

# OPTICAL PRISM



MARCH 2025 • VOL. 43 • NO. 3

## *Shades that* **SLAY**

Bold sunglasses empowering women confidently

### **SEEING RED**

Exploring the potential of red light therapy for eye health

## *Style, Sell, Shine!*

Inspire your team to confidently boost sales and success

### **HEADS UP!**

Women's Eye care and Ocular Migraines

### **WHAT'S YOUR GENIUS?**

Work smarter, not harder

### **THE ORTHO-K EFFECT**

Advances in Orthokeratology

# *Females in* **FOCUS**

Exploring the challenges and triumphs of women in optical, celebrating their journey, impact, and contributions



Calvin Klein

# March 2025

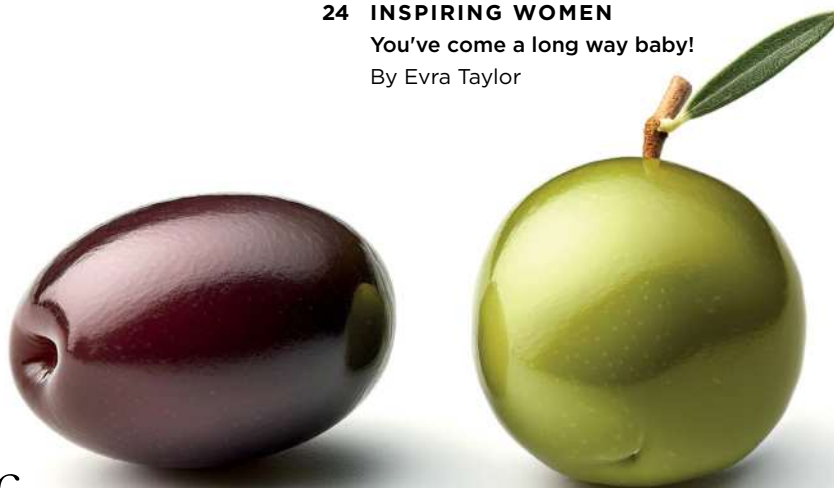
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› Celebrating Canadian Independent Eyewear Designers

# OPTICALPRISM

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### Publisher/Editor in Chief

Suzanne Lacorte  
289.678.1523 x 1  
slacorte@opticalprism.ca

### Associate Publisher

Nick Samson  
289.678.1523 x 2  
nsamson@opticalprism.ca

### Advertising Sales

Kathleen Irish  
289.678.1523 x 5  
kirish@opticalprism.ca

### Copy Editor/Translator

Lamia Ghezel  
lamia.ghezel@opticalprism.ca

### Feature Writers

David Goldberg  
dgoldberg@opticalprism.ca

Evra Taylor  
evra.taylor@opticalprism.ca

### Art Director

Cathryn Haynes  
cat.haynes@opticalprism.ca

### Digital Content Manager

Samantha Budd  
sbudd@opticalprism.ca

### Contributors

Wendy Buchanan, Robert Dalton,  
Nancy Dewald, Amanpreet Dhami,  
Dr. Rob Kloepper, Tim Paziuk, Nick Samson,  
Dr. Allison Scott, Jeff Shermack

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PHOTOGRAPHY BY JESSICA WAUGH

“

“Being a woman in optometry means having patience, acting as a mother figure or a psychologist, and laughing and crying with patients.”

— Leah J. McFerren, OD, PC

# The Future is Female

The optical industry is evolving, and with it comes a growing recognition of the role women play in shaping its future. More women than ever are entering the field, bringing fresh perspectives, expertise and leadership. Yet challenges remain—barriers to advancement, work-life balance struggles and gender disparities in leadership roles.

In this issue of *Optical Prism*, we explore the unique challenges women face in the industry, from young professionals just starting their careers to seasoned experts navigating an ever-changing landscape. We also examine the distinct needs of women's eye health, including how conditions like ocular migraines impact them differently.

Eyewear is more than just vision correction—it's a statement of confidence and individuality. This issue also celebrates bold, stylish frames designed for women, reflecting the strength and personality of those who wear them. As Wendy Buchanan explores in her article, confidence is just as crucial for those selling eyewear as it is for those wearing it. When optical professionals embrace their own personal style, they create an environment where clients feel inspired and guided toward the perfect frames. Empowering staff with the right mindset and skills allows them to shine—and succeed.

We recently attended MIDO, one of the world's largest eyewear exhibitions, where brands showcased groundbreaking lens technologies and fashion-forward frame designs. It was inspiring to see more women leading the charge—as designers, brand executives and entrepreneurs. Their impact is undeniable, shaping the future of eyewear in exciting ways.

Women's presence in optical isn't just growing—it's transforming the industry. By addressing these challenges and highlighting inclusive eye care, we move toward a future where every professional and patient receives the support they need.

We hope this issue sparks conversation, insight and progress.

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

SUZANNE LACORTE  
Publisher/Editor-in-Chief

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FRESH LOOKS

Calado by  
Etnia Barcelona

# *Fresh* LOOKS

Keep your eyewear options fresh with the latest models from these leading companies

## ETNIA BARCELONA

Independent eyewear brand Etnia Barcelona launches its SS25 Vintage collection, blending tradition and modernity. Inspired by classic shapes and colours, the collection embodies art, sophistication, and elegance. Under the “Be An Artist” manifesto, it encourages bold self-expression through 16 optical models and 14 sunglasses for men and women. Timeless silhouettes, refined details, and a harmonious design

celebrate craftsmanship and creativity. Every piece is a tribute to good taste, redefining style as personal expression while elevating the ordinary to the extraordinary. The collection reflects the brand’s commitment to timeless sophistication.

**For more information contact your Etnia Barcelona sales representative or visit [etnialbarcelona.com/ca/en](https://etnialbarcelona.com/ca/en)**



OTPS-2047



OTPS-2042



OTPS-2050

## OTP

WestGroupe unveils the OTP Sun Spring/Summer 2025 Collection, blending sustainability with bold style. Designed for Millennial and Gen-Z consumers who value unique, eco-friendly eyewear at an affordable price, OTP combines retro inspiration with modern trends. The collection features bold shapes and fresh colourways, from soft neutrals to metallic hues. Highlights include OTPS-2042, a chic square frame; OTPS-2047, a geometric aviator;

and OTPS-2050, a retro oval. With biodegradable acetate, recyclable nose pads, and sustainably crafted cases, OTP delivers fashion-forward eyewear with a positive impact—proving style and sustainability can go hand in hand.

**For more information contact your WestGroupe sales representative or visit [westgroupe.com](https://westgroupe.com)**



## MODO

MODO Eyewear unveils its latest Brooklyn Made collection for Spring/Summer 2025, inspired by New York City’s essence. For women, the Celeste cat-eye frame debuts in Black, Blue Tortoise, Purple, and Grey Tortoise. The bestselling Ellery adds two new colours: Burgundy Tortoise and Blue Tortoise. For

men, the Dumont square frame arrives in Black, Grey Gradient, Stripy Brown, and Blue.

Each frame features covered plastic temples for a contemporary look—handmade in Brooklyn.

**For more information, contact your MODO sales representative or visit: [modo.com](https://modo.com)**



Ellery



Celeste



Dumont



## SPECTAFUL

Spectaful's latest collection features three women's styles, two men's, and one unisex design, blending bold creativity with lightweight, functional craftsmanship. Made with technopolymer fronts and stainless-steel temples, these frames offer versatile shapes and vibrant colour contrasts. The Nova model redefines feminine elegance with a butterfly shape in striking hues.

For men, the Atlas model boasts a bold square design, while the Zenith model offers a modern irregular square silhouette, both available in dynamic colour pairings that enhance individuality and style.

**For more information contact your Spectaful sales representative or visit [spectaful.com/en/](https://spectaful.com/en/)**



## SNOB MILANO

SNOB Milano celebrates a decade of revolutionizing the eyewear industry with its technical approach to prescription glasses and sunglasses. Founded by designer Tommaso Bossetti, the brand has carved out a strong presence in the clip-on sector. "We've created a distinct identity in the optical market, with recognition from both customers and colleagues," says Bossetti. Known for combining technical

innovation with refined aesthetics, SNOB Milano's partnership with ZEISS Sunlens elevated its clip-on line. At Mido 2025, the brand unveiled a new line of sunglasses and an updated version of its iconic Dogui frame, marking the start of the next ten years focused on quality and innovation.

**For more information contact your SNOB Milano sales representative or visit [snobmilano.com/en/](https://snobmilano.com/en/)**

## ISABEL MARANT

Isabel Marant unveils its Spring-Summer 2025 eyewear campaign featuring the iconic Kate Moss.

Shot in Paris by Robin Galiegue and styled by Emmanuelle Alt, the campaign exudes effortless sophistication. A longtime friend of the brand, Moss embodies the Isabel Marant woman—chic, seductive, and timeless.

For the first time, Isabel Marant enlists K-pop star Seonghwa of Ateez, blending eras and cultures. The collection features classic and edgy frames with unexpected details and a palette of timeless and natural tones.

**For more information contact your Safilo representative or visit [safilo.com](https://safilo.com)**



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### NAT & COCO

The Nat & Coco eyewear collection invites you to make a bold statement with vibrant colours and stylish designs. This unisex line debuts 12 fresh models for spring 2025, with a focus on striking acetates, intricate laminations, and coloured crystals. Model NC2877 showcases laminated crystal patterns and a bold silhouette, while NC2890 stands out with a gradient-coloured crystal front and an inverted temple design. NC2895 highlights the season's trending nude and pink crystals in a modern square shape.

