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“You’ll never find a rainbow  
if you’re looking down”.

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the challenges of a changing  
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THE MAGAZINE FOR EYECARE PROFESSIONALS

March 2022 | Vol. 40 | No. 3

## *Fearless* FEMI- NINITY

### ELEVATE YOUR FRAME GAME

Wendy Buchanan's tips  
for styling clients, selling  
more glasses

### CHAOTIC AND ECLECTIC STYLE

TikTok creator  
believes "more is  
more" in fashion

# Influential WOMEN

A few of the women making a  
big splash in optical

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\* Valid until December 31<sup>st</sup>, 2022. Clip-on must be ordered separately. Shipping costs extra. Some conditions may apply.



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**f@in**

COVER IMAGE:

*Carolina Herrera by Safilo*

*Find us online at [www.opticalprism.ca](http://www.opticalprism.ca)*

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# FYSH

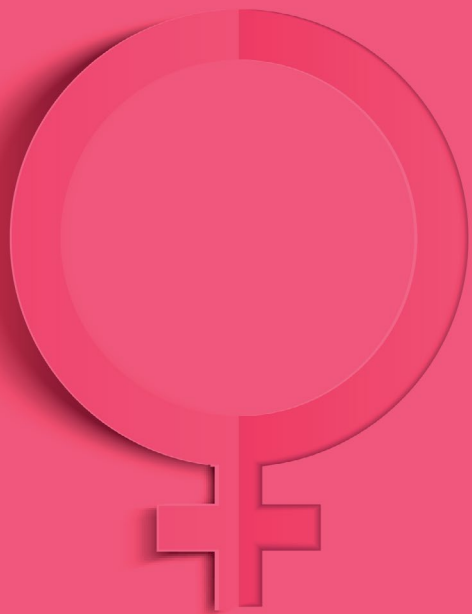
## FASHION FOR YOUR FACE

FYSH combines the latest runway trends with the colours of the season, resulting in bold frames featuring fun hues, intricate patterns, and eye-catching shapes.

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## INTERNATIONAL WOMEN'S DAY

**M**arch 8 is International Women's Day, a global celebration of the social, economic, cultural and political achievements of women.

March is also Women's History Month in many countries around the world, including south of the border in the United States.

In Canada, Women's History Month takes place in October.

*Optical Prism* has decided to use its March issue to showcase and celebrate the achievements of women in optical to coincide with International Women's Day.

The theme of this year's IWD is "Women in leadership" and serves as a rallying cry for generation equality, according to the United Nations.

The UN notes that when women lead, we see positive results.

And we couldn't agree more.

In this issue, you will find a feature on some of the women leaders in the optical industry.

They include women leading provincial organizations and women leaders in business.

Also in this issue, we profile some fierce women on the fashion side of eyewear.

This includes TikTok creator Sara Camposarcone, who is showing young girls and women that it's ok to be their true selves and to embrace the eccentric in fashion and in life.

We also learn more about how image consultant Wendy Buchanan helps other eye care professionals to style their clients and sell more glasses.

On the educational side of the optical industry, we profile Montreal professor Etty Bitton, who has won a prestigious award for excellence in optometry education.

Many of the regular contributors to *Optical Prism* are also influential and highly successful women in optical.

In this issue, Suzanne Sendel writes about a day in the life of an eyewear rep, while Nancy Dewald discusses the importance of employee satisfaction.

We've also put together a bright and colourful spread of some of the hottest eyewear styles for women as we head into the spring season.

We're very excited to be sharing just some of the stories of the amazing women in optical and their outstanding contributions to the industry.

We encourage everyone to celebrate the special women in your offices, boutiques and businesses.

Happy International Women's Day.

DENIS LANGLOIS,  
*Managing editor.*

**f @ in**

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



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# WHAT EYE HEALTH-RELATED ISSUES/ CONCERNS SHOULD ECPS BE EDUCATING THEIR FEMALE PATIENTS ABOUT?



“ ECPS are and should be increasingly aware of gender diversity amongst their patients. I would propose that outside of the impact of pregnancy on eye health and prescription variation, there are very few “female” specific concerns. And to that point, transgender men are now pursuing pregnancy. Any patient presenting with eyelash extensions or eyeliner on the inside lid margin should be educated on the impact on the meibomian glands and tear ducts. Blocked ducts and glands lead to dry eye syndrome and general reduction in eye health. Eyelash extensions can also impair wearing eyeglasses. When the lashes brush against the back of the lenses there is a constant oily residue left behind resulting in the need to clean the glasses much more frequently. To accommodate this, the eyeglasses may need to be adjusted to

sit in a less than desirable position, affecting vertex distance and impacting the final Rx. There is some evidence that dry eye and macular degeneration are more prevalent in older females. Idiopathic intracranial hypertension is a disease found predominantly in younger females, presenting as headaches.”

MICHELLE SKINNER, *Registered Optician, OAC Board Member Representing Newfoundland & Labrador*



Intentional micro changes. My female patients often share stories of struggling to manage work and family in this COVID world, with zero time for health and self-care. I have adopted the acronym S.E.A.U. It is SEAU important to implement lifestyle changes that encompass overall wellness influencing heart, brain and eye health. Not Smoking, Eating plenty of colourful fruits and vegetables, maintaining an Active lifestyle to encourage blood circulation and UV protection in the form of sunglasses year-round. Why? One of the leading causes of blindness in North America is age-related macular degeneration (AMD). It is more prevalent in women than men (possibly because women tend to live longer than men). We can't fight our genetics, however, studies have shown that certain lifestyle choices, as mentioned above, can reduce our risk or progression of AMD.”

