

# OPTICAL PRISM

DIGITAL

CELEBRATING PRIDE | JUNE 2022



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MARC JACOBS  
EYEWEAR

# OPTIC ^ PRISM

DIGITAL

June 2022 | Vol. 40 | No. 6

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QUEER-  
FRIENDLY  
OPTICAL  
SHOPS

Take  
PRIDE  
in your  
eyewear



GENDER  
NEUTRAL  
FRAMES

OVER *the*  
RAINBOW

+

STYLE  
ICONS

The value of  
influencers

@DBEYEWEAR #DBEYEWEAR



EYEWEAR by DAVID BECKHAM

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# OPTICAL PRISM

DIGITAL

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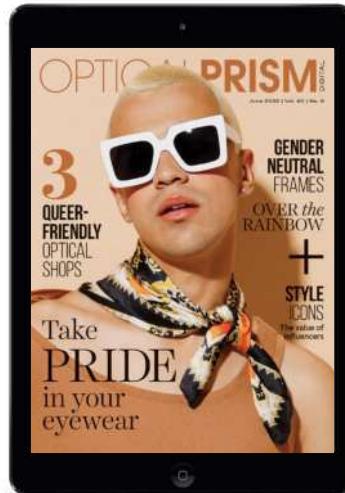
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opticalprism.ca

## PUBLISHER

Suzanne Lacorte

289.678.1523 x 1

slacorte@opticalprism.ca

## ASSOCIATE PUBLISHER

Nick Samson

289.678.1523 x 2

nsamson@opticalprism.ca

## SALES & ADVERTISING

Kathleen Irish

289.678.1523 x 5

kirish@opticalprism.ca

## MANAGING EDITOR

Janet Lees

janet.lees@opticalprism.ca

## ASSISTANT EDITOR

David Goldberg

dgoldberg@opticalprism.ca

## ART DIRECTOR

Suzanne Lacorte

slacorte@opticalprism.ca

## DIGITAL CONTENT MANAGER

Samantha Budd

sbudd@opticalprism.ca

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## OPTICAL PRISM

info@opticalprism.ca

opticalprism.ca



**S**ome things are just meant to be. For the past eight years, *Optical Prism* Publisher Suzanne Lacorte and I have collaborated on another project, and we often said we'd love the opportunity to work together more. So when the editorship of OP opened up and I happened to be available, it felt like serendipity.

This is a fascinating industry, and I look forward to working with you to reflect all of its facets in the pages of this beautiful magazine. Please add me to your mailing lists and feel free to reach out with your ideas and feedback to [janet.lees@opticalprism.ca](mailto:janet.lees@opticalprism.ca).

The timing of my arrival is also fortuitous because these are exciting times at OP. Case in point: this enhanced and expanded digital issue not only has more pages than any of our previous digital-only issues, but also includes interactive elements such as GIFs and videos. We'll be introducing many more opportunities to engage with the magazine over the coming months, with the goal of giving you the best content in the business.

Our other objective is to be your one-stop source for everything eyewear and eyecare. With that in mind, we've revamped our website to not only house the digital magazine, but also daily news stories relating to the optical industry. From announcements and appointments to the latest eyewear news, you'll be kept up-to-date at [opticalprism.ca](http://opticalprism.ca).

Also on our website is our free classified ad section. Introduced in March, it has already surpassed our expectations, featuring everything from career and practice opportunities to equipment and services.

Go to [classifieds.opticalprism.ca](http://classifieds.opticalprism.ca) to view, search and post items – as many as you want, as often as you want, at absolutely no cost.

To keep you abreast of the newest posts on our website, we've also increased the frequency of our e-newsletter, with links to recent news items and classified ads so you never miss a thing. To subscribe to the newsletter, go to [opticalprism.ca/subscribe-now](http://opticalprism.ca/subscribe-now).

We'll have more exciting news over the coming months. In the meantime, we hope you enjoy this fabulous issue.

June is Pride Month around the world – the annual celebration of the Lesbian, Gay, Bisexual, Transgender, Queer, Two-Spirit (LGBTQ2S+) community. This issue brings Pride to the pages of *Optical Prism*, showcasing the work of LGBTQ2S+ optical professionals along with creative and gender-defying eyewear that allows everyone to freely express their own unique personality. When individuality meets inclusivity, it's worth celebrating.

Happy Pride Month!

JANET LEES, Managing Editor

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PALM COVE



ZEN



EAGLE HEAD



PEBBLE BEACH

## BLACKFIN

The new Blackfin Spring/Summer 2022 sunglasses collection is shaped by titanium, the brand's core material, processed ultra-thin and ultralight but with impressive proportions.

The new styles include classic and modern designs with sophisticated artisan touches such as hand-crafted colours, thin ergonomic temples and gradient or solid-colour superior-quality lenses.

The iconic Zen features a sculpted design on generously proportioned frames. Palm Cove shares the same proportions, with a rectangular shape and sophisticated colours: black, metallic violet burgundy, and white with gradient lenses.

Classic shapes are reinterpreted in two new double-bridge styles: Pebble Beach, a panto frame with soft profiles; and Eagle Head, an angular navigator. An eye-catching feature on both is the contrasting two-tone detail on the front that alternates polished and matte finishes. Both styles are also available in the exclusive Black Edition version: black with nano-plating champagne Light Gold front.

All Blackfin sun styles are made from a single block of titanium and are hypoallergenic, ultralight and durable.

Ultraflexible adjustable temples and nose pads in medical grade PVC ensure a perfect fit on all types of faces.

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STYLE: CLIFF HOUSE

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[TRADE.MAUIJIM.COM](http://TRADE.MAUIJIM.COM) | SUNGLASSES | PRESCRIPTION SUNGLASSES | EYEGLASSES



## SAFILO

As part of its Spring/Summer 2022 collection, Rag & Bone introduces its first sustainable styles manufactured from the highest quality bio-acetate. This new environmentally friendly material is made from cotton, cellulose and modern plasticizer largely obtained from natural and renewable resources, rather than using petroleum-based fossil fuels.

The brand's first sustainable offer includes a total of six optical frames and sunglasses,

consisting of one pair each of men's, women's and unisex optical frames and sunglasses. Each style features the brand's iconic dagger trim, made from recycled aluminum.

The three sunglasses are each paired with eco-friendly lenses that are partially based on biological, renewable materials. The lenses are composed of 39% plant-based resins extracted from the castor oil plant (traditional lenses contain nearly 100% non-recycled materials).

The colour range consists primarily of fashion-forward transparencies including gray, beige, brown, blue, green or champagne offset by colours such as black, cognac Havana or olive Havana, creating a colour-blocking effect. Sun lens colours include green, brown, grey and blue.

The iconic dagger hardware at the temple of the frame is made from recycled aluminum. Each style is packaged in a case made with 100% recycled cardboard on the exterior and 100% recycled microfibre on the interior, as well as a 100% recycled microfibre pouch.

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



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Style  
**MIRRORS**



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Style Mirrors Gold



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Style Mirrors Blue Violet

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<sup>2</sup>The 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.

<sup>3</sup>*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 polycarbonates grey lenses at 23°C.

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## MOVITRA

Italian eyewear label Movitra's metal/titanium/combo collection is built with advanced technical construction and precision in fine details. The collection comprises three unique and innovative series based around an original patented closing mechanism, integrated for all models.

The Combo collection features acetate rims, stainless steel and luxury leather. Pairing Mazzucchelli custom double-laminated cellulose acetate for the eye rim and temple end with stainless steel hardware and custom titanium nose pads, the unisex models Richard and Vico showcase a minimal and sophisticated aesthetic.