**For more information contact your Optika sales representative or visit [optikaeyewear.com](http://optikaeyewear.com)**



NC2877



NC2890



NC2895



Kirby



Wanda



Murphy

### PAIR

Pair offers eyewear as dynamic as you are, with a unique model that allows one base frame to pair with multiple magnetic top frames. One pair, infinite possibilities. Featuring top-selling styles—Kirby, Murphy, Wanda, Larkin, Finley, Harper, and Addison—each acetate design is inspired by Spring/Summer 2025

runway trends. Translucent hues like lavender, honey, and grey create a fresh, romantic look, enhancing natural tones and bringing versatility and vibrancy to everyday style.

**For more information contact your Pair sales representative or visit [paireyewear.com/en-CA](http://paireyewear.com/en-CA)**



### BLACKFIN

Blackfin's Spring/Summer 2025 campaign unveils a bold, sophisticated vision, transforming its iconic features into an enchanting visual narrative. Shot in an industrial-chic loft, the campaign plays with light, shadow, and clean lines to highlight Blackfin's frames. The collection blends innovation and style, featuring geometric shapes, sculptural

titanium designs, and ultra-thin rimless frames. Crafted in the sustainable Black Shelter Factory, each piece embodies excellence, artisan craftsmanship, and modern elegance, redefining the boundaries of eyewear design.

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

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## FRESH LOOKS

### FERRAGAMO

Minimal elegance, Italian craftsmanship, and distinctive design define Maximilian Davis's vision for Ferragamo's Spring/Summer 2025 eyewear collection. Blending heritage with innovation, the collection showcases impeccable construction, high-quality materials, and iconic details like the Gancini motif and ornamental rivets.

The SF3021 bold square frame comes in black and transparent beige, green, light blue, and cyclamen. The SF3029 square style features a hot-stamped



Ferragamo logo, available in black, transparent khaki, and striped grey-brown.

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



### BRUNO CHAUSSIGNAND

Bruno Chaussignand crafts eyewear with pure, elegant designs inspired by Art Deco, the 1920s European movement known for bold geometry and vibrant colours. His frames blend noble materials with modern optimism, re-interpreting classic forms. For over a decade, each collec-

tion has reflected precision, high standards, and a focus on facial features. With distinctive, sometimes unexpected designs, his signature style leaves a lasting mark on the eyewear world.

**For more information visit [brunochaussignand.com/en/](https://brunochaussignand.com/en/)**



### LINDA FARROW

Linda Farrow's Autumn/Winter 2025 collection draws inspiration from surrealist art, exploring unexpected forms, textures, and self-expression. Shot at the British Museum and on London's streets, the "A Surrealist Dream" campaign reflects the collection's artistic roots and urban edge.

Optical highlights include Alicia, blending titanium and acetate, and Yves, a reimagined Calthorpe. Sunglasses feature bold designs like Emmy, with lens-filled temple cutouts, and Flick, with embedded lenses.

**For more information contact your Linda Farrow sales representative or visit [lindafarrow.com](https://lindafarrow.com)**



BeAnArtist

PHOTOGRAPHY BY TXEMA YESTE

Cleopatra - HVPU

etnia  BARCELONA

1.



2.



# *Shades that* SLAY

Fearless frames, daring designs,  
and vibrant vibes—these sunglasses  
celebrate individuality and empower  
women to shine with bold confidence.

BY SUZANNE LACORTE

5.



3.



4.



6.



7.



1. Hollywood by Lafont 2. MM0123 by Max Mara 3. Brynn by J.F. Rey

4. Christian Louboutin LB0001 by Marcolin 5. Amarfia by Bayria

6. Woodys Ariandna by Mood Eyewear 7. FYSH F-2118 by WestGroupe

STYLE EYES



Brynn by J.F. Rey

# Style. Sell. Shine.

Women in Optical – Step into the Spotlight and Sell with Confidence

BY WENDY BUCHANAN



**W**hen it comes to growing a thriving optical business, the conversation often starts with the numbers—capture rate, multi-pair sales, cost of goods, and revenue per patient. While these metrics are valuable, they are merely the outcome of something far more important: you and your team's confidence in selling. The truth is that even the best product selection and pricing strategy won't drive sales if your team lacks the belief, skills, and conviction to guide clients to the perfect eyewear. Before you focus on the analytics, the real question to ask is: Does your team feel empowered to sell with confidence? Because when they do, the numbers naturally follow.

## Spec Style Is Your Visual Power

Spec style is not just about the eyewear trend you wear. It is about the way you walk, the way you talk, eye contact, and the words you use to communicate. When you curate a personal "spec style" that reflects your authenticity, it sends a powerful message: you are confident, stylish, and ready to step into the spotlight and serve at the highest level.

Imagine walking into your optical and immediately capturing the attention of your clients—not because you're loud or flashy, but because you radiate confidence and purpose. That's the power of an intentional personal brand. It inspires trust, diffuses scepticism, and sets you apart in a competitive market. If what your clients see in you matches what you're saying, they'll trust you. But if there's a disconnect, they may feel uncertain and hesitant.

## You Cannot Outperform Your Self-Image

While personal brand and self-image are closely aligned, they serve different purposes and influence different aspects of your professional life as a dynamic eye care professional.

### 1 SELF-IMAGE: How You See Yourself

Your self-image is your internal perception of who you are, what you're capable of, and how you fit into the world. It's shaped by past experiences, beliefs, and self-talk.

It's about your confidence, mindset, and self-worth. Your self-image sets the ceiling for your performance and controls your actions. If you see yourself as successful and capable, you'll take action that aligns with that belief. If not, you'll consciously limit yourself. For example, if you believe that your client would never spend \$1,000 on a pair of glasses, you'll hesitate to present the higher-end frame. If you see yourself as a mediocre salesperson, you'll

unconsciously act in ways that reinforce that belief—hesitating to present multi-pairs to your clients or underselling your value for fear of feeling pushy.

## 2 PERSONAL BRAND: How the World Sees You

Your personal brand is the external perception of who you are and what you represent. It's the message you communicate through your appearance, actions, and marketing. This is how you position yourself in your optical and how your colleagues and clients perceive you based on that visual presentation.

Your choice of clothing, online presence, facial expressions, and interactions with your suppliers, team, and patients all shape your brand. For example, if you brand yourself as an eyewear stylist, everything from your social media to the way you dress and speak should reinforce that image.

Your self-image and personal brand are a powerful combination. If your self-image is strong, you'll confidently project your personal brand. But if there's a disconnect—like branding yourself as an expert sales stylist but secretly doubting yourself—clients will sense the inconsistency.

People pick up on energy. If you doubt your ability to help, it shows in your tone, body language, and choice of words. A strong self-image translates into certainty, which builds trust with clients.

## Practice It Until You Perfect It

The saying "Fake it till you make it" has been around for years, but let's reframe it for empowered women in optical: Step into the spotlight and practise being the self-assured optical woman you want to be.

Confidence isn't something you're born with—it's something you cultivate. The truth is, we're all salespeople in some way, whether we're selling eyewear, ideas, or even ourselves. To thrive in this role, it's about embracing the mindset of a high-performing professional and embodying it every single day.

The top sales professionals don't just stumble into success. They visualize it. They see themselves as problem-solvers, trusted advisors, and experts who bring immense value to their clients. That confidence is

magnetic—it's what inspires trust and loyalty in customers.

## Build Confidence from the Inside Out

If your results aren't where you want them to be, don't look externally—start with the inner work. Confidence doesn't magically appear; it's built through intentional actions and mindset shifts. Here's how to reprogram your self-image for success:

### 1 AFFIRMATIONS: Own Your Power

Positive affirmations are a transformative way to rewrite your inner narrative.

Start every morning with statements like:

- "I am a high-performing optical sales professional."
- "I help my clients feel confident and amazing in their eyewear."
- "I am the expert they trust to elevate their look and vision."

Saying these affirmations daily reinforces your belief in your abilities, and over time, they shape your reality.

### 2 VISUALIZATION: See Success Before It Happens

Visualization isn't just for athletes—it's a powerful tool for sales success, too. Picture yourself confidently walking your clients through the frame selection process, offering multi-pair recommendations, and celebrating the moment they leave your store feeling amazing.

When you can see your success clearly, it becomes easier to take the steps to make it happen. Visualizing a confident, stylish you will also motivate you to show up in ways that align with that vision.

### 3 EVIDENCE-BASED GROWTH: Build on Past Wins

Take a moment to reflect on your past successes. Maybe it was a sale that felt

effortless, a glowing client Google review, or a time you helped someone find frames that transformed their look.

Keep a "win journal" to record these moments. When you're having a hectic day in your optical, revisit your wins to remind yourself that you've done it before—and you can do it again.

## 4 MENTORSHIP & TRAINING: Learn from the Best

Surround yourself with people who inspire you, through mentorship, training programs, or networking with other women. There's power in community, and seeing other women succeed can fuel your own drive.

Never stop learning—whether it's about the latest eyewear trends, advanced sales techniques, or ways to connect on a deeper level with your clients. Investing in yourself always pays off.

## Stand Out & Shine

In today's crowded optical retail market, where clients have endless options, your unique self-image and personal brand are your superpowers. No one else can replicate the way you make people feel.

When you own your confidence, you create an experience for your clients that goes beyond eyewear—it's about connection, trust, and transformation.

Some optical stores may try to compete on price or convenience, but they can never compete with YOU. Your ability to deliver emotional service, build genuine connections, and bring authenticity to every interaction is what makes you truly exceptional.