DR. REENA SUD,  
*Leslieville Optometry*

**“Dry eye! Women are more prone to dry eye as they get older and studies have shown that women between the age of 40-49 as well as those who are pregnant are at increased risk of developing dry eye disease. Many factors can cause dry eye disease, but physiologic differences may contribute to the different dry eye disease prevalence rates observed in women and men.”**

MARIA SAMPLAIS, *OD, Founder of Corporate Optometry 30k+ Group and Spokesperson for The Vision Council*



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F-2074



F-2073



F-2081



F-2080



F-2077



F-2076

## WESTGROUPE

The spring 2022 FYSH Sun collection by WestGroupe includes 14 styles that feature a wide array of bold patterns, bright hues, intricate detailing and striking eye shapes.

All sun lenses are CR-39 with UV-400 protection and are available in a variety of mono and gradient tints.

The collection features a mixed material series, which includes the high-fashion, '70s-inspired F-2080. The hand-made acetate in a bold impressionist floral pattern is perfectly paired with sleek metal temples that are offset by a raised metal décor.

The series also includes F-2078, which exudes sexy sophistication with its oversized angular eye shape, architectural bridge and patterned acetate inlay along the monoblock front, and F-2081, which boasts a geometric eye shape and a double laminate acetate insert that is milled down to reveal a contrasting translucent second layer.



An acetate series includes the softened cat-eye F-2074, featuring stunning floral print acetate with laser-cut detailing along the brow, and F-2077, which boasts an on-trend narrow rectangular eye shape, chunky profile, metal inlay and embedded Swarovski crystal. The angular cat-eye F-2073 is highlighted by chunky patterned acetate and heavy chain link hardware on the temples.

Rounding out the collection is a light-weight metal series. It includes F-2076, which boasts an oversized angular eye shape with eyerims and temples wrapped in treated leather. Metal detailing on the front adds a bit of edge to the otherwise subtle design and complements the metallic tones of the bridge and endpiece.

**For more information, visit:**  
**WestGroupe.com**

## LUXOTTICA

The new Prada Symbole special collection by Luxottica features optical and sunglass styles for both men and women.

The women's collection makes a comeback with new stylistic experimentations. A bold and contemporary design takes shape in new styles with thick volumes. The temples stay true to their three-dimensional construction, personalized by an iconographic interpretation of Prada's triangle logo.

For men, Prada's codes and contradictions are reflected in the Prada Symbole collection, where simple lines blend together with three-dimensional and exuberant surfaces.

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



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this collection.



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OF MOTHER&CHILD  
FRAMES.*



## MARCHON

To mark the Year of the Tiger on the Chinese zodiac, Lanvin Eyewear has launched three sunglass styles crafted in a unique tiger-print acetate.

Made in Italy and featuring a bold animal pattern equal to no other, these sunglasses are chosen to enhance the luxurious elegance of Mother&Child frames, adding a signature twist to the brand's unmistakable and ultra-feminine charm.

Styles in the tiger-print acetate include the oversized butterfly-shaped LNV627S, which showcases the new metal Mother&Child logo on the temples, as well as the sleek, feminine cat-eye style LNV631SR, which boasts three colourful Swarovski crystals set on the metal temples next to the Mother&Child logo.

The oversized and square LNV624S sunglasses also feature the tiger-print acetate pattern with shiny gold metal temples embellished with the Mother&Child logo plaque.

All three styles have hollowed temple tips designed to host the Lanvin eyewear chain.

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



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TORUS NEO



CHRONOSHIELD

## BOLLÉ

Bollé is launching several new goggle styles for the winter 2022/23 season, including the new Eco Blanca goggle, which is made of 44 per cent recycled and bio-based materials.

The Eco Blanca, a slimmer performance-driven, yet fashion-forward women's goggle, features Bollé's new high-contrast lens, Volt, which was developed using artificial intelligence to examine four million light combinations to create the perfect high-contrast lens.

The Eco Blanca features a cylindrical shape for a greater field of view, double lens, triple-layer face foam with fleece for added comfort and lens vents to reduce fogging.

Bollé is also taking their time machine back to the 1990s to relaunch some vintage favourites. The new heritage collection features an updated Chronoshield and revamped aesthetics on three goggles: Torus, Mammoth and the new Blanca.

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



PURIST 5561



ILLUSION LITE 1598



ECO BLANCA

## COS

Canadian Optical Supply has launched two new Silhouette collections — Purist and Illusion Lite — in the Canadian marketplace.

The Purist collection features premium, ultra-lightweight, rimless frames that change their look depending on the angle from which they're viewed.

The models feature a clean, delicate and dynamic line that extends along each side, from the front to the ends of the temples. When viewed from above, the concave and convex surfaces work together to form a harmonious whole.

The design of the sides creates a sense of flow reminiscent of Silhouette's Titan Minimal Art collection, the iconic feather-light design made from high-tech titanium that embodies Silhouette's core design values.

The Illusion Lite collection features frames created from combining fresh ideas with classic looks. The temples of these glasses exude modern chic, while the fronts are more classic in style. The result: design that stands the test of time.

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



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# INFLUENTIAL WOMEN

A few of the women making a big splash in optical

BY DAVID GOLDBERG

To mark Women's History Month, Optical Prism is highlighting a few of the impressive and fierce women considered to be among the most transformative and visionary leaders in the world of eye care and eyewear.

We run down their achievements, what motivates them to succeed and how they hope to inspire the next generation of young eyewear designers and eye care professionals.







### WALLATTA DELVAILLE

*Export sales manager,  
WestGroupe.*

Wallatta Delvaille has been with WestGroupe since 2007, rising through the ranks from a customer service position to export sales manager.

She's now responsible for WestGroupe's biggest clients and growing the brand on an international scale.

"I attribute my success to witnessing women in my community making a difference each day," says Delvaille. "My strengths are my positivity and my determination. These qualities have directed me throughout life. I enjoy helping others, solving problems and setting procedures in place that make a difference in the day-to-day and long-term."

Delvaille says her main motivation is her daughter and she wants to continue encouraging all young women to be true to themselves and motivated to take a seat at every table.