The Richard statement sunglasses – inspired by Richard Sapper, one of Italy's most incisive designers – have a modified square eye shape highlighted by the classy cellulose acetate eye rim. The frame benefits from a wealth of special "hidden" features, from the custom titanium nose pad and 301 stainless steel hardware through to the soft leather temple end plates.

The frames have custom replaceable soft leather temples and end plates for a chic finish with enhanced comfort where the temple fits behind the ear.

**For more information, visit: [movitra.it](http://movitra.it)**



# PREP, FOR THE PERFECT VIEW

@sergiaramos

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TOMMY  HILFIGER



## J.F. REY

The new JF1513 and JF1514 styles by independent French designer Jean-François Rey are elegant and easy to wear. The acetate designs embody a unique creative and contemporary feminine statement. With oversized and retro-inspired shaping, they come in soft, sensory colour transparencies contrasted by punchy graphic effects that give them an urban and ultra-modern feel.

Style is expressed through a lofty construction of acetate consisting of stronger colour schemes in order to structure the front and temples in contrasting thicknesses for more relief and character.

Meticulous in details and finishes, the palettes are sophisticated, featuring blends, rich graduated palettes, nuanced tones and crystalline transparencies.

The touches of bright colours add a dynamic spirit while underlining the technical complexity of the models and the architectural and contemporary references of the brand.

**For more information, visit: [jfrey.fr](http://jfrey.fr)**

# rag & bone

NEW YORK

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

Wear, re-wear, and pass down.

## WESTGROUPE

EVATIK features four new models in both classic and retro-inspired designs. Made from handmade acetate and stainless steel, the colour palette draws heavily from nature-inspired neutrals. Green tones add freshness to the assortment, while design details are subtle yet impactful.

With its modified round shape and acetate rim, E-9232 has a retro appeal. The understated colourways include Grey Gunmetal, Steel Black, and Olive Gunmetal.

A handmade acetate front and sleek stainless steel temples give E-9235 a statement appeal. Featuring an on-trend chunky profile, it's full of retro swagger thanks to a modified round shape and keyhole bridge. Patterned acetate in smoky, transparent hues and neutral tortoiseshells keep it modern. Colourways include Black Tortoise, Peanut Tortoise, and Grey Smoke.

An oversized square frame with a drop bridge and rivets, E-9237 is full of wow factor. The handmade acetate front and thin, tapered temples add sophistication to the retro design while gradient colouring with a barely-there pattern elevates its luxe appeal. Available in Brown, Olive Green, and Black Grey.

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





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www.mysafilo.com Style: JU227.G

# Juicy Couture



## KENMARK

Kenmark Eyewear has launched its ISCC-certified Spring Paradigm collection utilizing Eastman Acetate Renew and Eastman Tritan Renew materials. The '70s-inspired collection features casually cool, laid-back looks that are fun, free and self-expressive. The on-trend, unisex collection delivers bold colour combinations, graphic gradient acetates and funky horn and tortoise patterns – all made with ISCC-certified recycled acetate flake.

This new collection is the company's first-ever release made from ISCC-certified recycled content.

ISCC is a global independent auditing group that certifies Paradigm's recycled materials throughout the entire supply chain so customers can feel confident they're making a purchase that truly supports sustainable practices every step of the way.

Using ISCC-certified recycled materials enables Paradigm to reduce the amount of newly produced plastics while also meeting increasing customer demand for sustainable fashion.

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



Styles Featured : OTP-140 | OTP-137 | OTP-139

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# HUGO EYEWEAR

For those who prefer to lead, not follow

BY JANET LEES



With dramatic shapes, clean designs and cool accents that defy categorization, HUGO is geared towards individualists who go their own way. A mix of modern style and strong casual influences delivers unconventional looks for trendsetters, movers and shakers. HUGO has personality, style and attitude baked into its DNA.

HUGO targets those who use style to express themselves and their personality. They are go-getters who set trends as rebels and rule breakers.

The new HUGO Eyewear line comprises two product “families”: Contemporary and Authentic.

Contemporary is HUGO's best-selling cluster, featuring frames with a little hint of eccentricity that makes all the difference, and fresh touches of colour that give each frame a special twist. Details are played in a subtle way, perfectly balancing fresh appeal and an easy-to-sell proposition.

Lightness is the key element. Frames are designed to match the stylish allure of the brand with a lightweight fit. Essential cool lines are especially conceived to target an under 25 Gen Z customer who won't compromise on comfort.

The Contemporary family includes the HG 1171 and HG 1168/S, both full acetate styles with wide colour story options; easy-to-wear front shapes; thin and light temples for comfort; and colourful details on the hinge and end-tips for a fresh, distinctive look.

The Authentic cluster offers trendy urban styles for a bold, fashionable statement with a young and playful look. With trend-focused style taking inspiration from authentic urban culture and the latest trends in fashion, art and design, these frames target customers that seek unconventional, edgy coolness.

In this family, the HG 1182 and HG 1178/S are light, full-metal styles with front shapes ranging from classic to geometrical, colour lines embellishing top-view rims, and coloured acetate end tips.

The eccentric side of the brand is expressed by brand icons – an inspired reinterpretation of the logo is paired with visible textures, graphic interventions on fronts and temples, and flashy lens hues. These daring frames with a flair for the unusual show off bold volumes and supersized proportions: a “dress to impress” fashion statement. **OP**



HUGO

HUGO



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a business owner



## 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](http://specsavers-spectrum.ca) to start your new 2022.

**#200Specsavers**

**Specsavers**

Transforming eye health  
Transforming careers

# inclusivity rules!

Kyle Jackson,  
owner and  
optician  
of frankly,



In recognition of Pride Month, Optical Prism sought out some of Canada's Queer-friendly eyewear shops and boutiques. We spoke to the founders about adversity, acceptance and the fundamentals of helping every customer feel fabulous.

BY DAVID GOLDBERG

## frankly, PARKDALE, TORONTO

In Toronto's west-end neighbourhood of Parkdale, you'll find frankly.

The Queer-friendly shop's general manager and licensed optician Kyle Jackson says his store was born out of a love for independent eyewear.

"We wanted to create an optical shop that showcased unique collections while offering a different kind of shopping experience. We're less of a library of glasses, and far more of a curated experience."

Jackson compares his shop's fitting process to having a suit tailored to

your body, with an emphasis on a customized experience for everyone who walks through the door – regardless of race, gender or sexual orientation.

"Queerness is an identity. It embodies a variety of forms – being sexual, gender or relational – but it also conveys a sense of community. We believe we are whole-heartedly a part of the queer community, and are a safe space for queer shoppers. We pride ourselves on a fitting experience that is based around fit and prescription to make our clients look and feel amazing, and we don't assign gender to our inventory."

Looking back on his career, Jackson says one of the most common questions he gets is: "Where's the



Queerness is an identity. It embodies a variety of forms - being sexual, gender or relational - but it also conveys a sense of community.

men's section?" or "Where's the women's section?" But he says that's happening less and less. At frankly, the shop is laid out by brand and the inventory is genderless, encouraging customers to try on anything that catches their eye.

"Gender stereotypes in general have changed drastically in even the last five years, which really opens up a freedom to express yourself on the outside the same way you may feel on the inside," says Jackson. "Aesthetics aren't everything when choosing eyewear; assumptions can really bite you in the behind."

Today, everyone has the freedom to do what they want with their eyewear, and Jackson loves to offer his customers collections that push gender boundaries by reimagining simple and elegant styles with beautiful hinges and unique finishes.

"I think that BIPOC Queer culture really does pave the way for what trends show up in magazines and on runways. We work with extremely talented designers such as Kubo-raum, Thierry Lasry, Yuichi Toyama and Raen, creating products that feel fresh and new and ahead of the curve with innovation."



OPTICAL PRISM | FEATURE



We believe we are whole-heartedly a part of the queer community, and are a safe space for queer shoppers.