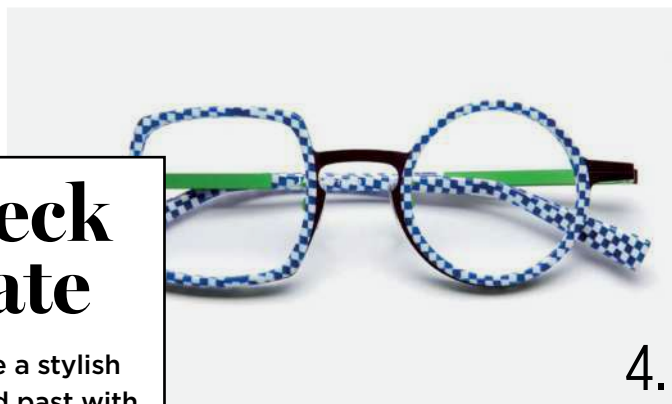
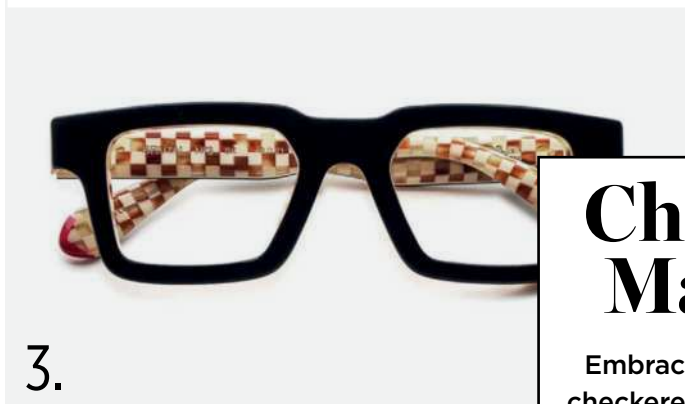
So, be bold. Step confidently into YOUR spotlight and show the world the incredible woman in optical that you are. You don't just sell glasses—you inspire, empower, and elevate the lives of your clients every single day. **OP**

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Wendy Buchanan, award-winning optician and Be Spectacular founder, elevates eyewear styling, branding, and team success. Her sales training helps optometrists elevate their practice. **Learn more: [bespectacular.com/optical](https://bespectacular.com/optical).**

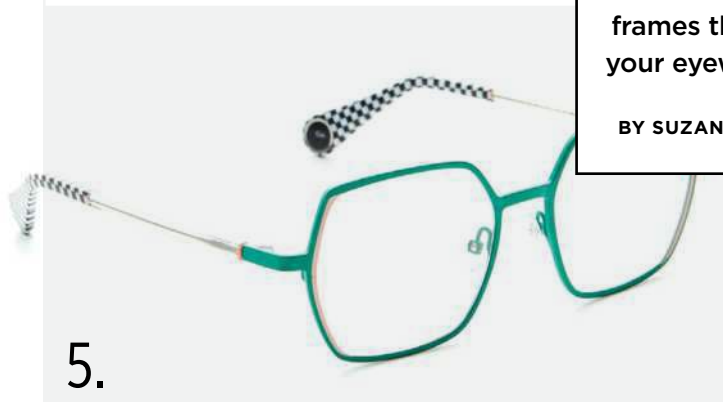




## Check Mate

Embrace a stylish checkered past with frames that elevate your eyewear game.

BY SUZANNE LACORTE



1. JF3034 by J.F. Rey 2. ON55 by Onirico 3. Brutal by Etnia Barcelona 4. JF3062 by J.F. Rey  
5. Go Further by Design Eyewear Group 6. AO3138 by Alain Mikli 7. Aster by Wolfspout  
8. Iris Readers by MacKenzie-Childs



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# Inspiring Women

You've come a long way baby!

BY EVRA TAYLOR

Women have made huge strides in busting through to the near-upper echelons of management in most sectors of society – but in many cases, the C-Suite remains just out of reach. In an ideal world women at work wouldn't even be a topic of conversation. We wouldn't segment out women in particular – we'd just talk about workers in general. But we're not quite there yet.

*Optical Prism* took a look at what it's like to be a female optometrist – the good, the bad and the ugly. Of course, women's experiences in optometry are as varied as the women themselves.



According to Statistics Canada, in December 2023, there were 6,665 offices of optometrists across Canada. And in the 2021/2022 academic year, there were 618 students enrolled in optometry programs in postsecondary programs across Canada. IBIS World reports that the market size of the optometrists industry in Canada has been growing at a CAGR of 0.5 % between 2019 and 2024.

In the Canadian Association of Optometrists' report Optometry in Canada: Optometric Leaders' Forum 2023, 63% of optometrists were female – positive news for the healthcare industry in general which is largely dominated by men. One of the reasons for this may be that, depending on the work situation they're in, the field of optometry allows women some degree of scheduling flexibility, allowing for the work-life balance men and women alike are striving for. In fact, this balance is one of the key concerns and criteria for new graduates and recruits looking to enter the optometry field.

An independent practice might offer more flexibility and accommodation than a highly-structured corporate office, but naturally, everything comes down to each office's Human Resources Department and its willingness to meet people's needs.

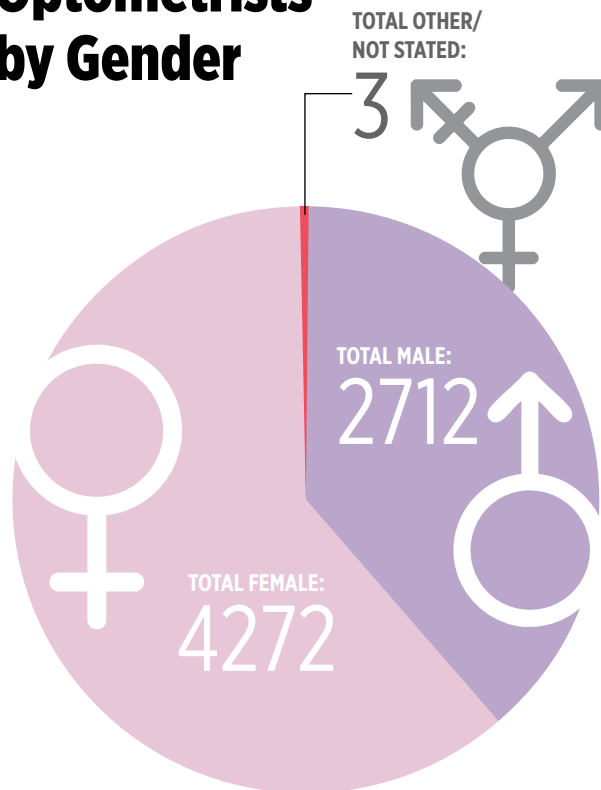
While it's true that women are singular in their need for maternity leave, they don't want to be penalized for taking time off in the sense of being viewed as "not serious about their profession," a common complaint levied against women in the corporate world in general, even in 2025.

The great news is that, judging by the male:female ratio cited above, women aren't being overtly prevented from making optometry their career choice. Emily McMorris is a Health Promoter at the Healthy Living Division at York Region (The Regional Municipality of York) in Ontario who has authored the report Introduction to the Health Workforce in Canada: Optometry. She writes "The increasing number of female optometrists has interesting implications on the profession. For example, a study on the feminization of pharmacy in Canada suggested that female pharmacists are less interested in the business aspect of the profession and are more likely to work for corporation-run pharmacies rather than try to operate their own independent businesses (Muzzin, 1994). Because of the commercial similarities between pharmacy and optometry, this phenomenon may be similar for female optometrists. In cities, there is a trend toward fewer independent optometrists, with greater numbers working in corporate or chain locations or for opticians. In many small towns, however, optometrists continue to maintain independent practices."

In October 2024, the California-based Eyes on Glance website ([glance.eyesoneyecare.com](http://glance.eyesoneyecare.com)) reported new data that the majority of students entering optometry schools that fall were women – and this wasn't the first year. Women in Optometry (WIO) magazine released data earlier this month that, out of over 2,000 students starting their first semester at 26 optometry schools (as the class of 2028) in North America — including Canada and Puerto Rico — 71% are women. This is a vast improvement over 2013 with 63%.

The "fairer sex" holds a trump card in terms of gender differences. Many women in all sectors of medicine prefer to have a female healthcare practitioner and, according to a New York Times article,

## Distribution of Optometrists by Gender



### ALBERTA

Male: 408  
Female: 484  
Other/Not Stated: 0

### NOVA SCOTIA

Male: 57  
Female: 97  
Other/Not Stated: 0

### BRITISH COLUMBIA

Male: 424  
Female: 516  
Other/Not Stated: 2

### ONTARIO

Male: 1137  
Female: 1679  
Other/Not Stated: 0

### MANITOBA

Male: 96  
Female: 96  
Other/Not Stated: 0

### PRINCE EDWARD ISLAND

Male: 7  
Female: 14  
Other/Not Stated: 0

### NEW BRUNSWICK

Male: 50  
Female: 81  
Other/Not Stated: 0

### QUEBEC

Male: 427  
Female: 1161  
Other/Not Stated: 0

### NEWFOUNDLAND & LABRADOR

Male: 24  
Female: 36  
Other/Not Stated: 0

### SASKATCHEWAN

Male: 82  
Female: 108  
Other/Not Stated: 1



there is actually data to support this. According to studies, female physicians are less rushed during medical appointments, lend a more sympathetic ear, and encourage patients to share in decision-making to a greater degree than their male counterparts.

Sareya Khatkur, OD, of Brantford, Ontario described her personal career journey in WIO. She graduated from the University of Waterloo in 2010. Khatkur has only positive things to say about her career trajectory and experiences. She writes that while working under the same roof as an optical store may not seem as glamorous as a full-scope private practice, it could be the perfect fit for some optometrists and should not be overlooked. “In a non-dispensing practice there is often less time required for administrative work (selecting frames, meeting with frame reps and suppliers, etc.), and this has allowed me to focus on my interests: eye care, excluding glasses and dispensing, and working on projects in the visual arts. It also gave me the opportunity to grow a loyal patient base with little cost.”