"I was very fortunate to be surrounded by many intelligent, ambitious, dynamic, bold and brave women. These women taught me so much without even knowing. They inspired me to be the best version of myself and I hope to motivate others too."



### MYLÈNE ÉMOND,

*Eastern Canada sales manager,  
WestGroupe.*

With more than 20 years in the optical industry, Mylène Émond is a triple threat.

Not only is she a certified optician, but she holds a degree in fashion marketing and has studied business and sales management.

Émond joined WestGroupe in 2010 as a sales rep and has worked her way up to Eastern Canada sales director. She says the secret behind her success is the genuine passion she has for her career.

"Passion isn't something you can fake. It must authentically come from within. I'm committed to being professional, positive and relentlessly ambitious. I'm not afraid to think outside the box and I have the privilege of working for an amazing company that pushes me in this direction and who supports me in all my projects and ideas."

Émond says raising a daughter by herself taught her how to persevere through challenges and she says that family is her motivation.

"I am surrounded by the best people in the industry."



### SHEENA TAFF,

*Optician,  
OpticianAboutTown.com*

Sheena Taff is an optician, optical blogger, eyeglass curator and style enthusiast based in British Columbia.

Raised by two opticians, she combined her interests in fashion, beauty and design to take her family business to the next level.

And with her blog, OpticianAboutTown.com, Taff is trying to change the negative narrative surrounding certain types of eyewear.

"Glasses are an extension of your personality and a wonderful way to express yourself. The experience of getting glasses can be such a positive and enlightening process when you are working with a skilled optician."

Taff is committed to elevating the optical experience and her ultimate goal is to always make her clients feel confident in their glasses.

Her advice to up-and-coming opticians is to harness the power of your network locally and beyond to become better eye care professionals.

"Since I became an optician, I have found a supportive and inspiring community of fellow ECPs from around the world. We have formed friendships and have evolved together and I am endlessly grateful for their encouragement."





**ISABELLE TREMBLAY-DAWSON,**

*Director of sales & marketing,  
Transitions, Essilor Group Canada*

For 20 years, Isabelle Tremblay-Dawson has been building Transitions' stellar brand reputation and client relationships across the industry.

She says raising her daughters, along with her passion for eye care, has kept her motivated throughout her notable career.

"I build my teams with a strong sense of purpose and meaning and I consistently nurture and champion them along the way. Leading with this mindset and my enthusiasm for the Transitions brand has helped me achieve the success that I have today."

When it comes to inspiration, Tremblay says she takes cues from her mother who lives with age-related macular degeneration.

"My mother possesses a high level of emotional intelligence and has always maintained a healthy work/life balance. She taught me about the law of attraction and how adversity can be a stepping stone to greatness rather than a roadblock. I believe that behind every successful woman is a group of successful women that have her back."



**RACHEL HILL,**

*Optician & co-owner, Personal Optical*

Winner of the 2021 Transitions Innovation award, Rachel Hill is an optician, eyewear fashionista and owner of Personal Optical in St. Catharines, Ont.

Along with promoting Transitions lenses at her eyewear shop, Hill is also part of the company's Canadian Pro-Forum, providing insights to the company on a variety of industry topics, issues and trends.

"There are many factors to success. Everyone knows hard work is key, but passion is something different. You can become an optician, but there is a difference in just going to work and being passionate about your profession. I love what I do and anyone who knows me can see that."

Hill says she lives and breathes eye care and she credits her success to the amazing team surrounding her.

"There are many strong women in this industry I look up to and I am honoured to learn from. But specifically, I am so proud to know Dr. Diana Monea in Calgary, Alta. She is a talented optometrist, wonderful to talk to, learn from and she is very supportive."



**JENNIFER BISHOP,**

*President, Opticians Association  
of Canada*

Jennifer Bishop is President of the Opticians Association of Canada and New Brunswick Director, while being licensed in both New Brunswick and Nova Scotia, she is serving as contract manager at Costco Optical in Dartmouth, NS.

Having worked in three of the Atlantic provinces, Bishop says the secret to a successful and fulfilling career is to make a move and take a leap of faith now and then.

"There have been times involving significant changes that required me changing both position and location and even when others were advising me to be cautious, my inner voice told me to put the fear aside and accept the challenges. As it turned out, those decisions to take a leap of faith were the best. I'd never learned so much, laughed so hard, made so many work friends and been part of so many rewarding experiences with clients as I have over the years."

Bishop says that despite these changing times brought on by the pandemic, she believes that opticians make a difference and are an integral part of taking care of the public's vision care needs. **OP**





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# ELEVATE YOUR FRAME GAME

Wendy Buchanan's  
tips for styling clients,  
selling more glasses

BY DAVID GOLDBERG

**Y**ou can't have a conversation about influential women in eyewear without discussing Wendy Buchanan.

She's a registered optician, image consultant, educator and creator of the highly praised Be Spectacular eyewear styling system.

Clinics and dispensaries across the country seek out Buchanan's expertise so she can train staff to style clients and sell more glasses.

On average, eye care professionals sell only one pair of frames to 90 per cent of their customers, but what if there was a strategy that could double multi-pair sales in just a few months. That's where Buchanan comes in.

Twenty-five years ago, selling multiple pairs of glasses to one patient seemed an outrageous proposition, but the industry has undergone a dramatic transformation.

## THE INFLUENCE OF SOCIAL MEDIA HAS CHANGED THE GAME BECAUSE NOW GLASSES ARE A SERIOUS FASHION STATEMENT

"When I started my business, I was just thankful if I sold one pair of glasses so I could pay my rent," reminisces Buchanan.

"But once I started getting strategic and using my system, my multi-pair sales started to grow. I tell clients that I have 40 pairs of glasses and suddenly buying three pairs doesn't seem like a lot."

So how does it all work?

Buchanan explains that each client is a blank slate and it's not a simple matter of showing your customers "what's trending."