Marc Renaud,  
co-owner  
of Vizu-L  
Lunetterie  
Salon



Steve Pilon,  
co-owner  
of Vizu-L  
Lunetterie  
Salon



# Vizu-L Lunetterie Salon

ROSEMÈRE, QUÉBEC

Just off the north shore of Rivière des Mille Îles, nestled in the quiet community of Rosemère, Quebec, is where you'll find Vizu-L Lunetterie Salon.

Longtime partners Marc Renaud and Steve Pilon had great jobs in the eyewear and banking industries respectively, but they always dreamed of opening their own store. Undeterred by the risks and bolstered by bravery, they pulled some gutsy moves to make it happen.

“We figured that if we combined our different strengths, we could easily open our very own original optical store,” recalls Pilon. “We sold our brand-new house, put a business plan together, found our spot, left our jobs, and opened Vizu-L in January 2010 in a renovated house.”

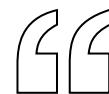


But it wasn't an easy beginning for the pair, who immediately faced adversity.

“As soon as we opened our shop, some competitors started to make vicious comments to their clients regarding our sexual orientation, to sabotage our business.”

The toxic attacks were familiar to Pilon.

“I was bullied when I was young, and even physically assaulted. I also suffered from discrimination in my banking career. So, in opening our



In opening our shop, we were determined to offer an inclusive, friendly, joyful, and open environment to our employees and clients.



shop, we were determined to offer an inclusive, friendly, joyful, and open environment to our employees and clients."

In the end, the vitriolic sentiment targeted at sinking Marc and Steve's venture had the exact opposite effect; it actually spurred locals to come and support them.

Word quickly spread about Vizu-L's respectful, diligent, friendly service and offering of original products. Soon, the shop was attracting more and more LGBTQ2S+ people from across the city and even across the province.

"In general, I believe that optometrists, opticians and stylists are more informed and open towards LGBTQ+ customers," notes Pilon. "As for Vizu-L, it's a non-issue! Everybody is treated with great respect. And we have a zero-tolerance policy regarding any form of discrimination."

Now, Pilon and Renaud are living out their dream. Customers can feel right at home, sipping a cappuccino while the Vizu-L team helps them select the perfect frames.

"We mainly offer craftsman eyewear from Europe and Japan. We travel in Italy, France, and Germany to find frames that no one else has in our region. We also encourage eco-friendly and family-owned craftsman collections."

As for what's popular right now, Pilon believes diversity of styles, shapes and sizes will continue to trend for a while.

"What I love is that there is not just one trend now! Designers are going in different directions, and this is perfect because customers are more likely to find something that really suits them."

What I love is that there is not just one trend now!

Designers are going in different directions, and this is perfect because customers are more likely to find something that really suits them.





Farhad Ghahremani,  
owner of Eyes On Church

## Eyes On Church

CHURCH & WELLESLEY,  
TORONTO

Eyes on Church Optical is celebrating 25 years as a home for the most unique and fashion-forward eyewear in the industry.

The shop was the dream of Iranian immigrant Farhad Ghahremani, who channelled his love for fashion into selling eyewear to optical boutiques across Toronto.

“Eyes On Church has always been an active part of the LGBTQ2S+ community, catering to the neighbourhood's needs for prescription and fashion eyewear, sponsoring Pride events and several local charities,” says Ghahremani. “Eyes On Church always provides a safe and welcoming atmosphere for everyone.”

He adds that at his shop, all associates believe that glasses are not just a fashion statement, but also a personality reveal.

“Most customers are now friends who come to Eyes On Church look-

Eyes On Church has always been an active part of the LGBTQ2S+ community, catering to the neighbourhood's needs for prescription and fashion eyewear, sponsoring Pride events and several local charities. Eyes On Church always provides a safe and welcoming atmosphere for everyone.

ing for expert advice from the team. With the knowledge provided, customers develop their own taste and ultimately find glasses that genuinely represent their lifestyle. It's a happy journey for everyone!”

In his own experience, Ghahremani has witnessed the evolution of optometry to improve the experience of LGBTQ2S+ clients. This includes ensuring to use the requested pronouns on intake forms and being more culturally competent overall when interacting with Queer clients.

“Eyewear has progressed to where most of the spectacles are advertised as gender neutral,” explains Ghahremani. “Collections are categorized by brand and not gender. We embrace individual prefer-



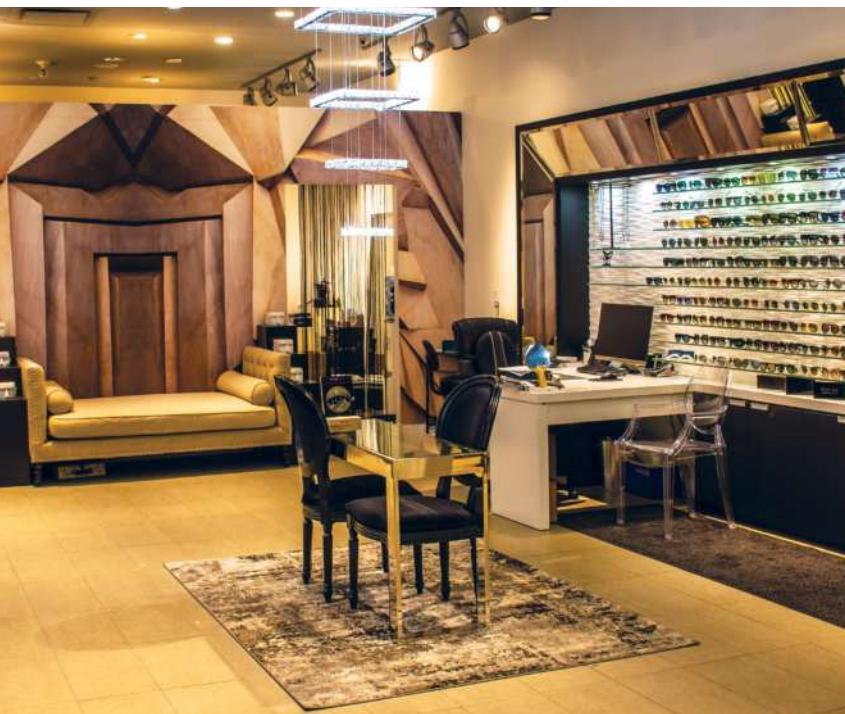
ences and choices, and encourage shoppers to be comfortable with their self-expression, despite what society's gender assignments are.”

Currently, Ghahremani sees customers going for oversized eyewear. He believes this is because the trend has many cosmetic and practical benefits, like diminishing the size of the nose or providing the wearer with a wider sight range.

But no matter what's trending, the shop owner says he has one mission: “Eyes on Church will always emphasize personal style and attitude; new frames should match one's aesthetic in the first place.” **OP**



Eyewear has progressed to where most of the spectacles are advertised as gender neutral. Collections are categorized by brand and not gender. We embrace individual preferences and choices, and encourage shoppers to be comfortable with their self-expression, despite what society's gender assignments are.



OPTICAL PRISM | STYLE EYES





1. Iceland Collection by Oscar Mamoi.
2. Candice Mascarade by Faniel Eyewear.
3. Gentillesse Murano by Faniel Eyewear.
4. Amortini by LA Eyeworks.
5. JF2991 by J.F. Rey.
6. Brutal by Etnia Barcelona.



# Over the RAINBOW

Rainbows aren't just the symbol of LGBTQ2S+ Pride; they're all about joy, freedom and self-expression. Anyone can make an artistic fashion statement in these fresh, fun, multi-coloured eyewear styles. **BY SUZANNE LACORTE**

4.