“My experience has not always been easy, but it has always been fulfilling.” So said Leah J. McFerren, OD, PC, in the April 2023 edition of Optometry Times Journal. McFerren penned a fascinating account of her career path and passion to help others through her chosen profession. When she was first starting out, her own optometrist advised her “In optometry there was no blood, no ‘meet me at the hospital’ messages any time of the day or night. He also said it was the perfect job for a woman because I would be able to

**“Being a woman in optometry means having patience, acting as a mother figure or a psychologist, and laughing and crying with patients.”**

have a good family life, I could set my own hours, and work in whichever practice modality I chose. Optometry offered the ability for me to have the work-life balance we all desire. I thought about it, and everything he said made so much sense. I decided to apply to optometry school.

“Our class was about 30% women; however, I was one of 2 Black students in the class. Fortunately, I was well received by my classmates, even to the point of being given a surprise birthday party. The optometry school experience was good. The 2 classes ahead and mine had a few Black students, and we had an active National Optometric Student Association chapter, of which I was president.” McFerren goes on to talk about the discrimination she faced, whether because of the fact that she is Black or because of her womanhood. “[A new patient] filled out the paperwork and was brought in for the exam. I greeted her and told her my name. She looked at me and asked, ‘You’re the doctor?’ Well, I changed my mind,’ and she left. I suppose I didn’t look the way she wanted or expected.” She concluded her reportage by saying “I go the extra mile to make sure everyone is taken care of, even if it means coming in early and leaving late. Being a woman in optometry means having patience, acting as a mother figure or a psychologist, and laughing and crying with patients.”

For women in business, the notion of “breaking through the glass ceiling” is a cliché – but a very true one. While the struggles of women trying to integrate into “corporate America” are very real, women in optometry appear to be thriving. **OP**

# Women's Vision & Eye Health

BY DR. ALLISON SCOTT, CAO Vice-President

**W**hen it comes to patients, it's easy to assume that the risks and challenges of eye health impact everyone equally, but research shows that this isn't the case. Women are disproportionately affected by vision loss and eye disease.

In Canada, more women live with vision loss and eye disease than men, and they are at greater risk for certain eye conditions, including macular degeneration, glaucoma, and diabetic retinopathy. While longer life expectancy and age-related hormonal changes are factors, they don't fully explain the gap.

These conditions can have a significant impact on daily life, including independence and quality of life. However, despite the higher prevalence, research into why women are more affected by these conditions remains insufficient. More studies are needed to understand the gender-specific risk factors and to develop targeted interventions.

Pregnancy can also bring unexpected changes to eye health. Hormonal fluctuations can lead to a range of temporary vision issues. One of the most common conditions is dry eye, with studies showing that nearly 41% of pregnant women experience some form of it. Additionally, some women may experience worsened vision during pregnancy, particularly in those with pre-existing refractive errors.

While vision changes during pregnancy are typically temporary, they can complicate matters for women who need corrective lenses. Awareness of these issues and the provision of proper care go a long way toward mitigating these issues and alleviating concerns.

Just as hormonal changes during pregnancy can impact vision, conditions like diabetes, including gestational diabetes, can have serious implications for eye health. Regular eye exams are critical, to monitor blood vessels in the eye and to ensure steps are being taken to reduce the risk of diabetes-induced retinal damage that can lead to vision loss.



Women are more likely to report being concerned about their eye health than men. It's important to emphasize the benefits of UV protection, regular exercise, good hydration, smoking cessation, and a healthy diet. Sharing information on the importance of preventive care and healthy lifestyle choices will empower women to make choices that help support good vision and overall health.

Being informed and engaged not only helps women maintain good eye health for themselves but also often has a positive ripple effect on those around them. In many families, women are the health hub, managing appointments, protocols, and prescriptions for children, partners, and sometimes parents, too. When they know the importance of a regular eye health routine, they make sure others in the family are taking care of their eyes, too.

While it's encouraging to note the progress that's been made, there is still much work to be done to improve women's eye health. Increased research and targeted interventions are essential to close the gender gap in vision loss. However, women also have the power to act today. By making healthy lifestyle choices, and ensuring regular eye exams, women not only protect their own vision but also influence the health of their families. As eye care providers, we must continue to raise awareness, advocate for more research and consider how we can support improved vision outcomes and eye health for women. **OP**

**Dr Allison Scott is Vice President of the Canadian Association of Optometrists (CAO). The CAO is the national voice of optometry, providing leadership and support to more than 8,300 members (optometrists, students and optometric assistants) to enhance the delivery of healthy eyes and clear vision for all Canadians.**

# Your Career, Your Choice

Assessing Opportunities in Optometry

By Mary-Kate Alliston O.D., B.Sc., Lead Optometrist  
& Michael Naugle O.D., B.Sc., Vice President,  
Optometric Partnerships



When considering career opportunities in optometry, it is essential to carefully evaluate each offer, as not all prospects are created equal. The terms may vary, and comparing one offer to another can be a daunting task. FYidocors has compiled this guide to help new and experienced optometrists assess the most important factors that will shape your career in optometry.

## Culture and Collaboration

While opportunities with lucrative compensation packages seem tempting—especially as a freshly graduated optometrist with student loan baggage—cultural alignment and professional fit are key contributors for long-term job satisfaction.

Reflect on your professional goals and assess if you want to focus on patient care, move into leadership roles, or specialize in areas like pediatrics or glaucoma. The practice you are joining should align with your desired career path. Consider what motivates you personally and what made you choose optometry in the first place. From patient interactions to the use of new technologies or contributing to your community, understanding your passions will help guide your decisions.

For new graduates, collaboration and mentorship are especially important early in your career. If you enjoy working with a team, seek environments where you can collaborate and grow—perhaps even taking on a mentoring role over externs to develop your leadership skills. If you will be practicing solo, explore the remote mentorship and support options available.

## Technology, Patient Demographics, Ownership, and Work-Life Balance

When assessing optometric practices, consider its use of technology and clinical specialties. Working in an environment with modern tools like Wide Field Retinal Imaging, OCT, or HVF not only enhances

patient care but is also an opportunity to stay at the forefront of optometry.

Understanding the demographics of the patient base is crucial. This knowledge will help you tailor your care and determine if you will be managing pediatric cases or addressing the needs of an aging population.

If long-term growth is important to you, inquire about partnership or ownership opportunities. These options can provide both financial stability and career advancement. Take time to assess the practice's culture—this is where you will build your career and relationships with patients. The work environment should align with your personal values and long-term professional goals.

Lastly, consider how the opportunity fits into your personal life. Does the job offer the flexibility you need for family, hobbies, or community involvement? Balancing work with personal life is key to ensuring long-term satisfaction and success.

## Compensation and Ownership: Key Factors to Assess

Compensation is a significant aspect to consider when evaluating job opportunities. While it's essential to ask the right questions to understand the full scope of each offer, assessing compensation can be complex. Knowing what to look for can help you make an informed decision.

### ● Compensation in the U.S. vs. Canada

Compensation models differ between countries. In Canada, optometrists typically operate as independent contractors, with compensation ranging from 20-24% of gross billings. In contrast, optometrists in the U.S. typically operate as employees who are paid salary, and this converts to earnings between 15-18% of gross billings. U.S. optometrists typically choose employee status over being an independent contractor because of the health coverage that comes along with working for an employer. In Canada, citizens have access to universal health care, so it is more advantageous for them to operate independently.

Within Canada, compensation varies by province. Generally, Saskatchewan tends to offer the highest average income, while Ontario typically is on the lower end, though individual practices can differ. Urban centres tend to attract more optometrists, which increases competition, driving compensation rates down. Respectively, rural areas generally have less competition, resulting in overall higher compensation.

### ● Compensation Models and Factors

In Canada, compensation formulas often involve a percentage of total gross billings. Some models divide compensation into 50% professional fees and 50% product profits, while others use a hybrid approach. Understanding how compensation is structured is essential for assessing financial stability and career growth.

There are three key factors affecting compensation. First is the fill rate which is the percentage of appointments booked out of total appointments available. A larger patient base and an efficient recall system generally lead to a higher fill rate. With each opportunity, determine if you'll be working with an existing patient base or if you'll need to build your own from scratch.

The second factor is revenue per exam. The pricing strategy for both professional fees and retail products should reflect the value of the services provided. Technology, staff training, and the overall patient experience contribute to maximizing revenue. In rural areas, revenue per exam may be higher due to less competition.

Lastly, is the percentage earnings of gross billings. Although this factor is important and is easier to compare between opportunities, the fill rate and revenue per exam has much more impact on total compensation. If the patient base is small or if the revenue per exam is very low, the total compensation might not be what you might expect. Therefore, it is vital that all three factors are considered together when evaluating various offers and opportunities.

### ● Ownership

If you're considering becoming a part-owner of an existing independent practice, find out whether the existing owner is open to partnerships and what the timeline and share valuation process looks like. For non-independent practices, inquire about available ownership options and what the terms of those opportunities might be.

If the prospect of ownership is offered, understand how shares are valued and what the process is for selling them if you decide to exit. These details will help assess the long-term growth potential and financial stability of the opportunity.

### ● Scope of Practice

Will you be able to exercise your full clinical capabilities and specialties. If you're interested in advanced treatments such as dry eye management, or myopia control, make sure the practice supports those services. Practices like FYidocors provide resources and ongoing support to help optometrists

implement new specialties successfully both clinically and from a financial sustainability point of view.

### ● Professional Fees and Additional Compensation Considerations

In independent practices, fees should be reviewed annually and reflect the technologies and services offered. If you're working in a non-independent practice, find out if you have control over setting professional fees. Practices that prioritize "affordability" for the patient over fair compensation for the professionals may not align with your financial expectations.

## Your Profession, Your Future

Your journey into optometry is not just about choosing a job—it's about shaping your future. Be sure to evaluate each opportunity thoroughly, considering everything from compensation and work-life balance to mentorship and growth opportunities. It's essential to work within a practice that allows you to exercise your full scope of practice, advance in your clinical expertise, and create a sustainable career.