"Many people don't care about what's trendy. They want you to show them something that works best for them. That's why it's really important to know the rules of balance and proportion, but also have the confidence to communicate why you're breaking those rules specifically for that person."

Buchanan looks at the style of clothing, the colours the client is wearing, the fabrics and how that ties into





what that person does for a living because there's typically a correlation between how one dresses and the roles they're in, which she finds fascinating.

One of the secrets to selling multiple pairs of frames is having a diverse inventory. In Buchanan's experience, some optometrists don't want to invest in really nice products because it costs so much.

"If you can teach their team how to sell it, how to style it, now it's a great investment," says Buchanan.

"One of the things my clients often say is, 'Oh my, I go to my optometrist and I can't find anything I really love. They walk out their door and then they call me and spend over \$1,000.'"

Buchanan's system helps optometrists make back those bucks invested in a stylish inventory.

"That's where I'm having fun is really seeing these optometry teams blossom. After a session with me, they're excited about what they do.

## IF YOU CAN TEACH THEIR TEAM HOW TO SELL IT, HOW TO STYLE IT, NOW IT'S A GREAT INVESTMENT

I'm infusing energy into some of these clinics, which is a lot of fun. It's bringing the fashion element and then giving them the confidence to really style and sell the fashion

Buchanan's system is all about giving clinic staff the confidence to move someone out of black or tortoiseshell frames into some colour.

"People are hesitant to invest in colour, yet we dress within a certain range of colors. So when you can show them you have that knowledge, some colour theory knowledge, you can be confident in telling them what's going to work well."

Buchanan says the influence of social media has changed the game because now glasses are a serious fashion statement and eye care professionals have to adjust with the times if they want to keep making money on frames.

"If people are going to spend money and invest in eyewear, they want to work with someone credible." **OP**



WENDY BUCHANAN,  
Eyewear Image Expert

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PHOTOGRAPHY BY LUKE FRATESI



# CHAOTIC *and* ECLECTIC *Style*

TikTok creator Sara Camposarcone believes 'more is more' in fashion

BY DENIS LANGLOIS



**S**ara Camposarcone is an eyewear-loving, thrift-store-hunting Canadian TikTok creator who encourages her audience to “wear what makes you happy.”

Known on the popular social networking service as Saracampz, the 25-year-old Hamilton resident has racked up nearly 350,000 followers by showing off her outfits of the

Since discovering her on TikTok, I have come to find out that Camposarcone is Canadian, has an education in fashion merchandising, works in fashion marketing and counts fashion and eyewear icon Iris Apfel as one of her main influences.

Recently, I got a chance to find out more about the SaraCampz creator, her style, passion for eyewear and what drives her.

*“Being unique makes you YOU and no one else can fully mimic that. I think that’s why I choose to wear what I do.”*

day, ng accessories and makeup and revealing what’s inside her closet.

“I think everyone is unique in their own way. Personally, I like to push the boundaries of fashion, or better yet, just ignore any predisposed notion that boundaries even exist in fashion,” Camposarcone tells Optical Prism magazine.

“In high school, I didn’t really fit into any particular social circle, and today, the way I dress doesn’t really fit into any particular ‘style’ or ‘aesthetic.’ Being unique makes you YOU and no one else can fully mimic that. I think that’s why I choose to wear what I do.”

As editor of *Optical Prism* magazine and an admitted TikTok junkie, I was drawn to Camposarcone’s videos and account because of her bold eyewear choices and her knack for not only incorporating them into her wild, unorthodox outfits, but also making them the star of the show.

And because so many young people adore TikTok, I love how she shows the next generation that it’s OK to live outside of the box and wear whatever makes them happy.

**Q. How do you describe your fashion sense/image?**

**A.** My style is constantly changing and evolving, but if I had to come up with a few words to describe it best, I would say fun, bold, chaotic, maximal, eclectic, colourful and childish at times.

**Q. Where do you purchase your clothing and where do you get your eyewear?**

**A.** About 95% of my wardrobe is second-hand in some way, shape or form. I myself, love to thrift and hunt for one-of-a-kind vintage pieces to add to my wardrobe, but also love to purchase second-hand bags and shoes from resell sites.

For eyewear, I love purchasing vintage frames and getting my prescription lenses added to them.

**Q. So, your eyewear is prescription?**

**A.** Yes! I get asked this question quite often and I think it’s because the glasses I wear are so unique, but in addition to being the perfect accessory to my wild outfits, they also genuinely help me see.

**Q. How important is eyewear to your wardrobe and why?**

**A.** I kind of have a step-by-step process to getting dressed each day. After choosing my outfit, shoes and bag, I like to add the “finishing touches.” This is where my eyewear would come into play. I think glasses, especially now that I am 25 years old, are so fun to play with in terms of fashion. I always say “more is more” ... the more accessories the better!

**Q. How do you decide what eyewear to wear with each outfit?**

**A.** Sometimes I enjoy matching my glasses to my outfit, and other times I go for a total mash-up of prints. I like to switch it up and every day, just like my outfits, I try something new.

**Q. What do you enjoy about sharing your style/image on TikTok?**

**A.** I think I enjoy the confidence and joy my outfits can give another person watching my TikToks. I never in a million years thought that showing a minute-long clip of what I am wearing to work that day could have such an impact. But I’m so glad it does.

**Q. Would you like to see more people pushing themselves outside of their comfort zone when it comes to fashion?**

**A.** I’d love to! I think fashion should be fun – no rules, everything goes. The fashion industry is constantly trying to be more inclusive and I think that also includes fashion “do’s” and “don’ts.” What I used to get made fun of for wearing is now, all of a sudden, stylish and cool. At the end of the day, fashion for me stems from confidence in myself. If you feel confident in what you’re wearing, the possibilities are endless. **OP**



# FEAR

BY DENIS LANGLOIS

These women's eyewear styles are bold, on-trend and reflect fearless femininity.

We're loving the head-turning colours, beautiful patterns and mix of materials.