OPTICAL PRISM | FEATURE

Dolce&Gabbana  
x Persol



# Any way you want it

The eyewear world's top designers say it's time to ditch conventional gender labels and match frames to personal taste and self-expression

BY DAVID GOLDBERG

**T**hese days, when clients ask “Is that a women’s frame?” or “Is that a men’s frame?”, increasingly you’ll be able to answer, “it’s whatever you want it to be!”

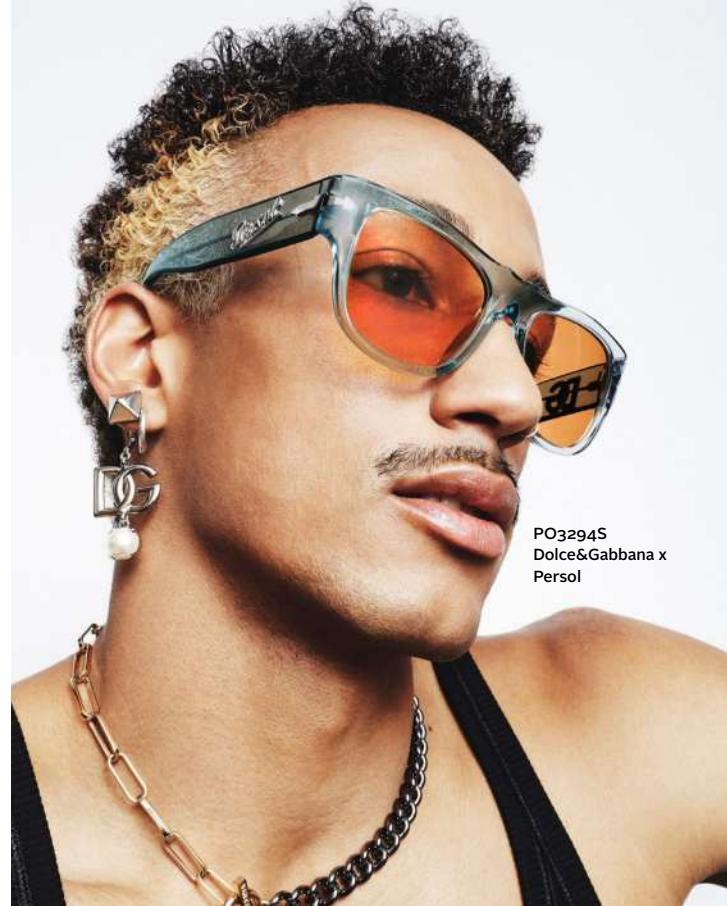
Eyewear manufacturers are listening to consumers’ desires to shed the old labels and stereotypical pandering to either “masculine” or “feminine” tastes. Now there’s a push to embrace gender neutral or gender fluid stylings.

But what does gender neutral mean, anyway? It really depends on who you ask.

Beverly Suliteanu, VP product development at WestGroupe, says gender-neutral styling is truly a reflection of an individual’s personal taste and self-expression.

“In the past, the term unisex was used to describe shapes and colours that society felt were appropriate for both men and women,” she says. “I feel that unisex and gender-neutral styling are not the same, in that there are no societal rules for gender-neutral styling.”

Sultineau says it’s all about the customer making the decision on what they feel is appropriate and how they want to express their personal style. For designers, it’s a new way to look at eyewear design because the days of choosing shapes and colours that are “feminine” or “masculine” are over.



Lacoste L966S  
by Marchon



Superflex SF609  
by WestGroupe



OTP143  
by WestGroupe



“Our OTP collection focuses on designing eye shapes that are interesting and fun in a colour palette that will appeal to a wide range of consumers, regardless of gender,” says Sultienau.

The flashy crystal hues available on OTP 2022 sunglasses include grey, sky and taupe rose. Or in ophthalmic frames, you can try OTP-143 in black, dark purple or iris, all flanked by timeless golden arms.

“We have also incorporated some interesting shapes and colors into our Superflex acetate collection that blur the line between masculine and feminine.” Here, you’ll find the SF-609 in some trendy colour tones including evergreen and toffee.

“While there will continue to be traditional gender-specific designs, it is the consumer who will decide the future of gender-neutral styling,” says Sultienau.

## COOL COLOURS

Many of eyewear’s biggest name brands have already been recognized for their gender-neutral offerings, points out Robin Brush, training and education manager for Safilo North America.

Marc Jacobs has long offered collections that are genderless, and this tradition continues this season with the ultra-chic Marc Jacobs MJ 1044S or the undeniably fabulous Marc Jacobs MJ 574S.

“Coming out of the pandemic, we want to express ourselves – even more – with our eyewear,” says Brush.

In terms of what’s trending right now, she says it’s all about pushing the envelope with out-of-the-box styling and avant-garde silhouettes.



Calvin Klein 22513S  
by Marchon



OTP S2022  
by WestGroupe



DKNY DK114S  
by Marchon



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

\* Based on global HOYA MiYOSMART sales.

MiYOSMART is not available in the United States of America.



“That includes bright colours, athletic-inspired shapes including wrap-around frames and shields, aviators with a twist (either sharper angles or sportier plastic variations), frames with subtle embellishments such as crystals, pearls and filigree, as well transparent and translucent frames in crystal clear or in a range of sherbet shades.”

Check out the Carrera ICONS sunglass collection with their teardrop or squared shape. Also from Carrera, you’ll never forget the FLAGLAB 12. These mask-style sunglasses come in four bold colours including yellow, rose gold, Havana and the very fun purple milk.

For the athletic customer, there are many great options from the Under Armour collection. The Under Armour Dominate sunglasses as well as the UA 5033G and UA5035 optical frames were all specifically categorized as unisex styles.

“The future is about self-expression. Be your authentic self and wear the eyewear that makes you feel good and represents who you are as a person,” says Brush.

“No longer are customers buying only one pair; they want variety to suit all aspects of their life including an everyday pair, computer glasses, going out frames plus sunglasses for a variety of needs, including sports, leisure activities and more. The future of the category looks pretty darn bright!”

The younger generation is championing the opinion that fashion has no gender. They look at fashion as a way to express their true self and what they stand for – diversity, equality and inclusivity.

– KIN KUSAIAN  
Marchon Eyewear

#### GENERATION NEXT

Industry experts, including Marchon Eyewear Marketing Manager Kin Kusaian, have noticed the recent focus on genderless, unisex and polysexual clothing and accessories.

“Specifically, the younger generation is championing the opinion that fashion has no gender,” he says. “They look at fashion as a way to express their true self and what they stand for – diversity, equality and inclusivity. With more and more consumers buying genderfluid clothing, we are definitely seeing an increase in demand for gender neutral eyeglasses.”

Kusaian adds that some of eyewear’s most popular and long-standing shapes – including circles, squares, rectangles, aviators and even cat-eyes – now transcend gender.

“Consumers are more open minded and less focused on the conventional definition of colours that were typically considered male or female. Tortoises, gradients,

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and crystal colourations in varying shades of neutrals, pastels and bold hues – colours that inspire joy and celebrate individuality by breaking the stereotypical boundaries.”

Marchon Eyewear brands making waves this spring are some legendary labels including Calvin Klein, DKNY and Lacoste.

#### FUNKY AND CHUNKY

Mehran Baghaie, owner and operator of Spectacle Eyeworks in Vancouver, BC, says he’s definitely noticed an uptick in demand for gender-neutral frames.

“Masculine designs are very ‘in’ for female glasses wearers. When I design my very masculine shapes, I always incorporate feminine colours because I know a large number of females would be gravitating toward these masculine designs!”

Baghaie adds that face shape is no longer an essential tool for picking the right frames because everybody wants contrast – and lots of chunk!



When I design my very masculine shapes, I always incorporate feminine colours because I know a large number of females would be gravitating toward these masculine designs!

