

40 OPTICAL PRISM  
YEARS

June 2023 | Vol. 41 | No. 6

BOSS

EYEWEAR

11:11



# BOSS

EYEWEAR

# 40 OPTICAL PRISM

YEARS

June 2023 | Vol. 41 | No. 6



GROWING  
YOUR  
DRY EYE  
BUSINESS

## LIVING WITH PRIDE

Eredità's co-founder  
shares his views

## SUNNY & SQUARE

Hip square shapes  
abound this summer

EYE ON DEI  
Serving a diverse  
patient base

HOW TO  
SELL MORE  
SUNGASSES

### UNIVERSAL STYLE

Gender-neutral  
frames for all

### CUTTING-EDGE SUNGASS LENSES

For enjoyment,  
performance and  
protection

# SUN- SATIONAL

The hottest new sunglass designs, and what  
goes into creating the next big trend

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# 40 OPTICAL PRISM YEARS

June 2023 | Vol. 41 | No. 6



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## UPCOMING EVENTS

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**June 5 & 7**  
**Connect Ontario**  
Niagara Falls & Kitchener, ON  
[opticians.ca/site/oac\\_calendar](http://opticians.ca/site/oac_calendar)

**June 11**  
**Myopia Meeting Canada**  
Vancouver, BC  
[na.eventscloud.com/website/53749/](http://na.eventscloud.com/website/53749/)

### JULY 2023

**July 5 - 8**  
**38th CAO Congress**  
Quebec City, QC  
[events.canplaninc.ca/CAO2023?lang=en](http://events.canplaninc.ca/CAO2023?lang=en)

### SEPTEMBER 2023

**September 8-10**  
**4th World Congress of Optometry**  
Melbourne, AUS  
[worldcouncillofoptometry.info](http://worldcouncillofoptometry.info)

**September 11 & 13**  
**Connect Newfoundland & Labrador**  
Corner Brook & St. John's, NL  
[opticians.ca/site/oac\\_calendar](http://opticians.ca/site/oac_calendar)

**September 27-30**  
**Vision Expo West**  
Las Vegas, NV, USA  
[west.visionexpo.com](http://west.visionexpo.com)

**September 28-30**  
**NBAO 2023 Continuing Education, Trade Show & AGM**  
Moncton, NB  
[nbao.ca](http://nbao.ca)

**September 29 – October 2**  
**SILMO Paris**  
Paris, France  
[event.silmoparis.com/2023](http://event.silmoparis.com/2023)

### OCTOBER 2023

**October 28-29, 2023**  
**NSAO Conference & Vision Expo**  
Halifax, NS  
[nsaoconference.ca](http://nsaoconference.ca)

### NOVEMBER 2023

**November 12**  
**Fall Optifair Canada Trade Show**  
Vaughan, ON  
[aoece.com/optifair-trade-show](http://aoece.com/optifair-trade-show)

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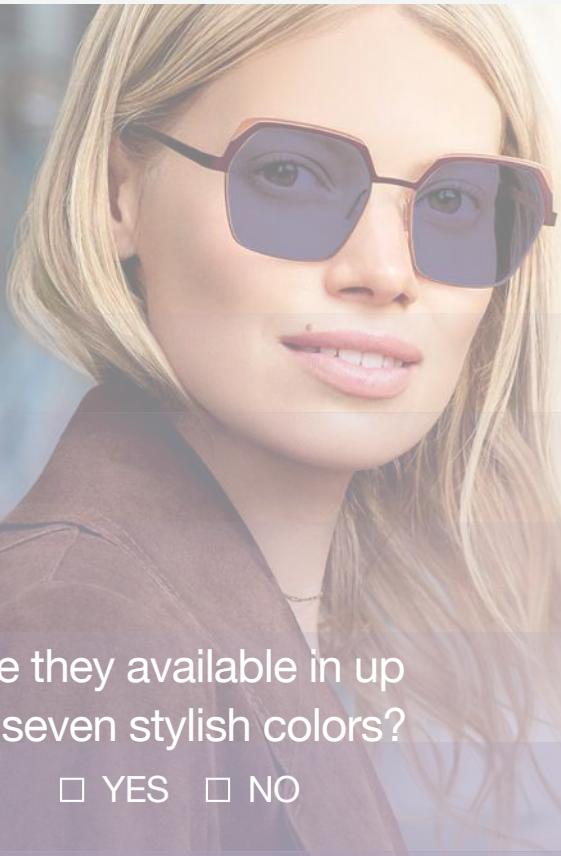
  
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- If you answer “no” several times, discover more about the *Transitions* portfolio and find the perfect lens for every patient at [Transitions.com/en-canadapro](https://www.transitions.com/en-canadapro)

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Glow from the Colorama collection by GIGI Studios

**A**fter what felt like a long winter, summer is finally on its way – and with it come the latest sunglasses. In this issue of *Optical Prism*, we feature sunnies in all shapes and styles, from funky square shapes to the latest takes on aviators, and everything in between.

We also have a feature article detailing how the next big trends in sunglasses come to be, from the design process through to the social media influencers who get the buzz going about the next big thing in sunnies.

In our Lens Tech column, assistant editor David Goldberg explores how the latest sunglass lenses are giving outdoor enthusiasts more enjoyment, performance, and even a competitive edge in their activities of choice. And our Outlook column by the CAO's Dr. Harry Bohnsack looks at sun safety and what ECPs can do to help protect their clients from harmful UV rays.

As I'm editing, I always have a few "a-ha moments," and one of those came when I was editing Nancy Dewald's article on how to sell more sunglasses. Who knew that it can be as easy as explaining the difference between a cheap pair and a quality pair? Nancy lays it all out in her Eye Opener column that is sure to up your sunglass game.



In addition to marking the start of summer, June is also Pride Month – a celebration of LGBTQI+ rights. In this issue, we have a guest column from Eredità Eye-wear founder Nick Longstaff about the history of Pride Month and his own experience as a member of the LGBTQI+ community in the Canadian optical industry. Also in honour of Pride, our In The Frame page features gender-neutral frames.

Pride and DEI go hand in hand, and we have a feature article about Transitions Optical's new diversity, equity and inclusion program aimed at helping ECPs better serve their diverse patient bases. It's a fascinating read, with details about how different eye health issues affect people from different cultural backgrounds that could save someone's sight.

This issue also introduces a new column called Spec Style, written by eyewear image expert Wendy Buchanan. This first instalment outlines how self-awareness can set you up for success by helping you connect and engage with your clients on a more authentic and personal level. Wendy will be back periodically with more great insights and tips on how to take your practice to the next level.

We hope you enjoy this issue and come away with lots of a-ha moments of your own! Happy Pride, happy summer, and happy selling!

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#### VICTORIA BECKHAM

The VB Monogram family features modern, oversized temples for maximum drama, displaying the classic VB monogram signature.

**For more information, contact your Marchon sales representative or visit [marchon.com](http://marchon.com).**



#### BLACKFIN

Part of the new Blackfin sun collection, Copeland features a large teardrop shape and comes in three colourways – black/green, blue/silver and black/silver. The black/silver version has smoke gradient photochromic lenses.

**For more information, contact your Blackfin sales representative or visit [moodeyewear.com](http://moodeyewear.com).**



#### LONGCHAMP

The new, one-of-a-kind shield sunglass frame boasts a sleek, trendy construction molded in premium acetate, with wide temples featuring Longchamp's iconic golden metal horse medallion. Available in Havana, Black and White.

**For more information, contact your Marchon sales representative or visit [marchon.com](http://marchon.com).**

## PARADIGM

Paradigm Eyewear's newest collection draws inspiration from the laid-back beachside lifestyle, with fluid surf-inspired shapes in saturated colours reminiscent of the tropics. The unisex Filipe model has a trippy vibe, with colourful lenses that don't exactly follow the frame shape, creating sweeping curves that make a statement.

For more information, contact your Paradigm sales representative or visit [paradigmeyewear.com](http://paradigmeyewear.com).

Filipe by Paradigm



## VOGUE EYEWEAR

Vogue's 50th Anniversary Capsule of best-selling styles revamps original designs in Hot Pink, from original 70s stars to the trendy glam-chic retro shapes of the 2000s. The brand even futurized its logo for the anniversary campaign.

**For more information, contact your Vogue Eyewear sales representative or visit [vogue-eyewear.com/ca](http://vogue-eyewear.com/ca).**

oVO5509S by  
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oVO5409S by  
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## FERRAGAMO

Made from Eastman Tritan Renew, with 50% recycled polyester derived from waste plastics, these sunglasses' bold, oversized silhouette sets off the square gradient lenses and thick temples. This model is available in Black, Ivory, Dark Brown, and Dark Khaki color variants.

SF1088S by  
Marchon

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oPO3319S  
by Persol

## PERSOL

The Tom takes Persol's iconic Cellor shape up a notch, with bold endpieces and temples. Available in Rich Tortoise, Havana or Black with polished metal accents and gradient polar or solid Barberini Premium glass lenses.

**For more information,  
contact your Persol sales  
representative or visit  
[persol.com/canada](http://persol.com/canada).**



The West Indies and  
Baywatch by Struktur

## STRUKTUR

Struktur's West Indies style is a solar model for women, with sharp lines in a creative cat's eye sculpted around the face for maximum impact.