FYidocors is committed to supporting optometrists in reaching their full potential. Whether it's through mentorship, leadership opportunities, or expanding clinical specialties, it provides the tools and resources needed to thrive in optometry. Do your research, ask the right questions, and choose a career path that will bring you both professional fulfillment and personal happiness. **OP**



**Mary-Kate Alliston**  
O.D., B.Sc.,  
Lead Optometrist



**Michael Naugle**  
O.D., B.Sc., Vice  
President, Optometric  
Partnerships





Nancey Harris,  
Co-Founder,  
COO and Tracy  
Vonté Green,  
Co-Founder, CEO

# Hustle & Grit

From losing a pair of glasses to going to Paris, to pounding the pavement and networking over the last five years, the evolutionary path of growth by founders Nancey Harris and Tracy Vonté Green proves that owning an eyewear business takes hustle and grit, with an ability to pivot at any given moment.

BY AMANPREET DHAMI

VONTÉLLE EYEWEAR was born out of founder Tracy Vonté Green's sheer accident of losing her glasses back in 2019 when she was still the CFO of a big hospital in New York. Losing her glasses became the catalyst for her developing the dynamic Vontélle eyewear brand as we know it today—beautifully fitting, fashionable frames featuring vibrant colours and prints influenced by African ancestry. The patterns found on the glasses reference highly recognizable textiles, such as mud cloth and kente cloth, to empower wearers to see the world through a cultural and global lens.

Losing her glasses led to Tracy's discovery that most of the glasses on the market didn't fit her face. That same day, Tracy realized both her husband, son and best friend, Nancey Harris (co-founder), also couldn't find glasses that fit their faces, let alone looked nice. Most mainstream eyewear on the market wasn't designed for her, or truly for most people who weren't

Caucasian. This led to Tracy and Nancey riding the wave and jetting off to Paris to Silmo, their first-ever eyewear trade show, which ultimately led to the duo's creation of the brand as we know it today.

Originally positioning themselves as a female-and Black-owned business making fashionable and functionally fitting eyewear for Black people, Vont lle evolved into a brand-making eyewear for anyone who couldn't find glasses that fit them. Wearers of the brand include people in various diasporic populations, including African, Caribbean, Spanish, Asian, Indian and others.

**“We first said we were making eyewear for Black people, but then we realized we are making eyewear for anyone with eyes who can't find glasses that fit their face because we all just look different.”** – Tracy Vont lle Green

“We first said we were making eyewear for Black people,” explains Tracy, “but then we realized we are making eyewear for anyone with eyes who can't find glasses that fit their face because we all just look different.” By changing this within the first year, Vont lle immediately saw an increase in sales.

Tracy and Nancey saw a gap in the market and responded to it, making sure their brand evolved as their research deepened, consumer base expanded, and product development broadened. By addressing key pain points in eyewear frame design—including the need for wider bridges for noses, longer temples behind the ears and larger lenses for higher cheekbones—combined with their curiosity and vigour, Vont lle Eyewear is now in its fifth year of business and on its way to making \$1 million in revenue. Further specializations they've pursued include children's glasses and their most recent endeavour, a petite glasses line, which they decided on via direct consumer feedback.

## Financial Challenges as Women of Colour

The Vont lle journey did not come without challenges. As two Black women, Tracy and Nancey found themselves being the only people who looked like them who wanted to be designers/owners at their first eyewear

conference in Paris in 2019. What did that mean? They were met with the cold, hard fact that they were often overlooked when applying for bank loans simply because of who they were.

“In the first two years, we didn't pay ourselves—thank God for husbands and savings. We didn't get a bank loan until our third year of business. We actually met with a banker and explained to them what we were doing, and the banker was like, ‘You don't have a proven concept. You are just selling glasses and making them larger in different colours with art on them.’ But this

is what happens when you are a woman-owned and Black-owned brand,” explains Tracy candidly, noting that she had friends of other backgrounds who got loans based on ideas alone, while her company was already on the market selling glasses.

This disparity didn't shake Vont lle; rather, it ignited the two women to keep going by investing their own money while also finding financing in creative ways, including applying for grants, accelerator programs and engaging in partnerships with brands such as Nickelodeon, Saks Fifth Avenue and, more recently, America's Best. The key takeaway when applying for grants? Keep applying and never take no for an answer.

“When you get good at answering the questions [in the grant applications] and telling your story, you will win,” says Tracy. Furthermore, “If you don't win, ask why. This feedback allows you to get better at the next application.”

With time, Tracy and Nancy turned financial offers into lines of credit: “If someone offered us money via a venture capital fund with high equity terms, I would show the offer letter or term sheet to the bank and say, ‘I would rather get that from you at a low interest rate.’” This type of on-the-ball learning and resiliency has been integral to Vont lle's growth. **OP**

# Keys to Success

With experience and lessons learned, the brand is now thriving. Tracy Vont lle Green shares key advice for women in the eyewear industry looking to make their mark.

## COLLABORATION IS KEY

Surround yourself with people who believe in you. Tracy and Nancey's manufacturer, whom they met at Silmo, helped build their eyewear prototype over WhatsApp during the pandemic—without a deposit. An industry mentor also lets them showcase their brand at his trade show booth. When people believe in you, they lift you up.

## BE FEARLESS & TALK IT UP!

“You have to be fearless. Don't take no for an answer,” says Tracy. “I take a no as ‘not right now.’ There were times we couldn't make payroll, and then something came through. We know we're filling a niche—many of the 164 million Americans wear glasses that don't fit them. The glasses could be a designer brand, but they still don't fit.

“You've got to do your research, talk to people, and put yourself out there. You can't be shy if you want to run a business!”

## HIRE A TAX EXPERT


“The one thing I hated doing—and hired for early—was monthly bookkeeping and taxes,” says Tracy. “You need an accountant. Once we could show income, we got a bookkeeper.”

## GET A LAWYER

“You need a lawyer,” says Tracy. “Signing a bad deal can ruin your business. It's crucial to how things turn out.”

## THINK POSITIVE

Pay attention to competition, but don't bash them. “They've built a business, and you have yours,” says Tracy. “Use your energy to be positive and build your brand.”



# What's Your Genius?

Discover your strengths to work smarter, not harder, with *Working Genius*.

BY NANCY DEWALD

**B**urnout is more about doing the wrong type of work than having too much work. This statement comes from a program called *Working Genius* by Patrick Lencioni.

As I navigate clients through this program, we are able to get more done in less time. Therefore, I felt compelled to share the program and its key concepts.

The *Working Genius* model explains there are six types of work and a logical order for success. Each of us has the ability to derive joy and energy from two of those types of work—our *Working Geniuses*. Because we love that kind of work, we naturally gravitate toward it and are typically good at it.

On the other hand, there are kinds of work that naturally exhaust or drain us. These are called our *Working Frustrations*. For many of us, our *Working Frustrations* are the source of guilt and self-judgment because we feel bad

about not being competent or eager to help in those areas. While we can't always avoid these tasks, we are meant to minimize the time we spend on them. However, if we don't understand what those deficiencies are, we can't effectively minimize them.

The remaining two types of work neither bring us joy nor drain us; they are known as our *Working Competencies*.

The objective, whether as an individual or a team, is to understand our areas of genius, competency, and frustration in order to improve job satisfaction and productivity.

## What Are the Six Geniuses?

**1 The Genius of Wonder (W)**  
The natural gift of pondering the potential for greater opportunities in a given situation. People with this genius are constantly curious and on the lookout for ways to improve.

**2 The Genius of Invention (I)**  
The natural gift of creating original ideas and solutions. People with this genius love generating new concepts and solving problems, often creating something out of nothing.

**3 The Genius of Discernment (D)**  
The natural gift of intuitively evaluating ideas and situations. These individuals have a knack for assessing ideas or situations and providing valuable guidance.

**4 The Genius of Galvanizing (G)**  
The natural gift of rallying, inspiring, and organizing others to take action. People with this genius enjoy bringing energy and momentum to an idea or decision.

**5 The Genius of Enablement (E)**  
The natural gift of providing encouragement and assistance for an idea or project. These individuals quickly respond to the needs of others, offering their cooperation and help.

**6 The Genius of Tenacity (T)**  
The natural gift of driving tasks or projects to completion and achieving results. People with this genius push for excellence and love seeing the impact of their efforts.

Understanding these geniuses, and how their order supports the implementation of any project, improves the likelihood of success.

Most of our waking hours involve some kind of work. Learning how to work smarter—not harder—either as an individual or a team makes work more enjoyable. **OP**

**For more information, or to take an assessment and build an action plan, contact [leadupforsuccess@outlook.com](mailto:leadupforsuccess@outlook.com)**

**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.ca](http://leaduptrainingandconsulting.ca).**

The preponderance of cases among women underscores the fact that they require an extra dose of diligence in overall eyecare.

## Women's Unique Eye Health Needs

The medical literature has documented that women are less likely to access healthcare than men. According to a survey by Prevent Blindness, a Chicago-based advocacy organization whose mission is to prevent blindness and preserve sight, women have an incorrect perception of their risks for vision loss, which may lead to a neglectful attitude toward their need for eyecare. The fact that women have a tendency to prioritize the needs of others above their own is also a contributing element. The survey reported that:

- Less than 10% of women realize they are at a greater risk of permanent vision loss than men
- 86% incorrectly believe that men and women are at equal risk
- 5% think that men are at greater risk
- One in four women has not had an eye examination in the last two years

Here, the well-known role of socio-economics is at play. According to "The Lancet Global Health Commission on Global Eye Health: Vision Beyond 2020," 90% of people with vision impairments live in low-and middle-income countries.