- MEHRAN BAGHAIE, Spectacle Eyeworks



“I think chunky plastic frames are the right direction because they are pushing the optical frame in a fashion accessory structure direction,” says Baghaie.

For instance, Spectacle Eyeworks’ Retro Collection, with the Vincenza in four colour options and a tortoise pattern, as well as the Klas, are part of the niche design aesthetic. This collection was nominated for Eyewear of the Year at the International Optical Fair Tokyo and for a SILMO d’Or award at the International Grand Prix of Technology and Fashion in Paris.

**THE BOTTOM LINE:** Now that we’re not bound by gender, a whole host of new eyewear options are on the scene, allowing every client to express their personal style wholeheartedly. What a beautiful thing! **OP**



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# EYE *level*

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



**1 Oplee Travel Contact Lens Kit** makes it easy to transition from contact lenses to eyeglasses or vice versa while on the go. It fits most travel-sized solution bottles, so there's no need to transfer solution from a large bottle to a smaller one. The kit keeps your hard shell eyeglass case, contact lens case and solution together in one safe, compact package. Durable materials, built-in mirror. [opleekit.com](http://opleekit.com)



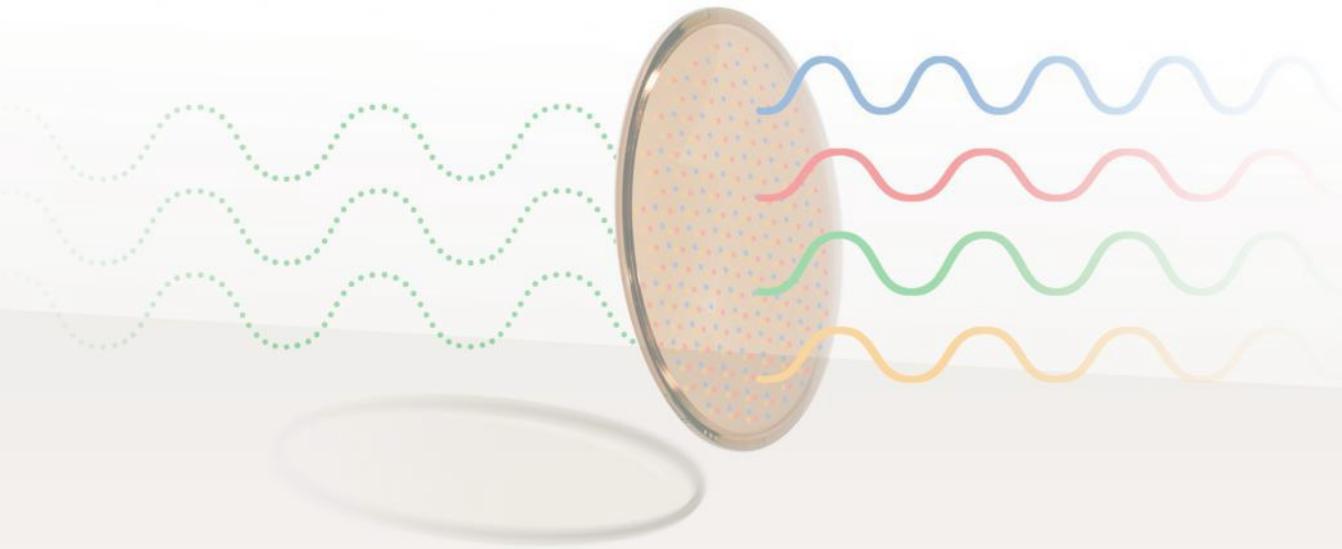
**2 Coco Bonito's Sunncords** are like jewelry for your glasses. These chains will hold any kind of eyewear while making a bold fashion statement. Never lose your glasses or reading glasses again, but do it with style. Materials range from 18-karat gold-plated stainless steel to black onyx, gemstones and freshwater pearls. There's even a collection of Sunncords handmade by the Saheli Women in India. [cocobonito.com](http://cocobonito.com)



**3** The patented **SunCover** by **Any Di** is an eye-catcher. Made from Nappa leather, this stylish accessory keeps your glasses safe and ready to hand, either inside your handbag or attached to a bag or belt with the leather hanger. Glasses of all sizes are well protected between the microfibre padding inside the SunCover, which comes in a wide range of designs from cute to funky to fashionista. [any-di.com](http://any-di.com)



**4 I-MED Pharma's I-PEN Tear Osmolarity System** is the world's only portable diagnostic device to detect and measure the tear film osmolarity levels associated with marginal, mild, moderate and severe dry eye disease. Used in conjunction with the I-PEN Single Use Sensors (SUS), the I-PEN provides a quick and simple method for determining tear osmolarity. After approximately two seconds of contact with the eyelid tissue, the system will display a result on the liquid crystal display (LCD) in units of mOsms/L. No calculations required. [imedpharma.com](http://imedpharma.com)



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# STYLE ICONS

How influencers help shape our industry

BY SUZANNE SENDEL

I can remember the first time I saw the Aussie comedian, Barry Humphries, as “Dame Edna” – the iconic cross-dressing talk show host – and how much she made me laugh. She was larger than life, decked out in the tackiest ball gowns and wickedly styled jewelled frames. Glasses became her trademark, and everyone she interviewed was in awe of her confidence.

Dame Edna ended up signing an endorsement contract with MAC makeup and laughed all the way to the bank; can you blame her?

Then there was that amazing scene in *Risky Business* where Tom Cruise played air guitar in his underwear, gliding across the floor in his Ray-Bans. That was one memory none of us will forget. I wonder how many sunnies were sold from the inspiration of just that one scene alone?

How about Audrey Hepburn in *Breakfast at Tiffany's* and her Oliver Goldsmith Manhattan shades? These will be forever engrained on our brains as she wore these frames brilliantly, looking more glamorous than any star we had ever seen!



Influencers have been around forever, but we only recently gave them a title and the right to direct our style-driven industry with their flair, originality and online presence.

When I first started selling frames, I didn't know much. I did know that I loved my brand and wanted to share it with ECPs as I travelled across the country doing sales calls and regional trade shows. Little did I know that styling reps from other companies in our frames would be a great way to gain exposure. From that very first show in Brampton, where I styled several executives from Essilor, our brand was seen across the country. I am still forever grateful to Tom Weissberger, Pierre Bourre and Kim Manias for sporting our specs so beautifully.

From that moment on, we began building our brand by styling with the leaders in our industry and before I knew it, I was styling presidents, VPs, stylists, bloggers, entertainment reporters and top influencers from various indus-

tries who all shared one thing: a passion for their glasses.

It occurred to me that when you get your frames on the right faces, everyone takes notice. How easy it became to reach for the stars and style them!

It didn't matter what industry they came from; all that mattered was that they let us take that shot, tag them and share it. In growing our brands, we became a key player in an industry that knew little about us and our niche collections.

Fast forward eight years and our agency now distributes eight collections. Each has their followers, largely because of crafty collaborations that have helped us gain the traction, reaction and attention we needed to grow our agency.

When you have the president of a leading bank reach out and ask for a personal styling, you say “mais oui” because when she travels, so does your brand!

It's been an amazing ride for me as I'm all about engagement, styling others and building our collections

through collaborations. Sharing a social media post so all the world can see how happy someone can be while wearing the coolest and best paired set of specs, has always been a thrill.

In seeking out fresh new faces, I surf my socials looking for those who inspire me. It's all about the mood we can create, the message we deliver and the energy we infuse. Valuing the art of influencing is key to tomorrow's successful growth.

Costs vary. There are specialized influencers in the fashion domain who can charge up to hundreds of dollars per post. But you can also get creative about finding the right person at the right price to represent your brand. It's all about partnering up and supporting each other's growth. We have worked with rappers, reporters, VPs,

executive committees, women of influence ... and it's always wonderful to see how much joy we can bring through a simple styling session. I especially enjoy working with influencers who are authentic and heart centred, who tell stories, and who are simply "feel good" kind of folk.