**For more information, contact your Struktur sales representative or visit [strukur-eyewear.fr/en](http://strukur-eyewear.fr/en).**



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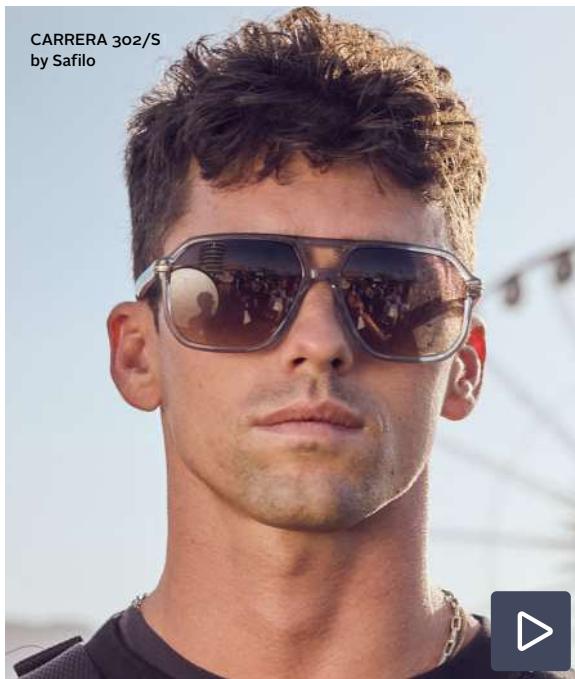


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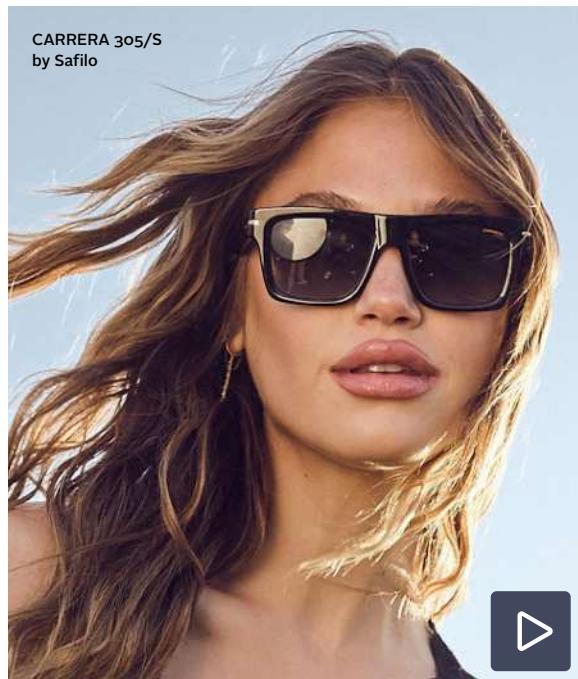
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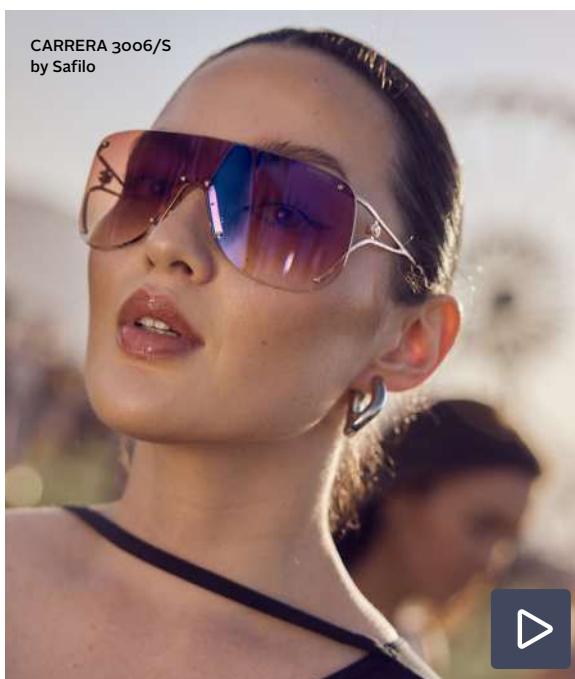
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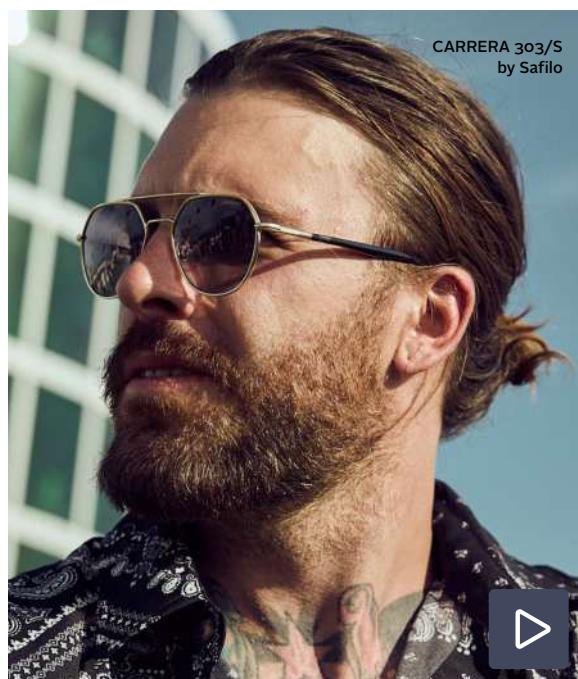
CARRERA 305/S  
by Safilo



CARRERA 3006/S  
by Safilo



CARRERA 303/S  
by Safilo



## CARRERA

Carrera was front and centre at Coachella this spring, with influencers sporting everything from the oversized, rimless Flag mask to the brand's vintage-inspired, unisex Signature sunglasses.

Pilot shapes and double bridges were also popular.

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# Timeless TRENDS

Designing the next big thing in sunglasses

BY DAVID GOLDBERG

Frame by frame, lens by lens, did you ever wonder how designers decide what's going to trend in sunglasses? It's a mix of finding inspiration from the past, analyzing the present ... and a touch of predicting the future. Sometimes it's about sticking with concepts that are tried, tested and true. Other times, it's about taking chances and being innovative with bold colours and shapes.

Glasses guru and optical distributor Suzanne Sendel always has a fresh perspective on what's trending in eyewear. Her social media is a mosaic of fashion frames; a veritable Who's Who of independent brands. One day she's modelling funky frames in crystal purple with hand-painted gold; the next, she's channelling Jacqueline Kennedy in elegant retro sunnies.

"Various shapes and colours are trends set by the trendsetters or influencers," says Sendel, who works with brands like Caron Eyewear. "But you also have to follow your heart, because you as the influencer or the optician can be the trendsetter."

She says the best influencers aren't afraid to try new things.

"I see women so inspired to push boundaries and define what's in vogue," she says. "That's why I chose eyewear as a passion; I wanted to be part of that movement and inspire everybody."

#### HOW BRANDS SET TRENDS

Trendsetting means finding the perfect balance between function and fashion, but in deciding new trends, every brand has a different approach. It always ties back to the passion that runs rampant throughout the eyewear industry.

In conversations with many designers, they'll tell you seeing people wearing their product makes their job worthwhile. Especially when that job involves consulting one-on-one with big celebrities like David Beckham.

To start the design process, some designers take a walk down memory lane, searching their brand's archived collections for inspiration. After conducting research about current trends and keeping an eye on competitors, the team develops prototypes and consults with internal and external brand managers before releasing the final product. But it's always a massive team effort from design to distribution.

Many sunglass wearers and eye care professionals may not realize how long the process takes. Apparently, calculating trends requires a bit of fortune telling.

"Our global trend team forecasts more than two years in advance," says Matteo Battiston, global design and market research director at EssilorLuxottica. "We're watching closely what's happening in architecture, arts, interior designs, technology, fashion, consumer



cultures, behaviours ... and any other industries that can inspire us and help us imagine the future.

Embracing the future was the driving force behind Ray-Ban's Reverse collection. Featuring four new unisex styles in the iconic aviator shape, the lens has been completely reversed, with the shape of the lens shifting from convex to concave. It's certainly going to turn heads.



**Click to view Ray-Ban's New Reverse Collection**



“

"We're watching closely what's happening in architecture, arts, interior designs, technology, fashion, consumer cultures, behaviours ... and any other industries that can inspire us and help us imagine the future."



According to Battiston, great care is taken to catch the right trends at the right time and to leverage the perfect storytelling techniques to communicate collections to customers and ECPs. His team knows that people are curious to understand what drives the trends for each season, and getting that knowledge out there can help sell more pairs of sunglasses.

"We carefully work with product teams to push the right styles according to each brand portfolio's DNA, considering each brand's targets and aesthetic opportunities."

Marchon Eyewear's design team sees the continued popularity of sporty wraps, geometric shapes and flat-tops — which are always evolving.

Susan Moniello, Marchon's vice-president of design and product development, touts frames in many shades of green as the popular hue of this sunglasses season, along with bold horns, tortoises and other colour-blocking details that make a fashion statement.