The Statistics Canada report, "Self-reported Eye Health in Canada: 20 Years of Data," published in 2022, was particularly valuable as few studies on eye health have been done in Canada, and they didn't cover several years of data. Eye health was analyzed by year, sex and age, as well as by immigrant status, the highest level of education in the household, and the income quintile of the household.

The self-reported results revealed some interesting information about overall eye health in Canada. In 2020, the proportion of the population that reported having good vision without correction was approximately 75% among youth aged 12 to 19 years for both sexes. This proportion was considerably lower for those aged around

# HEADS UP!

Focus on Women's Eyecare and Ocular Migraines

BY EVRA TAYLOR

If you've ever suffered from a migraine – no matter what type – you know how debilitating it can be, with effects that last from hours to sometimes days.

As in many sectors of medicine, there are gender differences in the prevalence of certain conditions and the field of migraine is no different. Migraines are more prevalent in women than in men to the tune of a 3:1 ratio and at least 50% have a genetic basis. And the gender gap is expansive as women experience blindness and vision loss due to age-related macular degeneration,

cataracts and dry eye disease at a higher rate than men. Some of the factors contributing to this imbalance are access to eyecare, risk factors including hormonal changes, and life expectancy.

Dry eye occurs more commonly in women partly because of the hormonal changes associated with aging. In addition, women are also more likely to suffer from autoimmune conditions, which often have visual side effects. Furthermore, women are more likely to receive cancer treatments that may affect visual health.

## Less than 10% of women realize they are at a greater risk of permanent vision loss than men



45 to 49 years and was about 25% for those aged 55 years or older. Self-reported good vision without correction improved from 2000/2001 to 2020, except for those aged 20 to 39 years old. Most notably, every year, fewer females than males reported having good vision without correction.

In light of this, ECPs and women need to pay particular attention to their eye health through all stages of life.

### Managing the Impact of Light on your Life

Charles Posternack, MD is president and CEO of Avulux, manufacturers of migraine and light sensitivity lenses designed specifically for ocular migraine and the unique characteristics of the condition that differentiate it from other types of migraine.

“The Avulux story began more than 12 years ago, but Avulux was not commercially launched as a product until 2019 – albeit in a very limited way. Avulux was a project derived totally out of passion and is a very personal undertaking for me. Both of my daughters are migraine sufferers, and both were teenagers at the time of their first attack. Unfortunately, treatment options at this time had many limitations, and were associated with both side effects and ac-

quired tolerance. When I first learned of the concept driving Avulux technology, I knew immediately that it had many potential positives as a noninvasive, holistic migraine management tool,” Dr. Posternack stated.

Dr. Posternack explained that ocular migraine is associated with vision changes. The term is no longer used as it refers to two different types of migraine, namely migraine with aura and retinal migraine. Migraine auras are related to secondary biochemical or electrical activities that occur within the brain. They tend to be visual in nature and involve both eyes simultaneously. Typical visual symptoms are light flashes, unusual visual zigzagging patterns, blind areas in a visual field, or flashes of spots or stars. Typically, these symptoms are not overly serious and will stop within 60 minutes. On the other hand, retinal migraine attacks are rare and cause these brief visual disturbances in one eye only. “It’s very important to note that an individual experiencing these visual disturbances for the first time should seek medical attention to rule out other more serious causes. Similarly, if the frequency of these symptoms begins to increase, a medical professional should be consulted,” Dr. Posternack said.

While the prevalence of ocular migraine is roughly only 0.5%, the overall prevalence of

migraine is increasing. It’s been postulated that this may be related to the increasing dependence on and use of digital devices in our society, as light is a well-known migraine trigger.

Dr. Posternack added that there is a definite genetic basis for migraine. “It’s not fully understood why only certain migraine sufferers experience light sensitivity, but it’s been postulated that it may be related to an individual’s method of processing visual stimuli in their brain.”

Up to 60% of migraine attacks are triggered by light. The Avulux lens is a patented multi-band precision optical filter that filters up to 97% of the most harmful blue, amber and red light while allowing up to 70% of soothing green light through. A first for any optical lens, in an independent, randomized, double-blind, placebo-controlled study, the Avulux filter was proven effective vs placebo.

Dr. Posternack noted that one of the benefits of Avulux eyewear is the absence of side effects and colour distortion. “Avulux lenses were designed to be colour neutral so wearers can find comfort without an impact on their quality of life.” While Avulux is available through ECPs throughout Canada, there are more providers in Alberta than in any other province due to a group of early adopters in Calgary.

### What can ECPs Do to Promote Women’s Eye Health?

Canadian ECPs can play a major role in supporting women’s eye health through education and building awareness among their patients. Patient counselling can help women understand the importance of lifestyle changes such as smoking cessation, weight control, and limiting or at least controlling their use of electronic devices – such as taking regular breaks from their work station. However, the key to counselling is patients actually scheduling regular visits to their optometrists and ophthalmologists, and clinicians who express genuine concern for their patients’ eye health and overall well-being stand to have a significant impact on their lives and those of their families. **OP**

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# *The* OrthoK

Advances in Orthokeratology Mean Greater Myopia Control

BY EVRA TAYLOR

In the world of vision science, keeping pace with society's need for increasingly advanced lens technology has the leaders in ortho-K contact lens development investing heavily in novel lens design research and development.

Myopia control and prevention of its progression remain at the forefront of optical diseases and eye care as the condition's incidence and prevalence in children and adults keeps climbing. The ortho-k sector is experiencing major market expansion. Research and Markets report that increasing efforts by key manufacturers to launch new products and obtain regulatory approvals is the primary factor driving the market growth, fuelled of course by the rising



ect

## Measuring quality of life, the researchers reported that ortho-k is the preferred method of myopia management in physically active children and adults.

prevalence of myopia. According to a study published by The International Myopia Institute in 2022, by 2050, almost 50% of the world's population will be myopic. The Canadian Association of Optometrists (CAO) states that as of 2024 myopia affected 30% of the population. What's more, myopia is occurring at earlier ages starting in childhood (6-7 years of age) and progressing at a more rapid rate than in previous generations. Several studies have shown that compared to nearsighted children who wear eyeglasses or regular contact lenses, nearsighted children who undergo several years of orthokeratology may end up with less myopia as adults.

Orthokeratology treatment involves wearing custom-fitted rigid gas-permeable contact lenses designed to reshape the cornea to correct myopia during sleep. The lenses are removed during the wearer's waking hours. The goal is to eventually reduce the corrective contact lens wear to two to three nights a week. The ideal candidates for ortho-k lenses are people with mild to moderate myopia. This type of contact lenses can be a solution for those who participate in contact sports or spend time in dusty environments and therefore can't wear eyeglasses. Equally, for people who are averse to surgery or who aren't candidates for surgical vision correction, ortho-k can be a painless, easy-to-adopt option.

A paper published in *Contact Lens & Anterior Eye* (Patient and Parent Perceptions of Myopia Modalities [Lattery LJ, Chao C, Walline, JJ, et al]),<sup>1</sup> supported in part by a grant by CooperVision, makes the case for the superiority of ortho-k

versus contact lenses and eyeglasses. Measuring quality of life, the researchers reported that ortho-k is the preferred method of myopia management in physically active children and adults. In this study, the average age of adults was 22 and of children was 14 years. The results showed that ortho-k wearers were more satisfied with their vision, activities and overall compared to spectacle wearers. The children reported higher scores for activities than soft contact lenses and spectacle wearers. Parents of contact lens wearers reported higher perceived quality of life for activities, handling, appearance, and overall

subscales than parents of child spectacle wearers. The study concluded that activity-driven children and adults perceive significant benefits from ortho-k over spectacles.

Modern ortho-k employs reverse-geometry GP lenses.

A reverse-geometry lens has a flat central curve and an adjacent reverse curve that is steeper compared to the central radius. This reverse curve is connected to flatter peripheral curves that align with the midperipheral cornea. The modern design centers well and is highly stable, allowing for rapid and predictable correction of higher amounts of myopia and even of other types of refractive errors.<sup>2</sup>

Recent studies have demonstrated that ortho-k lenses with smaller back optical zone diameters (BOZD) result in reduced treatment zone diameters. This design modification has been associated with more effective myopia control, suggesting that lens customization can enhance treatment outcomes.<sup>3</sup>

What is already known on this topic: Decreasing the back optic zone diameter (BOZD) of orthokeratology lenses may reduce the size of the treatment zone, providing a protective effect against axial elongation.

How this study might affect research: This research further validates the reason that smaller BOZDs produce better myopia control effects and proposes a treatment zone size threshold for an improved effect, which is helpful for efficient myopia control. **OP**

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# A Milestone of Care and Accessibility

## Specsavers' commitment to accessible eye care across Canada

**E**ye care is essential primary care, but it's often an overlooked aspect of overall health. At the core of our purpose to change lives through better sight, is a commitment to breaking down these barriers. By expanding to now 150 locations, we're broadening our footprint to make sure that more Canadians prioritize

their eye health and have easier access to the services they need, when they need it. Whether it's booking a routine eye exam, getting contact lenses, or finding the latest style in prescription eyewear, we're on track to care for 1 million patients and customers this year.

From metropolitan cities to smaller towns, our growth is about ensuring that rural or underserved areas can rely on care and products at prices that are within reach. It's a commitment that Canadians can have access to the eye care services that make a difference in their life, regardless of where they live.

### Why do we make eyewear affordable?

The high cost of prescription glasses and lenses can be prohibitive for many. Affordable eyewear is a necessity. This is one of the ways we've chosen to make a meaningful difference as a privately-owned company. It stems from our owners, optometrists Doug and Mary Perkins, who believe that eye care and eyewear should be available to everyone.

Our ability to provide high-quality eyewear at accessible prices is a result of our vertical integrated supply chain. We own and operate our frame and lens production process, which means we can keep an eye on quality assurance while cutting down costs for our customers. Our teams are always focused on providing excellent products at a price point that suit virtually any lifestyle.