# LESS

# *femininity*



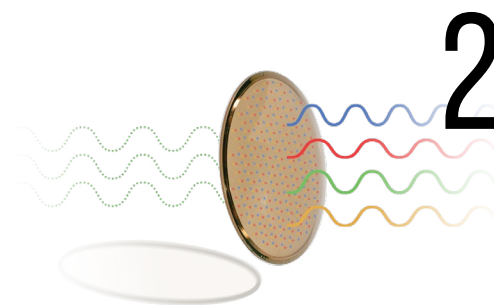
1. Marchon MCM709S, 2. Vera Wang Charlene by Kenmark Eyewear, 3. FYSH F-2081 by WestGroupe, 4. Miu Miu MU04WS by Luxottica, 5. The KAHLO by Etnia Barcelona, 6. CAROLINA HERRERA CH 0021 by Safilo, 7. CAROLINA HERRERA CH 0025/S by Safilo, 8. OTP 138 by WestGroupe,



# EYE level

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

**1** MEI has introduced a revolutionary new lens edger, the EasyFit NoBlock Trend, for small labs and optical shops. This device includes many unique features, including the high precision and reliability of milling technology; eco-friendly Dry Cut technology; and a "No Block" system that eliminates blocks and pads. [easyfit.meisystem.com](http://easyfit.meisystem.com)



## 2

New to ECPs in Canada! Avulux is the world's first clinically proven lens for migraine & light sensitivity management. Through an independent clinical trial, the Avulux lens achieved clinical & statistical significance in reducing light-triggered pain and managing overall light sensitivity for migraine subjects.

**Learn more on [avulux.ca/pages/ecp](http://avulux.ca/pages/ecp)**

## 3

Why choose between beauty or your health? We believe you deserve both. twenty/twenty beauty is a collection of products designed by board-certified ophthalmologist Dr. Diane Hilal-Campo to help enhance the natural beauty of your eyes while keeping them healthy. Twenty/twenty beauty is available to purchase wholesale on **[eyedropshop.ca](http://eyedropshop.ca)**. Register for a wholesale account here: **<https://eyedropshop.ca/account/register>**



## 4

Optometrist and artist Dr. Crystal Zhang of Toronto creates many optometry-themed items, including these adorable pins and keychains, which are available for sale through her Etsy store, Jelly Jar Co. **[etsy.com/ca/shop/jellyjarco](https://etsy.com/ca/shop/jellyjarco)**



## 5

Sandra Karklins of Whitby and her son Andrew, a third-year optometry student at the University of Waterloo, create face masks and other crafts for their Etsy store, LakesideCraftCorner. The store includes various optometry-themed face masks. **[etsy.com/shop/Lakeside-CraftCorner](https://etsy.com/shop/Lakeside-CraftCorner)**



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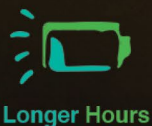
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Always direct the patient to read and follow the label.  
For more product information visit [www.ocuvite.ca](http://www.ocuvite.ca) or call 1-888-459-5000.  
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# A DAY IN THE LIFE OF AN OPTICAL SALES REP

BY SUZANNE SENDEL

**I**n serving the optical industry for nearly eight years, there's one thing I know for sure — the life of an optical salesperson is never boring.

Traveling from city to city, driving, flying, renting cars, and visiting the most interesting and, occasionally, obscure hotels, motels and restos,

our lives are filled with great adventure and experience.

There have been odd days when our cars break down, we have accidents and sometimes hit inclement weather or have a customer cancel within a few miles of our meeting. We face the test of time and simply keep on trucking!

In driving throughout our country, we get to meet and greet so many, and how cool it is when you develop strong bonds with your customers.

So many reps have shared their experiences and how their greatest gift is their connection to their customers. Many have shared their challenges, their wins and their love for our industry.

Social media has connected us all and, in doing so, we have helped each other in many ways.

Our rep base has supported our manufacturers and suppliers in

finding key talent, referring and connecting professionals in the simple act of kindness, and by always being a strong community of inclusion. We have had the privilege to

SOCIAL MEDIA HAS  
CONNECTED US ALL  
AND, IN DOING SO, WE  
HAVE HELPE EACH  
OTHER IN MANY WAYS.

represent some of the finest eyewear brands and ensure your positioning as a destination. Offering you options in eye care, eyewear and being available to you, is our mission.

Having the ability to travel and style with our independent and chain shops is exciting as we get to help shape the future by design,





with your best interests at heart. In reading many posts from salesmen across the nation, it is clear that all of our peers are out to please and achieve great results for and with our stockists.

Many of us have reinvented ourselves to be a part of the action in optical. Most of us have developed a community of connections. Not only do we look out for our customers, but we also support each other.

In accounting for over 30 per cent of our industry, we are key contributors to a flourishing industry and are passionate about bringing premium products to market.

#### **SHERRY HANSCOM**

*Eastern Canada Hoya*

Sherry has had over 20 years of sales experience in the medical field. In wanting to make a difference in the health industry, Sherry found

herself attracted to both aspects of our industry — the medical and fashionable. In her recent five years in optical, many have come to appreciate Sherry's devotion to her craft and customers. Most recently, Sherry joined the Hoya team to cover Eastern Canada. Sherry is all about fostering relationships and always putting her customer's needs first. Her priority is to deliver the most-revolutionary and innovative lenses to her customers and does so with great devotion.

#### **SERGE DECOSTE**

*Quebec/Ontario,  
Independent Agent*

If you are in the optical business in Eastern Canada, primarily Quebec and Ontario, chances are, you know Serge.

Serge has been a key agent since 1984 when he joined our industry by coincidence. Through his years of experience, Serge has had a keen eye for selecting collections that produce strong results. Serge is a leader in our sales force as he often extends a hand in helping others. He has an impeccable sense of style and does his collections proud.