"We are seeing the sport-inspired wraps and shields come to life in eyewear across all brands in our portfolio," she says. "In luxury brands like Victoria Beckham and Longchamp, lifestyle brands like DKNY, and of course, in true performance brands like Nike."

Moniello's team draws inspiration from the brands they work with directly, and from there they'll elevate design elements, colours and shapes that are trending in the market.

"We like to give our customers a wide variety of fashion and function, keeping in mind that comfort, durability, and everyday wear are important factors and what makes a frame desirable," she says.

At Maui Jim, the research and development team for this classic eyewear brand takes design cues from the Hawaiian lifestyle and landscape. The brand plans to release 30 new styles over the course of this year.

Jeff Speiran, Maui Jim's managing director in Canada, says it's not so much about predicting what customers will be into, but more about inspiring them to try something new outside of the traditional colourways customers tend to gravitate towards, such as black and tortoise.

Customers are also embracing new lens colours from Maui Jim, such as the Hawaii Lava lens on the aviator-style Mikioi, or the Mamane with a traditional grey lens framed by a luxurious-looking teal.

"We were probably 80% traditional mens styles a decade ago, but we've slowly and surely created more women's styles with additional colours, and now 50% of our sales are women's, which is just a shocking turnover."

Speiran also notes a rapid rise in the number of prescription sunglasses being sold.

"More than 50% of our sales now are coming from the prescription side," he says. "It's not glitzy, it's not fashion-based, but that's where the real growth is now — not just for Maui Jim, but for all sunglass companies and brands." **OP**

## FOR WHAT IT'S WORTH Just how big IS the sunglass market?



**\$21 billion**

One study predicts that the worldwide sunglasses market will reach \$21 billion by 2030.



**\$47 million**

In Canada, the sunglasses sector is expected to pull in revenue of \$47 million by the end of 2023.



**2.55%**

Experts expect the Canadian sunglasses market to grow by 2.55% annually in each of the next four years.



**9 million**

Market research predicts that more than nine million pairs of sunglasses will be sold in Canada annually by 2027.

# Sun Safety

Beyond fashion lies protection

BY DR. HARRY BOHNSACK

President, Canadian Association of Optometrists

**A**s eye care professionals, we know that protection surpasses fashion when it comes to finding a good pair of shades. However, patients still come to us with symptoms related to excess sun exposure and ultraviolet (UV) damage, such as eye irritation, redness, pterygia, blurred vision, eye strain and light sensitivity. They might write off these symptoms as something minor, not realizing the harmful effects that UV rays can have on their eyes – including the development of cataracts, macular degeneration, and even skin cancer on the eyelids.

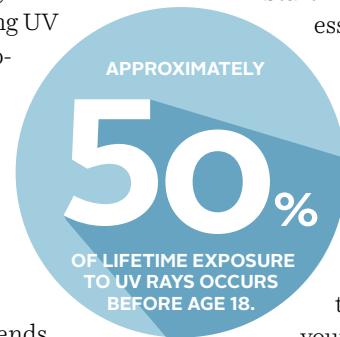
For most people, UV rays are “out of sight, out of mind.” However, these rays are not present only on sunny summer days. UVB rays (think of these as Burning rays) are the main cause of sunburn, and they’re strongest in summer. However, they can be significant year-round, especially at high altitudes and on reflective surfaces such as snow or ice. These rays contribute to sun damage on the outer surface of the eyes as well as cataract formation. UVA rays (think Aging rays) are of similar intensity all year round. They can pass through the cornea and lens to the retina, and promote retinal tissue aging and AMD.



Wearing sunglasses throughout the year can protect the eyes from both types of damaging UV rays, from direct exposure and reflections off of surfaces like water, snow, concrete, sand and glass.

It is tempting for our patients to only consider sunglasses based on the latest trends, as fashion accessories to complement their outfits, or as wrinkle preventers. However, not all sunglasses are created equal! Higher prices, darker-coloured lenses and larger frames don’t automatically mean better protection. No matter the budget or preferred colour, sunglasses that do not block out 99% to 100% of UVA and UVB radiation are not effective at protecting the eyes. And polarized lenses are best for reducing glare from snow or water.

To maximize protection, ECPs should recommend wearing wrap-around sunglasses or goggles to protect patients from intense light, or when doing yard work or other activities that create flying debris. You can also suggest UV-blocking contact lenses for an added layer of protection for corrective lens-wearing patients.



Wearing sunglasses is critical from an early age. Approximately 50% of lifetime exposure to UV rays occurs before age 18. Children are particularly vulnerable to the harmful effects of UV rays, as their eyes are still developing. They spend more time outside than adults, and their eyes have larger pupils and clearer lenses, which make them less capable of filtering UV rays.

We should educate parents on how vulnerable to these rays young eyes can be, and remind them that wearing sunglasses does not reduce the benefits of outdoor time for delaying the onset of myopia.

Starting good habits early on is essential. Being mindful of the UV index, avoiding the strong mid-day sun, and always being prepared with proper protection are great tips to pass along!

I encourage you to start the conversation with your patients to find out what they are doing to protect their eyes from harm. From there, we can make specific recommendations to ensure that the patient’s eyes are well protected, and ultimately fit them with the perfect pair of sunglasses.

Sight is a precious gift, and small lifestyle choices can have a huge impact on overall eye health. Wearing sunglasses that offer protection from UV rays is an excellent way to show personal style and enjoy the outdoors while prioritizing eye protection. **OP**

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



# SUNNY *and* SQUARE

When we think sunglasses, square shapes don't always come to mind, but these uber-cool frames elevate sunnies to a whole new level of fashion-forwardness. It's hip to be square!

BY SUZANNE LACORTE



## Style TIP

Captivate your clients with square sophistication this spring! A perfect fit on the bridge is essential to turn this oversized accessory into a bold and beautiful blend of function and fashion.

- WENDY BUCHANAN, *Eyewear Image Expert*

CHECK OUT MORE SQUARE SUNNIES HERE

1. FYSH F2088S314 by WestGroupe. 2. S31A by Catherine de' Medici.  
3. Marc Jacobs MARC 647S by Safilo. 4. RB2188 by Ray Ban.  
5. Karl Lagerfeld KL6126S by Marchon. 6. Passion for Fashion Mo6 by Caron.  
7. Eleonora Sun by Etnia Barcelona.



# HEALTHY EYES FOR ALL

How ECPs can make a difference in the communities they serve **BY NICK KREWEN**

**T**oday's customers are looking to deal with businesses that are sensitive to issues of diversity, equity and inclusion (DEI). With that in mind, Transitions Optical has published new multicultural resources to help eye care professionals better serve their diverse patient base – especially when it comes to eye health.

A white paper and education course, both titled "Fostering a More Diverse, Equitable and Inclusive Optical Industry in Canada," are now available online. The new education course is designed to help empower ECPs to create a welcoming environment for diverse patients by understanding the different risks and eye health needs

of the three largest and fastest-growing BIPOC (Black, Indigenous and People of Colour) populations in Canada: Asian Canadians, Black Canadians, and Indigenous Canadians.

The course also highlights key findings from Transitions Optical's recent eye health needs and preferences survey for multicultural patients, and provides tactical steps that ECPs can take to be more inclusive in their practice.

"Specific ethnicities are more prone to developing specific eye health issues," says Isabel Tremblay, director of sales and marketing for Transitions Canada. "It's fairly well documented within medical data."

It's a topic that requires great sensitivity, and part of the task is convincing patients that the nature of their vision impairments may be due, in part, to their ethnicity.

"Transitions conducted this survey to understand the diverse population's perceptions of their risks," explains Tremblay. "It's one thing to say this risk exists and doctors know this, but it's another thing to realize that the patients themselves aren't aware. They may not be taking the same precautions or seeking the same type of eye care that they would if they knew their different levels of risk. The main focus of our research was to say, 'what can we do to bring more awareness and education through optical professionals?'"

The survey was commissioned, in part, to address Canada's increasingly diverse populations. By 2031, the vast majority (96%) of Canadians belonging to a visible minority group will likely live in one of 33 metropolitan areas, with visible minority comprising 63% of the Toronto's population, 59% of

Vancouver's and 31% of Montréal's, according to Wakefield Research.

The study concluded that more eye health education is needed for diverse Canadian patients, since 81% of those polled believe that ethnicity has no bearing on ocular health. Yet the study revealed some distinct risks and unique eye health needs, particularly for those with Asian, Black and Indigenous ancestry.

“

"It's one thing to say this risk exists and doctors know this but it's another thing to realize that the patients themselves aren't aware. They may not be taking the same precautions or seeking the type of eye care that they would if they knew their different levels of risk."

#### ASIAN CANADIANS

This group – encompassing Chinese, South Asian, Filipino, South East Asian (Vietnamese, Cambodian, Malaysian and Laotian), Korean and Japanese communities – is more likely to develop cataracts than the rest of the nation due to cumulative exposure to UV radiation.

Age-related macular degeneration (AMD) strikes twice as many Chinese Canadians as those in the general population, and 90% of Asian Canadians are affected by myopia. This group is also more susceptible to developing closed-angle glaucoma – the second leading cause of blindness in Canada.