### We care for our people

At the heart of our operation are the people who make it all happen – dedicated local business owners, a network of independent optometrists, opticians, eye care consultants, and support teams who ensure that every patient and customer receive the best care and service possible.

As a joint-venture partnership, we back our business owners to take pride in fostering a supportive and inclusive work environment where their team members can thrive and pass that positive experience onto the people they care for. Every business owner has the opportunity to grow their own business to create an asset for their future while contributing to the larger goal of expanding access to quality eye care and eyewear in Canada.

### We have a place for you to belong

As Specsavers continues to grow locally, we have space for you to grow with us. We're excited to continue increasing awareness on the importance of eye health and expanding our reach to serve even more communities who rely on optometrists and opticians for their eye care needs.

For us, this milestone is just one step in a larger mission: to provide Canadians with access to accessible, quality eye care and eyewear. It's about more than just growing a business and our people – it's about making sure that no one is left behind when it comes to their eye health. **OP**



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**Specsavers**

# Beyond the Balance Sheet

Unlock strategies to optimize finances, reduce taxes, and plan ahead.

BY TIM PAZIUK



**L**et's dive into the exciting world of finances and discover empowering ways to take control of your financial future! It's all too easy to spend too much time looking back, but the real opportunity lies ahead. Instead of meeting with your accountant only once or twice a year to review past tax returns or financial statements, make a proactive choice to engage in forward-thinking planning.

Your accountant isn't just a numbers person—they're a crucial member of your financial team, and their insights can significantly enhance your planning process. Many accountants don't engage in enough strategic planning with their clients, leading to missed opportunities and unnecessary expenses. For example, have you been following the same salary and dividend strategy for years? While it may have worked in the past, it's worth revisiting to ensure it's still the best approach for you today.

Tax laws and regulations evolve, and over time, the landscape around the dividend tax credit has undergone significant shifts. There was a time when taking only dividends was the most tax-efficient choice. However, today, in many regions, that's no longer the case. This is why regular income plan-

ning is vital. By understanding your cash flow needs, you can make informed decisions about RRSP contributions, Canada Pension Plan payments, and even the potential benefits of utilizing an individual pension plan. These considerations should take center stage in your discussions with your accountant.

**Your accountant isn't just a numbers person—they're a crucial member of your financial team, and their insights can significantly enhance your planning process.**

Before deciding on your compensation strategy, it's essential to understand how your remuneration structure affects your company's tax landscape. For instance, salaries are deductible for your company, leading to tax savings, while dividends are taxable to you as an individual after the company pays taxes on its profits. Additionally, taking a salary increases your RRSP contribution room, whereas relying solely on dividends does not offer the same advantage.

Another important consideration is the refundable dividend tax on hand (RDTOH). Your company might hold refundable taxes that can be reclaimed when you take dividends. Factoring this into your financial strategy could unlock additional value.

It's also worth examining your bookkeeping arrangements. If your accountant doubles as your bookkeeper, assess whether this setup is cost-effective. National firms often have higher bookkeeping fees compared to independent bookkeepers. While comparing options, prioritize quality of service. If you choose an external bookkeeping service, ensure they collaborate closely with your accountant to avoid errors that could lead to additional costs.

Timely communication with your accountant is essential. Many clients face penalties or interest on unpaid taxes simply because they didn't receive the necessary information promptly. While your accountant is there to support you, staying on top of deadlines is ultimately your responsibility. For instance, if your fiscal year ends on December 31, any taxes owed must be settled on February 28th or March 31st depending on your income. If you haven't heard from your accountant by then and have tax obligations, interest will begin accruing after March 1.

## **If you choose an external bookkeeping service, ensure they collaborate closely with your accountant to avoid errors that could lead to additional costs.**

To simplify your financial obligations, your accountant should provide a clear remittance schedule for payroll and corporate installments each year. Setting up auto-pay through your bank can make this process seamless. After year-end, be sure to share an overview of your financial performance with your accountant so they can provide an accurate tax estimate. Overpayments could lead to a pleasant refund surprise.

Regular meetings with your accountant to review tax returns and financial statements are invaluable. Use these opportunities to ask about alternative strategies that could help you save on taxes. There may be new opportunities waiting to be explored.

By taking these proactive steps, you not only gain confidence in your financial planning but also pave the way for a brighter, more secure future. Seize the moment and set yourself up for success! **OP**


**Tim Paziuk has been in the financial services industry for over 45 years. He is the author of two books on the Incorporation of professionals and has been featured in the *Financial Post*, *Huffington Post*, *MoneySense* magazine, and numerous other publications. He is currently the Chairman of TPC Financial Group Limited, a fee-for-service financial planning firm specializing in professionals.**



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# Social Success

The Power of Social Media in Optical Store Success

The eye care industry is undergoing a profound shift as optical businesses embrace the digital era, recognizing the crucial role social media plays in shaping their success. With consumers increasingly turning to online platforms for information and services, optical stores must adapt to stay competitive. Effective communication, a strong brand vision, and targeted promotional strategies are essential for thriving in today's dynamic market.

## COMMUNICATION: Building Connections Through Social Media

Rather than merely promoting products, optical stores are using social media to offer valuable content—ranging from eye care tips and industry news to educational resources about visual health. This type of content builds trust and credibility, positioning optical businesses as reliable sources of information. The interactive nature of social media also enables businesses to respond to customer inquiries, address concerns, and foster genuine relationships with both potential and existing customers. It's no longer just about pushing products; it's about creating an ongoing dialogue with the community.

## VISION: A Clear Brand Identity

In today's crowded marketplace, having a clear and compelling brand vision is crucial for differentiation. Social media platforms provide an effective way for optical businesses to showcase their unique values, mission, and commitment to eye health.

By sharing visuals of their products, posting customer testimonials, and collaborating with eye health influencers, optical stores can build a distinct identity that resonates with their target audience.

A consistent and focused brand message helps optical stores carve out a niche for themselves, making their audience more likely to remember their name and form an emotional connection with the brand. By aligning content with their mission and values, optical stores not only promote their products but also reinforce their dedication to improving the visual health of their customers.

## PROMOTION: Maximizing Reach and Engagement

Promotions are a cornerstone of any marketing strategy, and social media is an invaluable tool for executing effective campaigns. Platforms like Facebook and Instagram offer sophisticated advertising options that enable businesses to target specific audiences based on location, interests, and online behaviour. This precision allows optical businesses to craft promotions that speak directly to the needs of their potential customers.

Whether promoting seasonal campaigns, exclusive discounts, or free eye exams, social media is the perfect medium for showcasing optical products and services in an engaging, visually appealing way. The power of social media lies not only in its ability to reach a wide audience but also in its capacity for quick adaptation. Optical stores can swiftly adjust their promotional strategies to

stay relevant, responding to market trends and consumer feedback in real time.

## The Optical Group's Commitment to Supporting Members

At The Optical Group, we recognize the transformative power of communication and social media in building lasting relationships with our community. We understand that it's not just about selling products but about offering real value through informative and engaging content. That's why we're excited to launch TOG ADS and TOG Web in 2025—two services designed to support our members in their social media and digital marketing efforts.

These new services will provide tailored support, helping optical stores enhance their online presence, deliver content that resonates with their audience, and drive customers to their store. Our goal is to ensure that our members have access to the tools and resources they need to thrive in the digital age.

## LOOKING AHEAD: A Future of Growth and Engagement

The optical industry is evolving, and those who embrace the power of social media will be better positioned to succeed. As the world becomes increasingly connected, effective communication, a clear brand identity, and targeted promotional strategies are essential components of any successful optical business.

At The Optical Group, we're committed to supporting our members as they navigate this digital transformation. We believe in the power of online engagement to build lasting relationships and drive long-term success in the eye care industry. Whether you're looking for advice on enhancing your social media strategy or seeking ways to boost engagement, we're here to help you grow and succeed.

Stay connected with us to learn more about how The Optical Group can support your business in the ever-changing landscape of the optical industry. **OP**



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# Seeing Red

Exploring the Potential of Red Light Therapy for Eye Health

BY ROBERT DALTON

**R**ed light therapy has gained attention for its potential to improve skin health, heal wounds and alleviate arthritis. Now, a small study suggests it might also protect our eyes as we age. While the findings are preliminary, they highlight a promising avenue for research into combating age-related vision decline. However, experts caution that red light therapy has not been sufficiently studied in humans and should not yet be attempted outside of controlled research settings.

This article explores the science behind red light therapy, its implications for eye health and the limitations of current research.

## The Science Behind Red Light Therapy

Red light therapy involves exposing the body to low levels of near-infrared or deep red light. This light penetrates the skin to stimulate cellular processes, particularly in the mitochondria—the “powerhouse” of the cell. As we age, mitochondrial efficiency declines, leading to reduced energy production

and contributing to various age-related health issues. Some scientists theorize that red light therapy can reinvigorate mitochondria, restoring their energy production.

In the context of eye health, the therapy focuses on cone cells in the retina. Cone cells are responsible for colour vision and contrast sensitivity, both of which deteriorate with age. A study published in 2020 tested the effects of red light therapy on 24 participants aged 37 to 70. The researchers found that brief exposure to deep red light (670 nm wavelength) for three minutes a day over two weeks improved colour contrast sensitivity in older adults. This suggests aging cone cells might have been “recharged” by the red light.

## The Evidence So Far

While the 2020 study offers intriguing insights, it is essential to place its findings in context. The sample size was small, comprising only 24 individuals, which limits the generalizability of the results. Additionally, it is unclear whether the improvements were directly due to the red light therapy or if they

resulted from a learning effect, where participants became more experienced at performing the test.