Many have turned to influencing as a side gig. Take Kerry Laifatt, for example. She has a full-time job as VP of sales for GreenSlate and has been influencing on the side for the past three years. Her passion is fun, engagement and partnerships that "bring joy." I discovered her from the Inspired by Rossland Optical's Instagram feed and loved her style. She did a post for us that added that rich content we were craving.

Canadian entertainment reporter and host Teri Hart has donned our coolest collections for the past

seven years. In working together, we've developed a vibe, a trust and a shared vision. When Teri interviews stars on the red carpet, we're there! She is radiant in her specs, joy shining through her eyes for all to see. When she donned our glasses at the Oscars, interviewed George Clooney and posted the image, I was in awe.

Finding the right advocate to support your business, build your brand and create great content is a feat! There is so much talent out there. I would suggest concentrating first on you and your staff – create a contest, engage your team and share the fun for all to see. Get silly, be brave, and test the limits.

Happiness – and success – can be found in the eyes of others. Whether in ball gowns or underwear, influencers continue to prove that "it's all about the glasses!" **OP**

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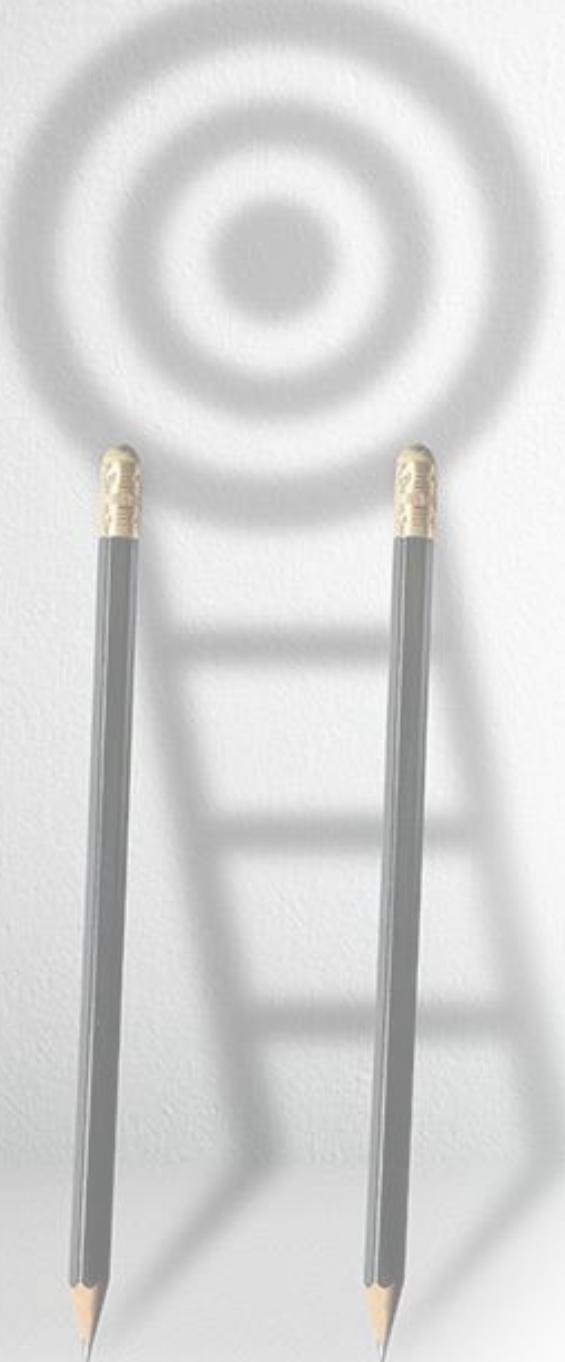
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# MIDYEAR BUSINESS REVIEW

The questions to ask yourself

BY NANCY DEWALD

Lead Up Training and Consulting



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.

**I**t's hard to believe it is June already, midway through the year and time to dig into our results and determine where our focus needs to be for the remainder of the year.

Many clients tend to take one of two approaches:

- Wait until year-end when their accountant tells them how things went; or
- Dig into too many metrics and become too overwhelmed to act – creating a state of what I call analysis paralysis.

Deciding which metrics to focus on will depend on where you are in your business cycle, as well as what is going on in your market. As a rule of thumb, I suggest that business owners start by reviewing the following five areas and asking themselves some key questions:

## 1. GROSS SALES: ACTUAL TOP LINE REVENUE FROM ALL SOURCES

**HOW TO MEASURE** – Percentage of growth (or decline) in gross sales, current year-to-date vs. last year for the same period. If it is new business, six-month trend vs. your forecast budget.

### QUESTIONS:

- ?
- What changes have occurred in factors such as market, staffing, product etc.?
- ?
- Are you trending up? If so, what is working that you need to continue? Noting what is working is as important as what isn't working.
- ?
- Are you trending down? If so, look closer into the parts of the business that are down and build steps around those areas. See examples to come as to what this can look like.

## 2. RX CAPTURE/CONVERSION

**TARGET: 38-40%**

**HOW TO MEASURE** – Number of glasses dispensed divided by total number of eye exams. Some would argue that you should not use all exams; I believe we should, as there is potential to meet the needs of all patients.

**QUESTIONS:**

- ② Are you exceeding the goal? If so, what is working that you need to continue?
- ② Are you below the goal? If so, look at the following elements:
  - Patient handoff – Is it done in the lane? Does it include a recommendation? Are you setting clear expectations of time for patients?
  - Ask your dispensers what objections they are having trouble overcoming, i.e. price, assortment, competition, sales skills to uncover needs, technical knowledge.

## 3. GROSS SALES PER STAFF HOUR

**TARGET: \$120-\$135 per staff hour**

**How to measure** – Gross practice revenue divided by number of staff hours. This metric goes hand in hand with conversion; it helps to identify if you have the proper staffing for your business needs.

**QUESTIONS:**

*\*Note: Unlike other productivity metrics, you do not want this number too high or too low.*

② What if the number is too high? Your staff may be spread too thin, and you could be missing business or sacrificing your patient experience. If that is the case, here are some options to consider: adding staff, using temporary staff, outsourcing tasks, more effective scheduling, cross training.

② What if the number is too low? This either indicates you are overstaffed, or perhaps some of your staff are not as productive as they could be. If that is the case, some options to consider: identify any team members who may be struggling and provide the appropriate training and support; observe your culture – is it positive or does it have challenges; reduce hours; adjust scheduling.

Before taking any drastic action, cross reference this metric with your labour percentage (see #4).

## 4. LABOUR/COMPENSATION AS A PERCENTAGE OF GROSS SALES

**TARGET: 18-24% of gross sales**

**HOW TO MEASURE** – Total labour costs divided by gross sales.

**QUESTIONS:**

- ② Is your labour percentage below the goal? If so, ensure you are competitive with your compensation and determine if you need to add staffing, especially before summer holiday season.
- ② Is your labour percentage significantly above the goal? If so, you have two options: increase productivity to bring the percentage down or decrease wages (hint: the first option is preferable).
- ② How can you help keep labour in line and staff motivated? Consider having bonus structures that are self funding and related to attaining sales goals.

## 5. COST OF GOODS SOLD

**TARGET: 28-34% of gross sales**

**How to measure** – Total cost of the goods sold divided by gross sales.

**QUESTIONS:**

*\*Note. In terms of product, limit the amount of supplier partners you work with. The more volume you have with a supplier, the more they can do for you. Know your margins on products and have an inventory purchasing plan.*

② What if frame costs are high? Consider the inventory you carry – less product assorted properly is more effective than an excessive number of frames. Ensure you have the proper mix of frames with various profit margins. Review your demographics to be sure they match your product assortment.