This means that wearing UV-blocking eyewear should be an important consideration for this group. Yet according to the Transitions survey, only 31% of Asian Canadians believe that prolonged exposure to the sun can contribute to loss of vision (for Black and Indigenous Canadians, that number is even lower, at 23% and 24% respectively).

#### BLACK CANADIANS

Black Canadians of African and Caribbean descent represent the third largest Canadian demographic group, and primarily reside in Ontario, Quebec, British Columbia and Alberta. This group may be at higher risk for cataract development as they age.

Previous studies in the U.S. and Barbados reveal that Black populations are 1.5 times more likely to develop cataracts, and five times more likely to go blind as a result.

Black Canadians are also 2.5 times more likely to be diabetic. As a result, diabetic retinopathy is more prevalent amongst Black Canadians. Lupus also affects Black Canadian women at a higher rate than the general population (one in 250 Black women vs. one in 2,000 generally).

#### INDIGENOUS CANADIANS

The Canadian Indigenous population is large and continues to grow, making up 4.9% of Canada's 37 million inhabitants.

Canada's Indigenous population is divided into three main groups: First Nations (more than 60% of the Indigenous population), Métis (34% of the population – an increase of 91% since 1996) and Inuit (comprising 45% of the Indigenous population, living mainly in the Territory of Nunavut; Nunavik, Québec; Inuvialuit, Northwest

## DEI TIPS FOR ECPs

### How to foster an environment of diversity, equity and inclusion

In the quest for diversity, equity and inclusion (DEI), the Transitions white paper recommends that ECPs do the following:

1. Understand the importance of treating each patient as a person rather than as a minority.
2. Hire BIPC and bilingual staff;
3. Consider the diversity of the imagery presented in practice photos, pamphlets and other marketing materials.
4. Make bilingual or non-English materials available.
5. Increase cultural sensitivity through staff training;
6. Join groups or associations that can help bring you closer to the community you serve.
7. Volunteer in your community.
8. Stage 'career days' and 'career fairs' to help students contemplate a career in optometry.
9. Consider offering mentorships to diverse students and community member.
10. Audit local patient demographics and analyze whether your staff is reflective of those demographics.
11. Have non-gendered frame boards.

To find out more, visit [transitions.com/en-canadapro/education-product-knowledge](https://transitions.com/en-canadapro/education-product-knowledge) or log into the OAC's on-demand library at [opticians.ca](https://opticians.ca).

Territories; and Nunatsiavut, Labrador).

This group has a higher risk of developing age-related macular degeneration (AMD), as well as a drastically higher risk for diabetes – a known AMD trigger.

At least one study found that Canadian First Nations individuals are more likely to develop cataracts than the general population. They – along with Métis – are also more likely to contract closed-angle glaucoma.

Comparable to Black Canadians, Indigenous Canadians are also more susceptible to developing Type 2 diabetes than the general population – three to five times more likely, in fact – and 20% have the disease.

“

“By increasing the discussion on this important topic, we can make a difference.”

More than 15% of Indigenous Canadians also suffer from hypertension. And although the incidence tuberculosis in Canada is low, Indigenous populations report the highest rates of the malady.

These numbers are sobering. But when it comes to eye health, those in all three groups are less concerned – and less informed – than they should be. Transitions Optical's research revealed that in the year prior to the survey, the following percentages had NOT undergone an comprehensive eye exam:

Indigenous Canadians – 66%  
Asian Canadians – 60%  
Black Canadians – 55%

And yet, a significant number of them did complain about symptoms or concerns regarding the following eye issues:

Myopia – 38% of Asian Canadians and 33% of Black Canadians reported symptoms or concerns.

Eye strain or fatigue – 36% of Indigenous; 37% of Black Canadians.

Vision problems stemming from use of digital devices and screens – 24% of Indigenous; 26% of Asian Canadians; 31% of Black Canadians.

Difficulty seeing at night – 21% of Asian Canadians; 27% of Black Canadians; 37% of Indigenous Canadians.

When it came to taking their children in for eye exams, 64% of Black Canadians reported that they had not done so, compared with 54% of Asian Canadians and 40% of the polled Indigenous population.

One major issue is convincing these patients that ethnicity plays a role in their risk of vision health problems. Here are the percentages that said they don't buy into that notion:

Asian Canadians – 64%  
Black Canadians – 62%  
Indigenous Canadians – 58%

The “Fostering a More Diverse, Equitable and Inclusive Optical Industry in Canada” course is now available online at the Opticians Association of Canada's On-Demand Library – and Tremblay says she hopes it will help ECPs to provide better access to eye care for some diverse minority populations.

“By increasing the discussion on this important topic, we can make a difference,” says Tremblay. “We're hoping we can lead the way in the industry to make this an ongoing conversation, and to be able to come up with more resources to support the industry and patients as well.” **OP**



# It All Starts With YOU!

How self-awareness sets you up for success

BY WENDY BUCHANAN, **Eyewear Image Expert**

**A**s eye care professionals and optical entrepreneurs, we are as diverse as the patients and customers we serve and style. Each client requires a slightly different approach to create a meaningful buying experience.

It is easy for us to connect with people who are just like us – we are all familiar with the saying, “like attracts like.” With those who are like us, we can easily start a conversation, find something we like about the other person, and select the best eyewear quickly.

But what about the clients who are not like us? Do we categorize them as difficult customers? It is our perception of ourselves, and our own beliefs in how we see others, that can sometimes be distorted.

When we see someone different than ourselves, we want to stare, as our

brain is trying to figure them out. We tend to see others in our world as WE are and not necessarily as who THEY are. We use ourselves as our frame of reference. It is our experiences in life, our environment, the people we hang out with, and our values that all lead to our judgments. This can be detrimental in a sales position.

Earning a client’s trust and developing a relationship require a deep level of self-awareness, and a willingness to continually develop your visual brand and show up as your best self. How you see yourself also impacts the perceptions your clients have of you, and you have total control over that narrative. It all starts with you!

With all of the online options available to eyewear consumers, if we don’t offer a human connection in the sales process, they will walk out, hop on their smartphone, and order

online. We need to be better than the basic transactional sale.

The “know, like, trust factor” is important, but we need to step up our sales expertise and create an emotional connection with our customers that sets us apart from online and the AI options that are on the horizon.

Today’s optical consumer wants to feel that you care, that you truly see who they are, and that your focus is to help them achieve their desired image with new eyewear. Here are some tips on how to do this:

- Be your authentic self.
- Be curious and ask questions.
- Create a unique personal eyewear buying experience.
- Be and act as the trusted eye care expert with your client’s best interests at heart.
- Adapt to your clients’ style preferences.
- Engage and be generous with your attention.

When you are self-aware, understand who you are, and show up as your authentic self, you can then adjust your awareness of others. You can build relationships with people who are different from you, and eliminate judgments and bias.

And the bonus: Connecting also allows you to influence others, close more sales, and make a positive impact in your community! **OP**

**Wendy Buchanan is an image consultant and founder of Perceptions Eyewear. Her Be Spectacular sales training program combines fashion science with optical savvy, helping optical businesses go next level.**  
[perceptionseyewear.com](http://perceptionseyewear.com)



# Proud to be Me!

Eredità co-founder celebrates LGBTQI+ acceptance in the Canadian optical industry

BY NICK LONGSTAFF

**J**une is officially Pride Month around the globe, and for many members of the LGBTQI+ community, it is a time not only for celebrating how far much of the world has come towards acceptance, but also for reaffirming our commitment to continue to press for dignity, visibility and equality of the community within the larger society.

The modern representation of Pride officially began in New York City in 1969 after authorities raided the now infamous Stonewall Inn and beat gay, lesbian and transgender patrons. The backlash escalated into a three-day riot demanding freedom from harassment by authorities. Ultimately, the Stonewall riots turned into annual marches and protests in support of basic rights, respect, and the dignity that was afforded to other human beings in the USA and around the world.

While progress has been made in many areas globally, there is still persistent prejudice, oppression, violence and even death experienced by the community, with some jurisdictions in traditionally progressive nations even attempting to pass legislation to specifically deny rights to members of this community. Suicide rates for LGBTQI+ youth are almost five times as high as heterosexual youths. Online hatred and bullying is at an all-time high. Counter-movement activists are continuously acting against progress made by the community to deny rights and cultivate social negativity. It is exhausting to experience and hear about this constantly throughout your day.

But there is a lot of light, too.

Having lived outside of Canada for nearly 15 years in countries where being gay was illegal, considered immoral or unnatural, and where one could be persecuted severely just for being who they are, I came to appreciate Canada for its diversity, tolerance and eclectic fabric. Being gay is not a choice, so it's extremely important – should you have the choice – to live in a country that offers protection, security and safety to people like us; a country in which we can contribute to society, make a difference, or just simply get on with living life.

Canada, with all the flaws and faults that come with living in a democracy, is a place where differences – whether social, cultural, religious, racial or experiential – are celebrated. And this arguably makes us stronger.

Today, I consider myself lucky to be able to follow in the footsteps of my optician father and optometrist grandfather. It is a source of great personal pride that I can carry on a family legacy while also being accepted for who I am by the people I work with in the field.

The optical industry is truly a place where all of us are really trying to make a difference to people's lives daily, and I genuinely see Canadian ECPs helping all walks of life in their quest to see better. Optical stores and practices are not just places of business – they are reflections of the neighbourhood in which they reside; places where customers and proprietors get to know each other and form lasting connections.