#### **LESLIE AND TAYLOR BULLOCK**

*Western Canada Multi Frame  
Agency, "Family First"*

Leslie began selling optical frames in 2003, after practicing opticianry for several years. Both Leslie's father-in-law and husband were opticians, so it's safe to say that Leslie has optical in her DNA! Leslie frequently travels across half the country with her sample bags, visiting her customers with great pride and dedication in sharing the most exclusive eyewear

IN ACCOUNTING FOR OVER 30 PER CENT OF OUR INDUSTRY, WE ARE KEY CONTRIBUTORS TO A FLOURISHING INDUSTRY AND ARE PASSIONATE ABOUT BRINGING PREMIUM PRODUCTS TO MARKET.

collections from across the globe. Most recently, Leslie's daughter Taylor, who is an accomplished ballerina, joined Leslie in covering Ontario with several key collections. When not working on the road, Leslie assists her husband at their optical shop "Bullock's Eye Opener" in BC. A great model for success, this family inspires each other as well as their customers, in delivering style, service, and full satisfaction.

#### **MONIKA WOODRUFF**

*Ontario Independent Agent*

Monika joined the optical industry only seven years ago and with her, she brings class and vision. Coming from a biomedical research background, Monika understands the significance of the medical aspects of our industry. Monika then transitioned to interior design and retail window display design. Along her journey, she began designing for optical shops and fell in love with our industry. One pair of glasses was never an option for Monika, as she began sporting specs as a teen. To date, Monika is inspired by beauty and fashion and enjoys traveling and engaging her customers with her select offerings. **OP**



# SAGE ADVICE

Take care of your team  
and they will take care  
of your patients

BY NANCY DEWALD,  
Lead Up Training and Consulting



Why the focus on employee satisfaction and loyalty?

It should come as no surprise that there is a direct correlation between employee satisfaction and customer satisfaction.

Furthermore, happy employees are stable employees, contributing to an overall positive culture, profitability and less stress.

With all the demands on owners and leaders these days, you may ask “how can we add more to our already full plate?”

My question to you is, how can you not?

The good news: it is not as difficult as you may think. Read on to find out how.

## 1. COMMUNICATION

• **Engage with your employees.** Consider this technique “management by walking around.” This activity allows you to connect with staff to gain valuable information by purposefully walking around and interacting with your team. (Reach out if you would like more information on this management technique).

• **Over-communicate,** so everyone feels involved. When you think you have shared the information

enough, share it one more time, use various methods to reach all types of learners. For example, send the information using your communication platform then reinforce at a meeting and check-in as you talk one on one.

• **Take honest interest** in the talents your employees bring to the table. You hired talented people, involve them. They often have better ideas than you will ever have. When they are heard and are contributing, they feel a sense of belonging.

• **Share goals** so they know how they are doing, acknowledge when they are exceeding goals and help when they are not.

**STORYTIME:** My son Carson recently was offered a job in a similar line of work with more pay. Carson is very motivated by money, so I was surprised when he turned the offer down.

I inquired why he chose to stay, and this is how the conversation went.

**Carson:** I feel appreciated at my job.

**Nancy:** How do they make you feel appreciated?

**Carson:** We have goals and when I am exceeding them, they always acknowledge it.



**Nancy:** What else?

**Carson:** They do extra things like the steak BBQ or Tim's gift card when we achieve our safety record. It's cool cause I feel the bosses care. Jared (boss) comes out to the warehouse checks how things are going and chats with us.

This is proof that the simplest of behaviors can be effective, in this case to retain a good employee.

## 2. BE TRANSPARENT

- **Be honest about** the state of the business. They will better appreciate your struggles as an owner.
- **Share your plans** for the organization and where it is going. This makes them feel trusted.
- **Be sure they feel good** about the value you offer customers. Do they understand overhead costs?

**STORYTIME:** I was out shopping for some special earrings for my niece. The salesperson, Beth, was very pleasant. I inquired about the earnings on the wish list. Beth knew what I was referring to and had to get them out of the drawer. She informed me to wait for two weeks as they would be going on sale for 50% off. She felt they were too expensive. That is why she had them put away. Well lucky for me, not so lucky for that business owner I would have been happy to pay asking price for the gift.

## 3. DO WHAT YOU SAY YOU ARE GOING TO DO

- The only thing tougher than gaining trust initially is gaining it back if you lose it. Keep your word. If you cannot keep it let them know and tell them what you plan to do.
- Have their back. Do not allow customers to abuse your staff in any way...end of story!

I hope this article illustrated it can be simple and worthwhile to do the little things.

When employees feel valued and appreciated, they will take care of your customers, go the extra mile and protect your business.

You got this. **OP**

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A woman with blonde hair, wearing a dark blue top and glasses, is smiling. The background is purple and white geometric shapes. Text includes 'Digital ECP', 'No Contract. Great Savings.', 'A Canadian Buying Group for Canadian Opticians and Optometrists', 'OVER 20 Years in the Industry', and 'Hello! I'm Karen. How can I help you today?'. At the bottom, it says 'digitalecp.com | 1.844.571.0220'.





# EYE ON WOMEN'S OPTICAL HEALTH

Women more at risk of eye conditions than men after age 55: study

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

**W**hether you are male or female, as you age, your vision changes.

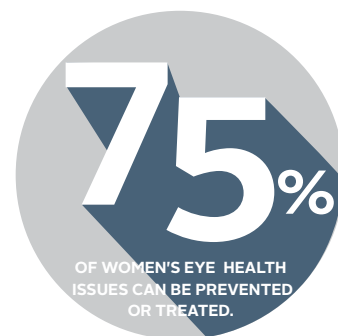
However, a recent study by Deloitte Access Economics showed that there is a higher prevalence of eye conditions in females than males after age 55.

Some of this can be attributed to women living longer and, as a consequence, being at risk of developing cataracts, glaucoma or age-related macular degeneration. However, hormonal changes also play a significant role in women's eye health.

The most obvious example of significant hormonal and/or physical change occurs during pregnancy, and these changes warrant some attention.