② What if lens and contact lens costs are too high? If so, then shop around, ask for better margins, partner on promotions, educate your team.

The numbers never tell the whole story, but they do tell you where to look. The goal is to review key metrics over which you have control and create action plans to impact these results.

Everything is figure-out-able; as this is a *Coles Notes* version of options, feel free to reach out if I can help. **OP**

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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.

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FEBRUARY



MARCH



APRIL

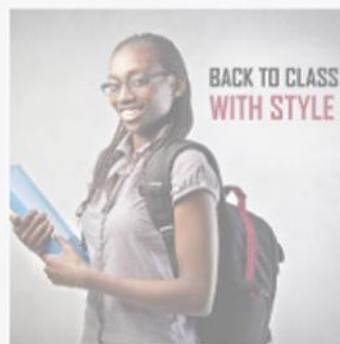


A close-up photograph of a woman with long, wavy, light-colored hair. She is wearing dark sunglasses and smiling broadly, showing her teeth. The background is bright and slightly out of focus, suggesting an outdoor, sunny environment.

JUNE



JULY



## AUGUST

Optometry Marketing Calendar			
Project Title	Marketing Calendar		
Practice Name	Marketing Calendar		
Marketing Duration	Marketing Calendar		
Tactic	Additional Info / Purpose of Tactic		Metrics Reporting / Ctr
Website	Website Monitoring, Hosting, Reporting, Content Mkt.		Website traffic, user engagement, bounce rate, returning visitors, device
<b>Networking &amp; Member perks</b>			
Social Library	Create promotional posts to your social media platforms such as Facebook and Instagram, including links to your website, blog, and blog posts.		ROI
Video Library	Create promotional posts to your social media platforms such as Facebook and Instagram, including links to your website, blog, and blog posts.		ROI
Social Media Strategy	Promotional posts on the social media platforms of your choice, including links to your website, blog, and blog posts.		ROI
Organic Performance Monitoring	Promotional posts on the social media platforms of your choice, including links to your website, blog, and blog posts.		ROI
Training Portal	Create promotional posts to your social media platforms such as Facebook and Instagram, including links to your website, blog, and blog posts.		ROI
Job Board	Create promotional posts to your social media platforms such as Facebook and Instagram, including links to your website, blog, and blog posts.		ROI
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# GET 2022 STARTED OFF RIGHT



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# GOOGLE MY BUSINESS: WHAT THE HECK IS THAT?

The basics and benefits of an excellent, free tool that increases your online visibility

BY TRUDI CHAREST, Marketing4ECPs

**G**etting your business name out there requires strategic marketing tactics to drive traffic and get patients in your practice's door. You're a busy eye doctor, so you likely don't have time to act as a digital marketer, too.

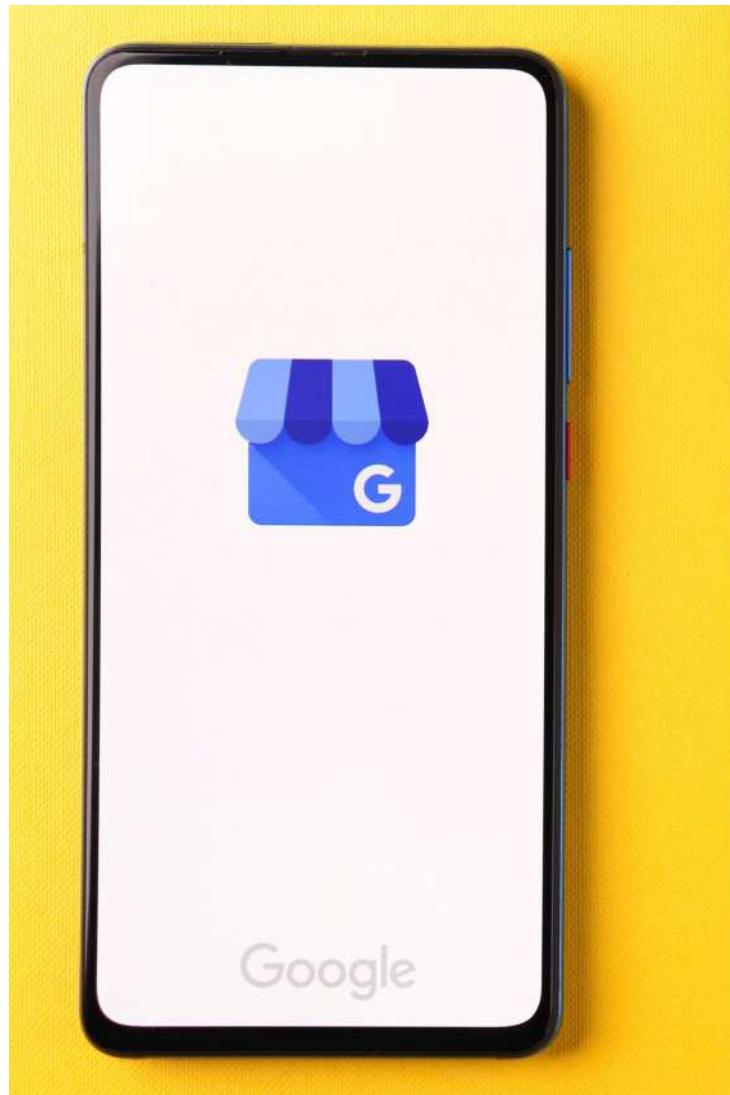
There's one handy tool that helps you increase your visibility online where most people will find your practice: Google My Business (GMB). Creating a profile for your business is one small step that makes your business stand out, appearing on Google Search and Google Maps.

The best part? Setting up a GMB profile is free.

## GOOGLE MY BUSINESS BASICS

Google My Business enables you to take control over your listing on Google. With your GMB listing, you can engage with customers, post updates, list your products and services, add a link to book online, and more. You can ensure that your information is always updated and accurate. A GMB profile allows Google to understand your business and provide your potential clients with an overview of your business and the information they want to know before choosing you.

You'll have to manage your profile, but Google has made this easy. Keep your listing current through the Google My Business app, Google Maps, Google Search, or the Google My Business website.



Even if you already have a website and you consider your business to be relatively visible online, it won't hurt to set up a GMB profile as well.

## BUILD TRUST IN YOUR BRAND

When you set up a GMB profile, Google will ask that you verify your business. You can verify your business over the phone, through SMS, or by receiving a postcard to your business address from Google.

A potential client who sees a business profile on Google Search or Google Maps can trust that the business has been vetted by Google in order to appear.

Simply showing up on the search results page gives your online presence a boost. It tells the client that you're legit. Think about when you research companies, restaurants, stores, what have you, online. You're

more inclined to click the names with a well-established online presence, right? So, if you're not doing the same for your own business, ask yourself why not.

## GET SEARCHED & SEEN

If Google has your practice's information in the form of a GMB listing, it can draw from it when someone searches for eye care in your area. Without a GMB listing, your business doesn't stand a chance of appearing in the Local 3-Pack.

For those not in marketing, you may not know what the Local 3-Pack is. This moniker describes the three prominent listings that appear on the Google Map when someone searches "near me" or similar. Google curates the three most relevant sites to display. So if you have excellent search engine optimization (SEO) on your website *and* a GMB profile, your chances of appearing significantly increase.

## INFORM & ENGAGE POTENTIAL CLIENTS

### Contact Information

Your GMB listing displays pertinent information for clients trying to reach you and find you. It will have your address, hours and contact information.

You want clients to be able to reach you easily.

Remember to make sure these details are consistent across all social media channels where they're listed. Also, if you're targeting local customers, ensure your phone number is local, too.