Collectively, we all have a part to play in advancing acceptance – whether it be for LGBTQI+, or for those who are different racially, culturally, politically, or in myriad other ways. Acceptance often comes with a reduction in fear of the unknown, which is most often a result of education and a 'put yourself in my shoes' approach to learning about others. For us in the optical industry, this may involve learning about how unconscious bias (how we might individually apply stereotypes to a segment of the population, and thus, pre-judge and evaluate others) might be affecting our businesses.

As my friend and colleague Dr. Wes McCann says, "It isn't about what you believe in or your own personal opinions, but how your patients perceive you. Patients whom you respect and accommodate reasonably will want to support you."

Equality, dignity and visibility are fundamental rights that all should enjoy.

We still have work to do for the LGBTQI+ community, and Pride remains an important institution that prompts reflection and action across the country to help combat hate and foster acceptance.

Above all, we are fortunate to live and work in Canada. It is a place where my husband and I feel safe, welcome and valued, and I'm grateful. **OP**

**HAPPY PRIDE!**

**Nick Longstaff is co-founder and head of Canadian operations for Ontario-based Eredità Eyewear Group.**



1.



2.



3.

## Universal Style

It's Pride Month, and we're celebrating with these funky gender-neutral frames that allow everyone to express their unique style!

BY SUZANNE LACORTE



4.



5.



6.



7.



8.

**1.** OTP-165 by WestGroupe. **2.** Foygel in citron/tortoise by Moscot. **3.** Mille +88 by Theo Eyewear. **4.** Jade Lemon by Bôhnen Eyewear. **5.** Polaroid D489 by Safilo. **6.** TF5401 by Tom Ford. **7.** Atkins by Spectacle Eyeworks. **8.** Fritz in butterscotch by Moscot.

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labels, rebates, and the best-in-industry customer service and support.

**We use our **collective purchasing power** to negotiate the **best pricing, discounts and programs, and establish relationships** with vendors on behalf of our members. This enables **independents to rival their competition.****

Our members are Canadian independent business owners, opticians and optometrists coast to coast who maintain true independence and are free to choose any or all of our services. We are dedicated to improving and adding programs and services while fostering growth and strong relationships. Partnering and customer service are our strengths, and because of this, there are many member advantages.

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To stay competitive while maintaining independence, The Optical Group is essential.



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# Eye Level

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

## 1 NEUROLENS NMD2

The nMD2 is an objective, accurate and repeatable eye tracking system that can identify eye misalignment as small as 0.1 prism diopters. This information is then used to prescribe Neurolenses with Contoured Prism technology, to bring the eyes into alignment and relieve the headaches, neck and shoulder pain, eye strain, dry eye and dizziness associated with using near vision.

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



## 2 EYE CHART KEY CHAIN

This stylish and practical accessory includes a for-fun Snellen chart, stretchable beaded wristlet, keychain, lip gloss holder and tassel. [etsy.com/ca/listing/1275237758/](https://www.etsy.com/ca/listing/1275237758/)



## 3 ELUMENTIS LED LAMP

This LED lamp provides bright, adjustable illumination with intuitive operation. The Elumentis lamp allows users with low vision to select the optimal light colour temperature and brightness level for optimal viewing, and is easily adjusted for different lighting needs. [eschenbach.com](http://eschenbach.com)



## 4 I-DROP MGD

These premium preservative-free eye drops (artificial tears) from I-MED Pharma help relieve symptoms of evaporative dry eye. The I-DROP MGD formula contains superior osmoprotectants and bioprotectants to hydrate and lubricate the cornea. [imedpharma.com](http://imedpharma.com)

## 5 AVENOVA EYE HEALTH SUPPORT

These oral supplements feature MaquiBright, a nutrient-rich, antioxidant-dense extract of the superfruit Maqui berry, found only in the wild forests of Patagonia. Together with concentrated, unrefined Omega 3 oil, MaquiBright delivers essential nutrients and free radical fighters to help soothe dry eyes and support overall eye health. [avenova.com](http://avenova.com)





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# Living on the Cutting Edge

Sunglass lens manufacturers are determined to give outdoor enthusiasts more enjoyment – and athletes a competitive advantage – on the slopes, surf and trails around the world

BY DAVID GOLDBERG

You grab your favourite pair of sunnies to walk the dog or hit the trails, but did you ever consider the technology inside the lens, or the innovative thinking that went into designing every detail? Researchers are constantly tinkering with this eyewear staple to enhance clarity, colours, UV protection, lens durability – and ultimately, your ability to enjoy the outdoors.

Some of the most popular sunglass lenses on the market were developed

with feedback from people in the field – or on the mountains.

“We have a team of about 100 ambassadors, from athletes to influencers, who are also our product testers,” says Mike Lewis, director of global marketing at Zeal Optics. “They’re creating our content, but also putting our products through the rigours of daily use. We have four different people on Mount Everest right now with our sunglasses and goggles.”

In fact, it’s the passion of Zeal’s mountaineers, snowboarders and

skiers that has inspired “glacier glasses” for release in late 2023, the culmination of a years-long project for outdoor enthusiasts who embrace winter weather.

## AI-POWERED EYEWEAR

Artificial intelligence (AI) is being used to write novels and create music, but what about designing lenses for sunglasses? Bollé’s latest technology, the Volt+ lens, was developed using AI methods. Technicians tried 20 million combinations of lens dyes,





it gives you a little bit of an advantage, for sure."

The advantage of better reaction time is what Zeal had in mind with its new Adventure Ready 2.GO prescription lenses with backside digital compensation. This lens is specifically designed to keep distant objects in perfect focus across the entire lens – including in larger wrap styles – while enhancing near vision in progressive options.

"When I'm mountain biking, I don't want to have a rock even an inch out of place," says Lewis, who is an avid cyclist. "Any misjudgement because of distortion through your glasses can be catastrophic at full speed."

#### COLOUR YOUR WORLD

There are many different options for sunglass lens colours, but colour lenses are not just a fashion trend.

Certain hues can be used to enhance enjoyment and gain advantage in

outdoor sports. For example, from Bollé, there's the Volt+ lens in Offshore Blue, which gives the wearer enhanced definition on the water – perfect for sailing, fishing and water skiing.

**Researchers are constantly tinkering with this eyewear staple to enhance clarity, colours, UV protection, lens durability – and ultimately, your ability to enjoy the outdoors.**

"It's going to allow you to see the different depths as well, and distinguish fish from other things in the water," says Godbout. He offers another example, explaining that cyclists might benefit from a heavier mirror on their lenses with a soft shade of yellow.



tints and materials to achieve optimal colour enhancement.

"You're going to be able to see the differences in the trail surface very, very easily. You're going to be able to differentiate between rocks and roots and dirt, and [the terrain is] really going to come to life," says Bollé's Trade Marketing Manager Joe Godbout, noting that one of Bollé's top influencers referred to the Volt+ lens as 'an Instagram filter for your eyes.'

"It's pretty amazing what it can do when you get that enhanced clarity;



**“Our experts spend lots of time researching something that everybody wants – a lighter, scratch-resistant lens. And the Maui Brilliant lens is about as close to glass as you can get, so it doesn’t scratch like a polycarbonate.”**

- JEFF SPEIRAN, Maui Jim Marketing Manager

The Volt+, Bollé’s latest innovation, is still making waves in professional athletics several years after its release, and this year’s version has wearers seeing red – thanks to the Volt+ lens in polarized Ruby, paired with a teal frame.

The aesthetic is striking, but the lens itself provides extreme comfort for the wearer. “It just gives you a much more natural feel and makes the lens wearable for a lot longer during the day,” says Godbout.

Maui Jim is riding the wave of colours, too. For years, the iconic brand has crafted sunglass lenses inspired by the blues and greens of Hawaii’s oceans, along with its increasingly popular Lava lens.

If you’re hitting the links, Maui Jim Marketing Manager Jeff Speiran says most clients prefer going green, with lens colours including MAUIGreen

and Maui HT. “Wearing a light green colour allows higher transmission of light,” he says.

“Green was originally designed for golf, and still remains our number-one-selling golf lens, although it tends to be really popular in markets that deal with a lot of overcast days, like Vancouver. It helps to see clearer and offers more acuity, especially when you’re driving.”

### NOT A SCRATCH

Sunglasses can take a lot of abuse. They are often dropped, bumped and scraped, pelted with debris and beaten by the sun, so a strong lens is necessary.

“Our experts spend lots of time researching something that everybody wants – a lighter, scratch-resistant lens,” says Maui Jim’s Speiran. “And the Maui Brilliant lens is about as

close to glass as you can get, so it doesn’t scratch like a polycarbonate.”

