com](http://www.optikaeyewear.com) at career section or fax 514-334-0354.**

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# SPORTY TOUCH

## for the everyday athlete

BY DENIS LANGLOIS

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Under Armour UA 5033/G frames by Safilo showcase the popular mixing materials trend, featuring an acetate front and titanium temples.

This unisex style is part of the Versatile product cluster, which includes eyewear that enhances everyday life, from training to game day to life beyond the locker room.







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