Diabetes can result in a worsening of diabetic ocular signs and symptoms during pregnancy, including fluctuating vision, double vision or even partial vision loss.

Pregnant women with diabetes should see their optometrist each trimester to monitor the blood vessels in their eyes and reduce their risk of serious eye disease. Gestational



diabetes can also cause temporary fluctuations in vision, but will not typically cause retinal changes.

Another pregnancy-related condition is blurred vision, the result of fluid retention that can cause changes in the eye structure and/or shape. In many cases, these changes are temporary, but a trip to the optometrist between six to nine months after delivery provides an opportunity for a comprehensive eye exam to determine whether a new prescription might be required.

Dry eye, which causes gritty, scratchy, stinging eyes and vision that varies with blinking, is another common condition in pregnancy as a result of hormonal fluctuations that can decrease natural tear production.

While these symptoms can go away, those experiencing them can speak to their optometrist who can prescribe artificial tears, gels and ointments as well as other treatments to reduce the discomfort.

Hormonal fluctuation also occurs during menopause, when estrogen levels drop, resulting in less lubrication in the eye's oil glands and a rise in dry eyes and/or blurry vision.

Once again, a visit to the optometrist can help deal with the symptoms.

While women have some unique issues related to eye health, the good news remains that vision loss can be prevented or treated in 75 per cent of cases. **OP**

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



# MONTREAL PROFESSOR WINS PRESTIGIOUS AWARD

BY DENIS LANGLOIS

Etty Bitton has made history as the first University of Montreal School of Optometry educator to receive the Michael G. Harris Family Award for Excellence in Optometric Education.

A professor at the university for 27 years, Bitton was named one of the two winners of the 2021 award during the American Academy of Optometry (AAO) meeting in Boston in November.

"I was really humbled and honoured by the recognition of my peers for this award and, more importantly, that it was from an international organization," Bitton tells Optical Prism magazine.

The award is presented by the American Academy of Optometry Foundation to an optometric educator who has demonstrated "ongoing and consistent excellence in educating optometry students and/or the advancement of optometric education."

Previous Canadian winners of the award are Dr. Patricia Hrynychak and Dr. Lyndon Jones, both of the University of Waterloo School of Optometry.

Hrynychak won the award in 2018, while Jones earned the honour in 2006.

Each year, the American Academy of Optometry recognizes distinguished individuals who have made countless important contributions



to advancing the profession of optometry.

"The Academy's awardees are nominated by Fellows with respect and affection, then considered by the awards committee with great care and diligence," awards committee chair John G. Flanagan said in a statement.

"In Boston, we once again have the opportunity to honour the astonishing lives and achievements of our awardees, in person." **OP**

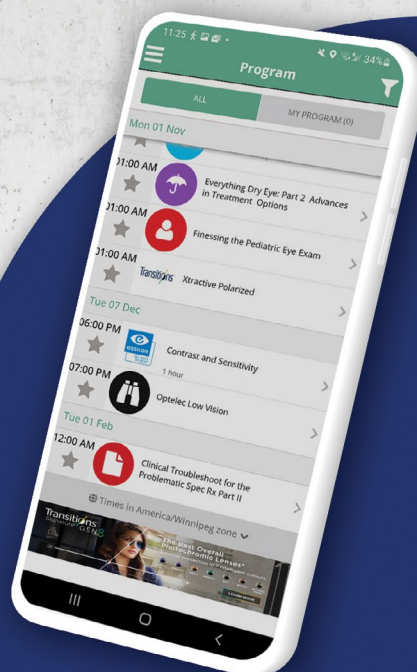
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# Etnia Barcelona turns 20

BY DENIS LANGLOIS

## Etnia Barcelona is celebrating a huge milestone.

The independent eyewear company, which draws inspiration from its namesake city on the northeastern coast of Spain, is 20 years old.

"We started by detecting a market need: colour. Twenty years later, our obsession with quality is still intact, with the difference that today we can afford the best quality in the world. As for colour, for us, it has gone from being a market need to a philosophy of life. The market need we meet today is the orientation towards excellent service," said Etnia Barcelona's David Pellicer.

Celebrations for its 20th anniversary began in September and will continue throughout much of 2022.

It was in September 2001 that Etnia Barcelona released its debut collection and the company has seen meteoric growth in the past two decades since.

Pellicer, CEO and owner, said the first collection was the most colourful the market had ever seen. It featured frames coloured in chessboard checks -- yellows, blues, greens, oranges.

"Back then, the eyewear market was totally unfamiliar with such pulsating colours. The collection broke all moulds; was a total disruptor," he said.



This year, the brand anticipates billing in excess of \$72 million and is preparing to extend its portfolio.

Etnia Barcelona has its own fully automated production facilities and, since 2018, has been focused on sustainability.

It has reduced the amount of single-use plastics it uses, ensures all packaging material is eco-friendly and is one of the few eyewear firms to have opted right from the beginning to use plastic-free, pure mineral glass lenses, which also offer superior visual qualities.

To mark its 20th anniversary, Etnia Barcelona has launched a Heritage Capsule collection.

The four new styles, each brimming over with personality and crafted in natural, seven-millimetre-thick 3D Mazzucchelli acetate, boast grooved steps that create a great shape and comfort for the wearer.

The styles are named after four of the most popular icons of human history, people that helped to inspire the brand throughout its history.

They are “The Einstein”, “The Kennedy”, “The Kahlo” and “The Kubrick.”

“Our 20th-anniversary collection celebrates the values of the Barcelona brand,” the company says.

“A tribute to the history of the brand, expressed as a collection created in the chess acetate Etnia first designed for its 2006 collection. A collection bursting with colour, the kind of colours that paved the way to success for Etnia Barcelona 20 years ago. The blending of the chess design with yellows, blues, baby pinks or moss greens, offers unique combinations.