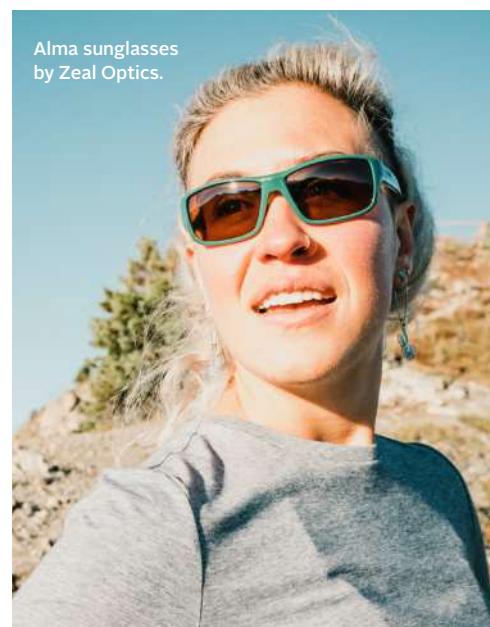
Zeal Optics also has a tougher, lighter lens available. The colourful Ellume polarized lenses is a plant-based lens made from castor oil and a special bonding agent, for an environmentally friendly lens that’s also lightweight and durable.

“Sometimes, when people hear ‘sustainably-minded materials’, they assume there’s going to be a trade-off in cost or quality,” says Lewis.

“We’ve found with the rapid advancements in bioplastics that there are materials that are economically competitive, and as good – if not better – from a quality and durability standpoint.”

Lewis says his greatest motivation to go green in the eyewear industry is his clients – the people who love to wear sunglasses.

“Our customers live for outdoor adventures, and they’re seeing their favourite locations changing so quickly with climate change,” he says. “We want to lead the charge on that front to focus on conscientious consumerism and not be a part of the problem, but part of the solution.” **OP**



Alma sunglasses by Zeal Optics.

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- DR. JAFFRAY, Focused Optometry



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# Success Through an Optician's Lens

From France to Montreal, Olivier Bayard shares his tips for optical sales

BY AMANPREET DHAMI



## Olivier Bayard brings a taste of Paris to his Montreal shop, Lunetterie Vue d'Ensemble.

Bayard started his journey in the optical field after graduating in 2000 from Ecole Supérieure des Opticiens de Paris (ESOP). He worked in various optical shops in London and Paris for several years, learning essential skills as an optician and shaping his interest and taste in high-quality eyewear – the defining factor in his business today.

In 2021, he decided to go his own way and relocated to Montreal's Monkland Village, where he opened Lunetterie Vue d'Ensemble after purchasing a commercial space with his business partner.

### IT'S ALL ABOUT AMBIANCE

While his shop is still very young, Bayard already has one major tip for success: create a comfortable environment. "Invite customers into an experience where you can bring them into your 'home' and have nice conversations about glasses – the ones they'd love to wear – and help them find them. It took me a while by walking, biking and Google mapping in Montreal to find places where I wanted to work. It makes sense to find a surrounding you feel good in, because it will be your first source of inspiration when creating your space, and your clientele will inspire your selection [of frames]."



Bayard made a conscious decision to open an optical shop without an optometrist due to his experience seeing how people shop for glasses in France.

“People who like glasses will go where they find what they like. That model has always worked in France, but now people have much more means to discover what they like and where to find it. Optometry and optical sales are increasingly becoming two different services, and offering them separately offers a great advantage to customers.”

Bayard provides adjustments and repairs to customers, while taking pride in showcasing the best eyewear collections he can find. His main focus is to help customers make the best choices in eyewear.



“I’m lucky enough to have a business partner who takes care of most things in the background and lets me focus on the creative energy to fuel the shop,” he says. “I’d say one of the keys of success is definitely the people you work with.”

## CHOOSING THE BEST EYEWEAR

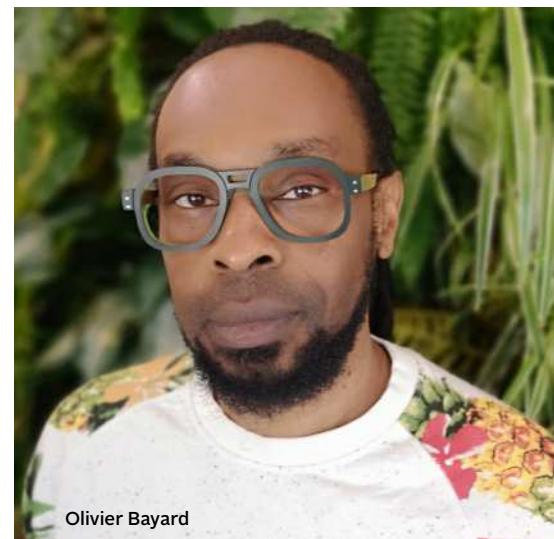
When choosing collections to sell in his store, Bayard consciously pushes boundaries to offer eyewear that his customers might not normally think of trying. “Offer customers the best version of what they wouldn’t usually try. People are much more imaginative and adventurous than they think, when given the opportunity.”

Bayard takes joy in seeing his customers’ sense of style evolve over time. “Sometimes you can see an evolution, and that’s an opportunity,” he says.

His secret to finding the best eyewear comes from connecting with customers to truly understand how they want to wear their glasses. Some customers see eyewear as a reflection of their personality, while some want their glasses to disappear into the background. Others want to look like someone they see on TV or in social media. By understanding a customer’s true motivation, you can successfully recommend the most appropriate and stunning eyewear for everyone who steps into your shop.

## MAKING CUSTOMER CONNECTIONS

For Bayard, maintaining strong sales is about harnessing the knowledge of eyewear trends.



Olivier Bayard

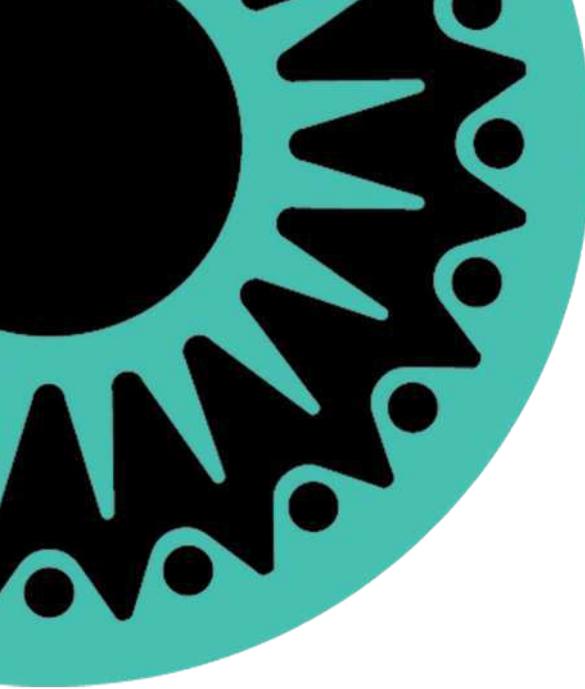
“For eyewear sales, there is always the temptation to follow the common trend, or more or less be inspired by it,” says Bayard. “Being aware of trends is good, as eyewear designers often take on different directions,

but the most important direction to be aware of is the one your customer wants to take.”

Connecting with each customer authentically allows you to learn whether they’re a traditionalist who wants something timeless, or a fashionista wanting to make a style statement with the latest designer model.

Bayard recommends stocking frames with customers in mind. “I always remember those customers who I couldn’t find a perfect frame for, and seek to find it within the new collections I choose, with their comments in mind. Customers need to know that we are always working for them.”

For Bayard, being a successful optician means being prepared to adapt your vision to that of your customers, or finding an environment where your vision can flourish. **OP**



# Developing long-term eye care where it's needed most: Nicaragua

As eye care professionals, we know the power of optometry. Every day, we see the effect vision correction has on the lives of our patients. Beyond our exam rooms—in some of the most underserved areas of the world—the most basic eye care keeps kids in school, people at work, and can even bring communities out of poverty.

This requires more than mission trips to provide eye exams and glasses. While these efforts are absolutely a piece of the puzzle, the greatest and most long-term impact is made through the establishment of optometry schools and clinics in places where they have never existed before. I have seen this firsthand.

For years, I have been involved with VOSH/International, participating in more than 50 projects outside of the U.S., and there is incredible demand for eye care. Take Nicaragua for example, where the incidence of blindness is seven times higher than the global average. In 2011, in partnership with Optometry Giving Sight, we played a leading role in developing an optometry school at the National Autonomous University in Managua, Nicaragua (UNAN). The five-year program graduated its first class in 2016 and produces approximately 30 new eye care professionals each year.

Let's put that into perspective: Nicaragua has a population of 6.8 million people. The average one-week mission trip provides 1,000 eye exams. After completing optometry school at UNAN, each of these graduates cares for approximately 4,000 people annually. Multiply that by 30 graduates and this school results in 120,000 more eye exams in Nicaragua each year. And that impact only compounds as more students progress through the program, which since its inception has already educated more than 220 eye care professionals dedicated to providing eye care in their communities. Now we're talking about nearly 900,000 more eye exams per year!

This cause belongs to us in optometry. We are the only ones who will address this, and it is easy for us to do so. Optometry is one of the most affordable health initiatives available in terms of impact per dollar. Many practitioners think the only way to get involved with this type of work is to take time from their practice and commit to a mission trip, which can be a big ask. But the truth is that the most effective and efficient way to provide these communities with long-term solutions is to donate to Optometry Giving Sight, which is dedicated to expanding optometry around the world. And we already know what kind of impact is possible with just one optometry school in Nicaragua.