### Promotions & News Updates

You can keep your clients informed about special promotions your practice may have or news updates you want to share. With your GMB listing, you'll be able to post short messages that enable your clients to see exactly what's happening with your business. Are your hours adjusted for some reason? Do you have a summer promo coming up? Let everyone know.

### Call-to-Action

On your GMB listing, you can encourage engagement with your clients right away. You have the option to add a Call-to-Action (CTA), such as "Book Online," "More Information" and "Call Now." Consider the convenience for someone searching your practice to book an appointment, and it only takes one click to get them there.

If you're curious about how much engagement your listing creates, you'll have the option to track user engagement in your GMB profile. It's all there for you! And it's free.

### Chat in Real Time

Through the Google My Business app, you can set up a messaging channel that will notify you when a potential client has asked a question on your business listing. You can answer right away, conveniently providing the information they need – meanwhile, you're connecting directly with a lead!

## REVIEWS FOR THE WIN

Business reviews hugely impact decision-making when browsing through listings. Ratings by past clients allow prospective new clients to get a feel for your business before clicking through.

With Google My Business, your ratings will appear in your listing. You want to gather as many positive reviews as you can to load this page. Give your clients plenty of opportunities to learn about your business through other clients' experiences. To get reviews, you can ask previous clients to give you feedback. Some eye doctors will offer an incentive in exchange for a review. You've got options!

Always respond to reviews – even the negative ones. We often hear of clients choosing a particular eye doctor because of how that doc responded to a complaint or lower rating. It shows that you genuinely care about the patient experience when you offer ways to improve a negative one.

## SET YOURSELF UP FOR SUCCESS

If you haven't set up your listing on GMB, consider this article as your encouragement to do so. And if you don't know where to start, Marketing4ECPs provides a free downloadable resource with 8 steps to get your business set up on Google My Business. You can find it here on the Optical Prism website: [resources.opticalprism.ca/](http://resources.opticalprism.ca/)

Once your listing is live, keep your profile current with promotions, news, and accurate business hours. Always respond to your reviews and messages as they come in. Having a killer GMB profile entices clicks like you won't believe. **OP**

**Trudi Charest** is the co-founder of Marketing4ECPs, a digital marketing agency focused on building digital advertising for optometrists, opticians and ophthalmologists. She is known for designing, developing and facilitating training and marketing programs for eye care professionals across North America.

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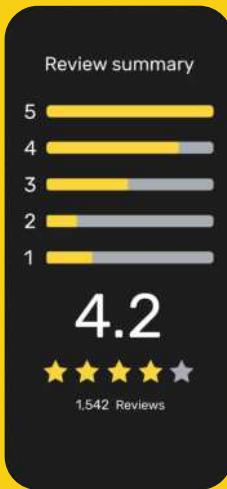
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## COOPERVISION APPOINTS ALEX WILKES AS PRESIDENT, AMERICAS

CooperVision, one of the world's leading manufacturers of contact lenses, has named Alex Wilkes as president, Americas, effective June 14. Wilkes brings more than

a decade of experience in the eye care industry, having most recently served as senior vice president and general manager of Pearle Vision at Luxottica.

"The current pace of change in the optical category is unprecedented, and I'm thrilled to join the talented team at CooperVision to deliver some of the most innovative products in the market to eye care professionals and their patients," said Wilkes. "I have admired CooperVision for many years and I am completely aligned with the values and direction of the company."

At CooperVision, Wilkes will be responsible for executive leadership and driving the growth of the company's largest region, determining the strategic direction for the United States, Canada, and Latin America.

"In the years Alex has spent in vision care, he has led the expansion of one of the largest franchises in the industry, working directly with eye care professionals to build their businesses while playing a key role in branding, marketing, operations, product strategy, and supply chain management," said Mark Harty, executive vice president and chief

commercial officer. "Alex's proven track record of driving growth, developing market-shifting strategies, and leading high-performing teams is sure to benefit CooperVision and our customers in the years ahead."

Wilkes joined Luxottica in 2010 as senior director of strategy and business development, where he was responsible for the strategic planning and implementation of several growth initiatives for LensCrafters. In 2012, he was promoted to vice president of Vision Care for LensCrafters. As part of the executive leadership team, he had responsibility for 3,000 eye care professionals, all clinical services, and the company's contact lens portfolio.

Prior to that, Wilkes was a management consultant at Accenture for more than five years, with a focus on the consumer products, retail, and telecommunications industries. Earlier in his career, he was a consultant at Deloitte. Wilkes earned his bachelor's degree from the University of Iowa. He will be based at CooperVision's offices in Victor, New York.

Wilkes succeeds Jerry Warner, who was promoted to president of CooperVision in February. **OP**

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## EVENTS CALENDAR

### JUNE

#### June 1-4, 2022

**Event:** 25th Transitions Academy  
**Place:** Orlando, Florida  
**Website:** [trade.transitions.com/academy](http://trade.transitions.com/academy)

#### June 9-12, 2022

**Event:** Canadian Ophthalmic Society Annual Meeting & Exhibition\*  
**Place:** Halifax, Nova Scotia  
**Website:** [cosprc.ca](http://cosprc.ca)

### JULY

#### July 6-9, 2022

**Event:** CAO 37th Biennial Congress  
**Place:** St. John's, Newfoundland  
**Website:** [opto.ca/cao-congress-2022](http://opto.ca/cao-congress-2022)

### AUGUST

#### Aug. 19-21, 2022

**Event:** Vision Therapy Canada Annual Conference & AGM  
**Place:** Ottawa, Ontario  
**Website:** [visiontherapycanada.com/events/list/](http://visiontherapycanada.com/events/list/)

### SEPTEMBER

#### Sept. 15-17, 2022

**Event:** Vision Expo West\*  
**Place:** Las Vegas, Nevada  
**Website:** [west.visionexpo.com](http://west.visionexpo.com)

#### Sept. 23-26, 2022

**Event:** SILMO Paris  
**Place:** Paris, France  
**Website:** [silmoparis.com](http://silmoparis.com)

### 2023 JANUARY

#### Jan 27-29, 2023

**Event:** Opti 2023  
**Place:** Munich, Germany  
**Website:** [Opti.de](http://Opti.de)

### 2023 MARCH

#### March 16-19, 2023

**Event:** Vision Expo East  
**Place:** New York, New York  
**Website:** [east.visionexpo.com](http://east.visionexpo.com)

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\* Based on a prospective, randomized, parallel group, investigator-masked, multi-center, 12-month follow up study, n=299.

† LipiFlow is a trademark of Johnson & Johnson Vision Care, Inc.

‡ Based on a prospective, nonrandomized, open-label, multicentre study, n=30, p<0.001.

## IMPORTANT PRODUCT INFORMATION

**Indication:** The Systane® iLUX® Device is indicated for the application of localized heat and pressure therapy in adult patients with chronic disease of the eyelids, including Meibomian Gland Dysfunction (MGD), also known as evaporative dry eye.

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**References:** 1. Tauber J, et al. Comparison of the iLUX and the LipiFlow for the Treatment of Meibomian Gland Dysfunction and Symptoms: A Randomized Clinical Trial. *Clin Ophthalmol*. 2020;14:405-418. Published 2020 Feb 12. 2. Alcon Data on File, 2019. 3. Wesley G, et al. Patient-reported symptoms following SYSTANE iLux and LipiFlow treatment: A 12-month, multicenter study. *Investigative Ophthalmology & Visual Science* June 2021, Vol.62, 1242. 4. Alcon Data on File, 2021. 5. Schanzlin D, et al. Efficacy of the Systane iLux Thermal Pulsation System for the Treatment of Meibomian Gland Dysfunction After 1 Week and 1 Month: A Prospective Study. *Eye Contact Lens*. 2021. Oct 5.

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