“Layered acetates through which we see the inner ‘chess’ soul, and temples that end in imposing ear-piece blades, branded with a symbol created exclusively for each of the different models.” **OP**

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



EINSTEIN



KENNEDY



KAHLO



KUBRIC



# What should I spend on marketing?

BY AUSTEN KAZAKOFF, Marketing4ECPs

In 2022, the options available to market your optometry practice seem endless.

From social media to websites to Google pay-per-click advertising, there are a lot of choices available in the digital marketing space alone.

Deciding what to spend your money on, how much to spend and how to start can be intimidating and confusing.

A common misconception that many eye care professionals have is that marketing is, and should only be used for growing your current patient base. However, marketing your practice is much more than just filling appointments.

Marketing your eye care business should be used to create loyalty and trust with your current patients as well as educate and capture future patients.

These two aspects of marketing require different forms of messaging and platforms. What's more, they are likely going to need different budgets to be successful.

## **MAINTAINING YOUR PRACTICE**

The idea of marketing an eye care business is no longer seen as something that is optional.



Investing in online marketing and communication tactics should be viewed as an essential business expense when reviewing your budget.

In fact, there's an exact number your practice should be spending on marketing to maintain the value of your practice. At a minimum, your practice should be spending 3.5 per cent of its value on marketing. Meaning, if you have a \$1-million practice, you should be spending at least \$35,000 a year on marketing to stay right where you are.

Within this 3.5 per cent, it's important you're investing your marketing dollars into different forms of marketing. This helps to create a solid mix between lead generation and branding.

Roughly 70 per cent of your budget should be focused on lead generation. This is marketing that's driving patients to a specific action. Lead generation is helping new patients book with you and ensuring your business shows up when a consumer is actively searching for an eye care provider.

The other 30 per cent of your marketing should be put towards branding. Branding helps to nurture current relationships and creates the correct image of your practice in the minds of your patients.

If you wish to do more than maintain where your practice is at, year after year, an investment of more than 3.5 per cent is needed.

### GROWING YOUR PRACTICE

Just like there's a percentage for maintaining your practice, there's one for growing it too.

You should spend 8 to 10 per cent of the amount you wish to grow each year. This is on top of what your

maintaining marketing budget is.

If you want to grow your million-dollar practice to \$1.2 million by the end of the year, you'll need to put \$20,000 towards your growth. This would make your yearly marketing budget \$55,000.

While many of you may view this as a high amount, marketing is an investment and when done right is going to pay for itself and more in growth. Marketing should make you money.

When you see or hear about a super successful eye care business, you can be almost guaranteed they are investing in online marketing.

Depending on how you want to grow your practice, it's important to consider where you are investing your marketing dollars. If you need patients to fill out your schedule ASAP, it would be wise to lean towards lead generation.

However, if you'd like to focus on creating relationships with high-quality, desirable patients, branding is the investment you want to make.

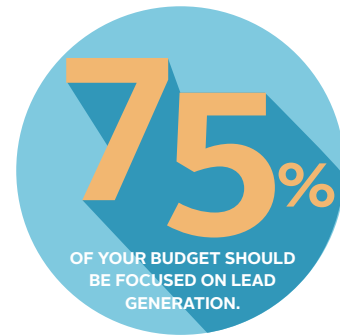
### LEAD GENERATION

Lead generation in digital marketing essentially comes down to answering the question: when a patient searches for a service you provide, does your practice appear?

Having your name pop up to answer could be from a blog or an ad. Both of these tactics are designed to answer a patient's question and inform them that you're able to help them.

### BRANDING

Branding is much more focused on storytelling and taking a subtle approach. Tactics such as social media or display ads appear when



patients aren't necessarily looking to book an appointment or solve a problem, and that's okay.

Investing in your brand is investing in your relationship with current and future patients. When a patient inevitably has a problem or is ready for an appointment, your name is the first that will come to mind.

### YOUR MARKETING BUDGET

Your marketing budget should never follow a "set it and forget it" strategy. As your practice continues to evolve, so should your marketing. Pay close attention to your goals and invest the money that's needed to achieve them.

Marketing4ECPs is here to help you get started off right with your marketing budget in 2022.

Check out this recorded webinar on building a marketing plan and budget as well as FREE downloadable resources such as a marketing template, 2022 marketing playbook and a file of social media posts for every month in 2022. <https://marketing4ecps.com/2022-marketing-plan/> **OP**

**Austen Kazakoff is a junior brand engagement strategist for Marketing4ECPs, where he gets the opportunity to share his love of storytelling with eye care practices all over North America.**

marketing4ecps

**DIGITAL MARKETING DONE  
RIGHT IS AN INVESTMENT,  
NOT AN EXPENSE.**



**LET US PROVE IT**



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**TRUDI CHAREST**  
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## EVENTS CALENDAR

## March

March 31-April 3, 2022

**Event:** Vision Expo East\*  
**Place:** Javits Convention Center,  
 New York City, New York  
**Website:** visionexpoeast.com

## April

April 1-3, 2022

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

## May

May 13-15, 2022

**Event:** optiMunich\*  
**Place:** Fairground Munich, Munich, Germany  
**Website:** opti.de/en

## June

June 9-12, 2022

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

## September

Sept. 15-17, 2022

**Event:** Vision Expo West\*  
**Place:** Las Vegas, Nevada.  
 Sands Expo & Convention Centre  
**Website:** west.visionexpo.com

Sept. 23-26, 2022

**Event:** SILMO Paris, Paris, France  
**Place:** Paris Nord Villepinte  
**Website:** m-en.silmoparis.com

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

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# PEARLY SHOWSTOPPERS

BY DENIS LANGLOIS

These glamorous, oversized Carolina Herrera CH 0001/S sunglasses are part of the Pearls product cluster from the brand's spring/summer 2022 eyewear launch collection designed, produced and distributed in partnership with Safilo.

These prescription-ready women's sunglasses, in acetate, are embellished with sophisticated pearls.





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