**Optometry, we can do this together. If every one of us donated even one day of eye exam fees each year, it would change everything.**  
Learn more at [givingsight.org](http://givingsight.org).

**Greg Pearl, OD**  
Pearl Optometry  
Norwalk, Calif.



## This Optometry Giving Sight supported project:

graduates **30** eye care professionals each year

who each care for approximately **4,000** people annually

**220** eye care professionals already graduated since inception

resulting in nearly **900,000** more eye exams per year







# Finding Your Calling

BY NICK KREWEN

**N**ot every optician creates and hosts their own podcast, but Dr. Amrit Bilkhu is not every optician.

The Brampton, Ontario native graduated from the Illinois College of Optometry in 2019, and decided to create and co-host the *Four Eyes Optometry* podcast with three friends from college – fellow female optometrists Deepon Kar, Ravinder Randhawa and Alex Coon.

“Back in 2020, we started this podcast as four optometry colleagues,” recalls Bilkhu, who was named Colleague of the Year, received Clinical Honors recognition, and was awarded the Dr. H.J. Luckhardt Memorial Scholarship during her final year in Illinois.

“Almost a year after graduation, we realized that we still had many questions as new graduate doctors now that we were practicing in the real world. We had a private group chat, sharing so much clinical information together that we decided that other people would benefit from our conversations.”

The podcast – which drew 300 to 1,000 listeners and prompted 28,000 downloads before taking a year’s hiatus – has recently been revamped.

“Currently, it is myself and Dr. Kar hosting the podcast,” she explains. “We’re trying to change gears with the topics of conversation now that it’s three years after graduation. We’re trying to give it a new feel.”

After completing a residency at the UC Berkeley School of Optometry for Vision Therapy and Rehabilitation in 2020 that saw her managing patients with visual perception challenges, amblyopia, strabismus and binocular vision dysfunction, Bilkhu found her calling: working with children who have visual disorders.

“I was interested in the field because I suffer from my own binocular vision issues,” she explains. “The residency program definitely grew my interest and my love for dealing with school-age children who are having visual and developmental issues and learning challenges.”

Bilkhu brought all that training back home to the Greater Toronto Area, where she currently works at different practices including an established vision therapy practice.

“I’ve been helping those kids by performing binocular vision assessments, vision therapy programs, and even just advocating for them: I’ll write letters after the assessment

for them to share with the school, to start an I.E.T. or to get accommodation for any of those learning challenges. My heart is now in that category of vision therapy and binocular vision.”

Bilkhu notes that quite a bit of progress has been made in the fields of amblyopia and strabismus – disorders that used to require the old-school method of placing an eye patch on the good eye to force ‘the bad eye’ to function better.

“Amblyopia develops because the connection between both eyes is kind of severed, or hasn’t developed as well,” she explains. “So having a vision therapy program where we are getting both eyes to focus together without eye patching is very effective in fully resolving amblyopia.”

This year, Bilkhu will open Northern Sight Optometry, a private Vaughan/Kleinburg practice that she’ll co-own with Dr. Manraj Fervaha.

“I want to expand my passion,” says Bilkhu. “I’ll be focusing on pediatric optometry – infants, toddlers, school-age children – providing comprehensive eye exams, vision therapy, assessments, the whole shebang. I really want to emphasize that specialty and spend more time working with those kids.”

Her comedic approach – she would have chosen comedy as a career if not for her love of optometry – helps her provide a fun experience for her young patients. “I love making them laugh – it just makes their eye exams so much more fun.”

For Bilkhu, finding a way to do what she loves while sharing her authentic self with her patients and podcast listeners is the definition of fulfillment. **OP**

# Selling More Sunglasses

How to capitalize on this lucrative segment of your business

BY NANCY DEWALD,  
Lead Up Training and Consulting



**S**unglasses are a huge opportunity, and should be at least 20% of your sales. Are you making the most of this opportunity?

My best advice for selling more sunglasses is to educate everyone – and by everyone, I mean everyone! Recently, I was coaching sales skills when the doctor I was coaching escorted the patient out after the exam. The doctor did a beautiful job of educating the dispenser on the patient's needs in terms of progressive lenses. She then said she was going to try to clean up the patient's sunglasses and would be right back.

From a quick look at the sunglasses, I could tell they were an inexpensive pair. Unable to help myself, I asked the patient what kinds of activities she likes to do outdoors. She informed me that she was going kayaking after this appointment, and also loves to hike and garden. It was a fantastic opportunity to educate her on the difference between a quality sunglass and an inexpensive sunglass. By time the OD came out from the lab, the patient was being measured for a pair of high-end Rx sunglasses, and with her permission, we tossed her old sunglasses in the garbage.

The majority of staff in this industry cannot articulate why consumers should buy good quality sunglasses. If

you know me, you will know I am on a mission to educate everyone, every chance I get.

First and foremost, let consumers know that their prescription can be made into sunglasses, as most are unaware of this. Second, educate customers on the differences between inexpensive and quality sunglasses (see sidebar).

Once the patient understands the value of a prescription sunglass, we can customize even further.

Sunglasses can be very task-specific, especially when it comes to lens colour. Following are the advantages of some specific lens colours:

**Brown** Improves colour definition. Great for driving in foggy or hazy conditions.

**Grey** Provides the most darkness.

**Green** Provides colour definition and contrast. Great for golf, biking, baseball.

Find out more about your customers' lifestyle and activities, and steer them towards the sunglasses and lenses that will improve enjoyment, performance and protection. If you do it right, they will thank you!

## THE BENEFITS OF QUALITY

Educate your customers on the following differences between quality and inexpensive sunglasses:

QUALITY	INEXPENSIVE
UV protection is absorbed into the lens and cannot wear off.	UV protection is sprayed onto the front of the lens. This can rub off with cleaning, or wear off over time.
The lens has an optical ground centre, providing clear vision and making it easy to focus.	The lens is cut out of plastic, making it difficult to focus and straining the eyes (like looking thru a plastic cup).
Frame materials can be adjusted and made to fit properly.	Frame materials are difficult to adjust, if they can be adjusted at all.

I don't know many things for sure, but this I do know: Once someone buys a pair of prescription sunglasses, they will never go back. It is worth making the effort.

### HERE ARE SOME MORE IDEAS TO HELP YOU SELL MORE SUNGLASSES:

1. Educate your staff.
2. Explain how UV contributes to age-related macular degeneration and cataracts.
3. Carry the appropriate level of inventory in both fashion and sport sunglasses.
4. When booking the appointment, ask patients to bring in their current sunglasses.
5. Always ask, "What are you using to protect your eyes from harmful UV rays?"
6. Offer a second-pair discount to encourage customers to buy sunglasses as well as non-sunglasses.
7. When selling sunglasses as a second pair, start by helping the client choose their sunglasses, then move on to the primary pair.
8. Offer a discount on Plano sunglasses with the purchase of contact lenses.

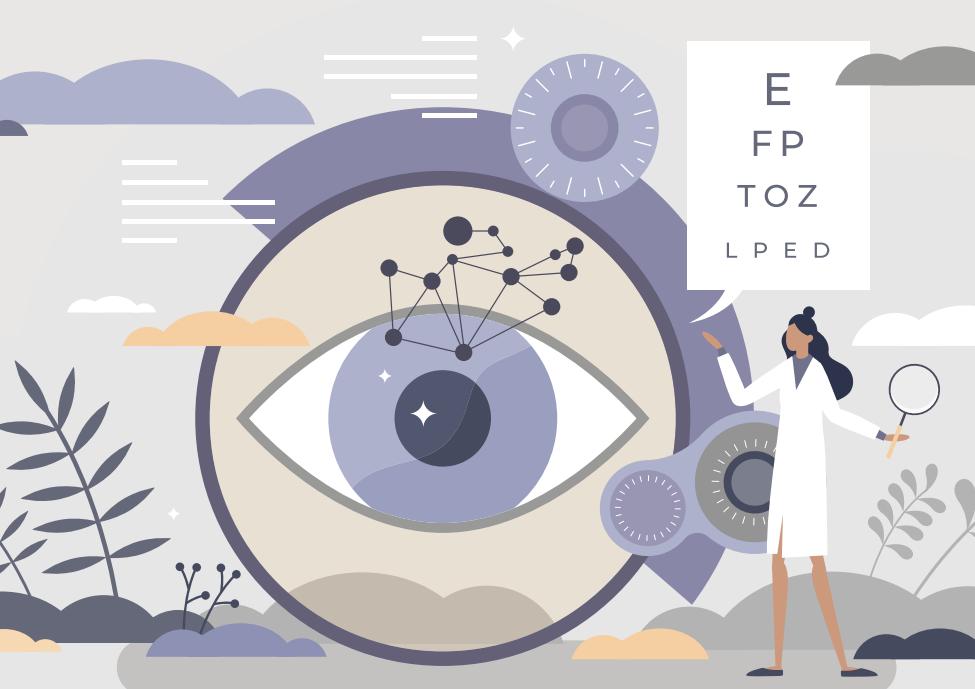
9. Get clients to try on sunglasses. Once they see them on their face, they are more likely to purchase, as sunglasses are a lot about how they make us feel.
10. Stock sunglasses for kids – 80% of sun damage happens before the age of 18.
11. Ask open-ended questions, and then recommend the proper sun-wear.
12. The most important selling point for sunglasses: Squinting causes wrinkles.

In the opening, I mentioned that sunglasses should comprise at least 20% of your sales. This is a good start, but let's face it – 100% of people go outside, so why not aim to sell every client a pair of quality sunglasses?

Feel free to reach out if you require support. **OP**

**Nancy Dewald is a business development professional, workshop facilitator and optical industry veteran. She is CEO and founder of Lead Up Training and Consulting, which specializes in identifying business gaps, implementing solutions and developing leaders. To find out more, visit: [leaduptrainingandconsulting.com](http://leaduptrainingandconsulting.com)**





# The Dry Eye Niche

What the top dry eye practices are doing to grow

BY MOHAMMAD KHAN, Marketing4ECPs

Dry eye is becoming more common than ever, and that has a lot to do with lifestyle, environment, and the pressure we put on our eyes every day. The top dry eye practices have found ways to adapt and provide dedicated, effective care through innovative treatment methods. Dry eye awareness and subsequent treatments begin at the marketing stage through websites, blog posts, and an attention to detail.

## THE MARKETING APPROACH TO DRY EYE

Marketing is an efficient and effective tool that the top dry eye practices use to communicate with their current and prospective patients. Dry eye treatments are ever-evolving, and finding ways to communicate with patients is essential. Here, we'll focus on what separates these top dry eye practices and what they are doing to grow.

**Eyesthetics on Sheppard** is a medical aesthetics clinic focusing on aesthetic treatments and innovative dry eye therapy options that address patient needs. To continue its growth in the dry eye awareness sector, Eyesthetics on Sheppard has committed to blogs and up-to-date, informative content, while highlighting treatment methods for dry eye.

**See & Be Seen Eyecare** houses a robust dry eye clinic with in-office treatments, at-home therapies, and an online store offering a wide range of dry eye products. Through its modernized website, See & Be Seen Eyecare is able to engage with a wide audience through an easy-to-navigate interface and blog posts.

**Specialty Eye** features comprehensive dry eye services with treatment methods that are always evolving – and that means staying up-to-date on the ever-changing landscape of dry eye treatments. Speciality Eye's website also features an OptiLight by Lumenis section, with treatment steps and outcomes to help patients understand dry eye. This also helps drive traffic to the website.

**Cowichan Eye Care** is another top dry eye practice that understands the importance of a featured dry eye section on its website. Cowichan Eye Care continues to grow within the dry eye sphere by providing dry eye therapy packages that feature a variety of treatment methods.

Helping patients understand dry eye and providing them with solutions and personalized care is a surefire way to grow your practice and keep patients flowing.

## MAXIMIZING YOUR MARKETING EFFORTS

A modern website is the first step. Starting with a website allows you to branch out into other marketing

avenues and maximize your marketing efforts:

- An up-to-date website allows you to organize and put your eye care services on display.
- Your personal brand is important to consider when it comes to maintaining and growing your practice.

Your website is a key aspect of your marketing program because other marketing efforts are designed to direct people to it. It should have the aesthetics, functionality and ease of access to make it simple for your patients to book an appointment.

The top dry eye practices all have one thing in common: they take the time to ensure that their marketing efforts surrounding dry eye are up-to-date and relevant to their patients.

Monthly blog posts are another marketing tool that helps solidify your

status as an eye care professional with your patients and with Google's algorithm. Having a dedicated dry eye section on your website is an important part of search engine optimization, also known as SEO.

Writing blogs on eye care topics people are searching for, such as dry eye, helps get your website ranked higher on Google when patients are searching for those topics. This online presence makes it easier for patients to find you.

If your goals include growing your dry eye business, consider dedicated dry eye service pages on your website along with monthly blog posts to drive traffic.

## CONTINUING TO GROW

Evolving your approach to marketing – and deciding how much to do in-house and how much to leave to professionals – can help your business grow.

Eye care marketing experts can help you get where you want to be faster than you can on your own. The best marketing firms will build on your strengths and dry eye expertise to help your practice reach new heights.

Now is the time to take your dry eye marketing efforts to a new level and become one of the top dry eye practices through innovative marketing methods. **OP**

**Mohammad Khan** is a content strategist at Marketing4ECPs, where he brings clients' words to life through their content. Find out more at [marketing4ecps.com](http://marketing4ecps.com).



# Style to Sell

AS SEEN ON  
THE SOCIAL  
& CITYLINE

- Combine fashion science with optical savvy to take your business to the next level
- Elevate your team from “order-takers” to “eyewear stylists”
- Lead the sales conversation to increase capture rate

*“Within weeks of this sales training, my team more than tripled our multi-pair sales, with some patients buying 3 pairs. ”*

- DR. LYNDSEY KAY, Waterdown Optometric



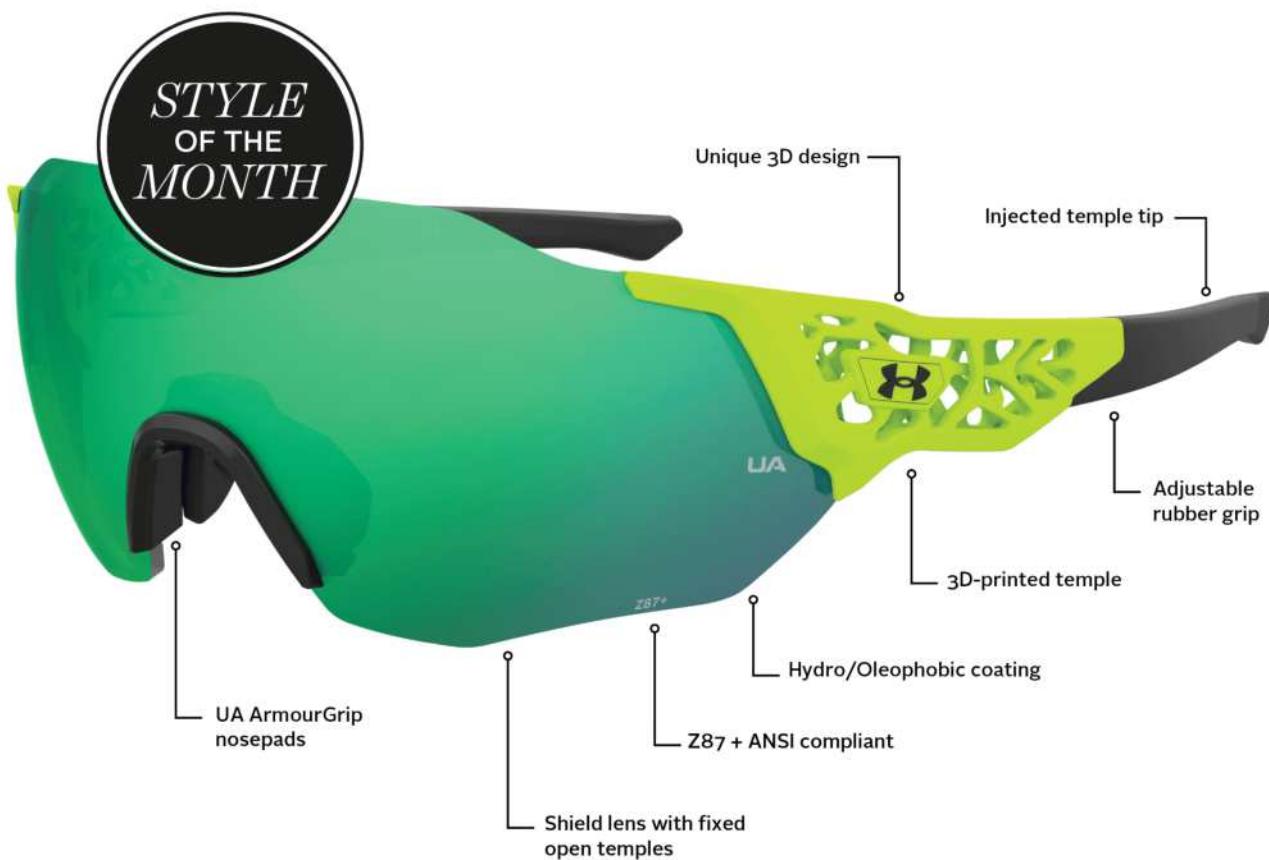
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# The Next Level of COOL

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The UA Next Level from Under Armour is a 3D-printed, limited-edition, ultra-lightweight performance sunglass that includes a host of performance features to enhance everyday life, from training, to game day, to life beyond the locker room. Available in three colourways.



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## LET'S CHAT

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# GIVING SIGHT GIVES OPPORTUNITY

The ability to see is the ability to make your way in the world. To learn. To work. To flourish. A world with universal access to eye care services and solutions is critical to a world of opportunity for all. At Optometry Giving Sight, we lead these efforts and raise much-needed funds to:

- Train local people to become eye care professionals.
- Establish vision centers where people can receive regular eye care.
- Deliver eye care and glasses to people in need.

Do you have the desire and vision to provide the gift of sight and the gift of opportunity? We need you.

Visit [givingsight.org/donate](http://givingsight.org/donate) to contribute today.