Animal studies and laboratory research further support the potential benefits of red light therapy for eye health. A 2017 study on aged mice showed that red light exposure partially reversed retinal aging effects. Similarly, a 2019 study using lab-grown retinal cells found that red light could counteract the damage caused by blue light. While promising, these findings need validation in human studies.

## Current Limitations and Expert Opinions

Despite the excitement surrounding red light therapy, experts urge caution. According to Dr. Ninel Z. Gregori, an ophthalmologist at the Bascom Palmer Eye Institute, while there is evidence suggesting that light therapy could improve eye health, much more research is needed to confirm its safety and efficacy in humans. “We need a lot more data in humans before it can be used to treat ocular disease or aging eyes,” Dr. Gregori emphasizes.

The therapy’s safety profile is another critical consideration. Before red light can be adopted as a treatment for eye conditions, researchers must determine the optimal wavelength, dose, duration of treatment and delivery method. Without this information, there is a risk of unintended side effects or ineffective treatments. The current lack of large-scale human trials means that any use of red light therapy for eye health remains speculative.

## Future Directions for Research

If further studies validate the findings of the 2020 study, red light therapy could become a valuable tool for addressing age-related eye conditions. Potential applications include treating macular degeneration, diabetic eye disease and the gradual loss of colour vision associated with aging. These conditions significantly impact quality of life, and

effective non-invasive treatments would be a welcome advancement.

Future research should focus on conducting large-scale, randomized, placebo-controlled clinical trials to assess the efficacy and safety of red light therapy in humans. These studies should also explore whether the therapy's benefits extend to other aspects of eye health, such as reducing inflammation or improving retinal blood flow. Additionally, researchers must investigate whether the effects observed in animals and lab-grown cells can be replicated in humans.

### Practical Implications and Public Awareness

For now, red light therapy should not be attempted at home as a treatment for eye health. Commercially available red light devices are not regulated for this purpose, and their use could potentially cause harm if misapplied.

It is essential for the public to understand that promising early-stage research does not equate to a proven treatment.

Public health messaging should emphasize the importance of maintaining overall eye health through established methods, such as regular eye exams, wearing sunglasses with UV protection, managing chronic health conditions like diabetes and consuming a diet rich in antioxidants. These measures remain the most reliable ways to support healthy vision as research into innovative therapies like red light continues.

### Conclusion

Red light therapy represents a fascinating area of exploration in preserving vision as we age. Preliminary studies suggest exposure to deep red light may improve colour contrast sensitivity by rejuvenating aging cone cells in the retina. However, the evidence is far from

conclusive, and significant research gaps must be addressed before the therapy can be considered safe and effective for human use.

As researchers delve deeper into the potential of red light therapy, it is crucial to approach the topic with a balanced perspective, recognizing both its promise and its limitations. For now, individuals interested in preserving their vision should rely on evidence-based practices and consult with eye care professionals.

While the future of red light therapy for eye health is bright, it remains a work in progress—one that holds the potential to transform the way we think about aging and vision. **OP**

**Robert Dalton is the executive director of the Opticians Association of Canada, whose mission is to promote licensed opticians and the profession, maintain professional standards, and educate and inform consumers about eye health. For more information, visit [opticians.ca](http://opticians.ca).**

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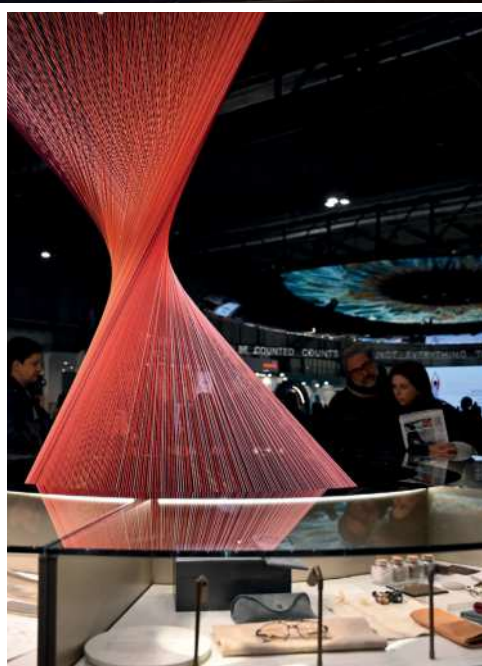
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# MIDO 2025

**A Celebration of Eyewear, Innovation, and Connection**

BY NICK SAMSON

Attending MIDO 2025 in Milan was nothing short of extraordinary. As the world's premier eyewear trade show, it brought together thousands of industry professionals, visionaries, and designers, all driven by a shared passion for innovation and craftsmanship. But before the main event even began, Suzanne and I had the privilege of attending an exclusive gathering organized by the Italian Trade Agency (ITA)—an experience that set the stage for what would be an unforgettable journey.

## **A PRIVATE WELCOME: The Best of Italian Eyewear**

Before the bustling exhibition floors opened, ITA graciously hosted a private event for a select group of guests, including myself. This intimate setting provided an opportunity to meet and engage with 67 talented Italian eyewear designers, each showcasing the artistry and dedication behind the "Made in Italy" label. The eyewear on display was breathtaking—pieces that combined timeless elegance with modern innovation, reinforcing Italy's reputation as a global leader in eyewear design.

What made this event even more special was the genuine warmth and hospitality extended by our Italian hosts. The ITA team ensured we felt not just welcomed but truly honored as their guests. From meaningful conversations with designers to insightful discussions about the future of the industry, this afternoon was a perfect introduction to MIDO 2025.

## DAY ONE: The Grand Opening of MIDO 2025

As the doors to MIDO officially opened, the energy in the air was palpable. This year's edition featured over 1,200 exhibitors—150 of them new entries—spread across seven pavilions and eight exhibit areas. The numbers spoke for themselves: pre-registrations had risen by 15%, and an additional 1,000 square meters of exhibit space had been added to accommodate the growing demand.

MIDO has long been recognized as the industry's central hub for business, networking, and education, and this year was no exception. The presence of distinguished guests, including Senator Adolfo Urso, Italy's Minister of Enterprises and Made in Italy, underscored the event's significance on a global scale. In his address, he eloquently highlighted how Italy has transformed eyewear from a simple medical device into a fashion statement and technological marvel.

## DAY TWO: Business, Learning, and Cultural Exchange

The second day of MIDO saw an incredible influx of visitors, ranging from buyers and distributors to ECPs and designers. Business deals were made, collaborations were sparked, and professionals from around the world exchanged ideas on market trends and innovations.

Beyond commerce, the event also provided invaluable opportunities for education and discussion. One standout session was "Oops. I Said It Again: Navigating the World of Inclusive Language," a thought-provoking conference on the power of language in shaping corporate culture and social inclusion. Another highlight was the presentation of the WGSN study on future consumer trends, which outlined emerging buyer personas and the evolving expectations of global eyewear markets.

Adding a touch of glamour to the day, renowned figures such as actor Pierfrancesco Favino, designer Domenico Dolce, and soccer legend Alessandro Del Piero were spotted on the show floor, further elevating the excitement of the event.

## DAY THREE: Sustainability and the Future of Eyewear

As MIDO approached its final day, the focus shifted toward sustainability and the future of the industry. One of the most engaging discussions centered around how sustainability can be leveraged as a competitive advantage—helping businesses enhance efficiency while remaining environmentally responsible.

Another major highlight was the "STEPIC Innovations 2026" presentation, which explored the 12 key trends that will shape the future of technology, society, and industry. With 2026 being dubbed "the year of reorientation," experts forecasted a shift toward collective solutions that blend nostalgia with futuristic advancements.

## A GRAND CONCLUSION: MIDO 2025 in Numbers

As the event drew to a close, the impact of MIDO 2025 was undeniable. Over 42,000 attendees from 168 countries gathered in Milan, with significant increases in participation from Europe, Africa, South America, and the Middle East. More than 16,000 exhibitor attendees further underscored the vitality of this year's event.

Reflecting on the experience, MIDO President Lorraine Berton captured it perfectly: "This edition was all about business, networking, and fresh ideas. The energy in the air was tangible, with professionals from all corners of the industry coming together to share their passion and vision for the future."

## FINAL THOUGHTS: Gratitude and Inspiration

Looking back, MIDO 2025 was much more than just a trade show—it was a celebration of innovation, collaboration, and the sheer artistry of eyewear design. From the remarkable hospitality of the Italian Trade Agency to the invaluable connections made on the show floor, every moment reinforced why this industry is so special.

To our hosts at ITA, and in particular to Ziba Ahmadian, whose warmth, attentiveness, and professionalism made our experience truly exceptional—thank you. Your dedication to promoting Italian eyewear and fostering global partnerships is truly commendable. And to everyone who attended MIDO 2025 your enthusiasm and commitment continue to drive this industry forward.

Until next year, MIDO! Grazie mille for an unforgettable experience. **OP**





# Ask An Expert

Insightful advice and practical tips for navigating today's optometry challenges.

BY DR. ROB KLOEPFER

## Dr. Rob, I Have an Eye Question: What's the best way to confidently evaluate and diagnose dry eye disease in my practice?

Whether dry eye disease (DED) diagnosis and management is part of your comprehensive optometric practice or a niche focus within your clinic, becoming confident with a consistent evaluation process allows your confidence to build with treating dry eye, especially when starting out. If you're not entirely comfortable with your dry eye assessment approach, this article aims to provide practical resources and a step-by-step framework you can apply in routine exams or a specialized dry eye practice.

Assume every patient has dry eye disease until proven otherwise. Here in Alberta, the dry climate makes some level of DED almost inevitable, but across Canada, dry eye can significantly impact patients' quality of life—often without you knowing—unless you actively ask the right questions and commit to making a difference.

Since many dry eye treatment plans align with the TFOS DEWS II clinical guidelines, it's important to consider both patient symptoms and clinical findings. To streamline your approach, incorporate a SPEED, OSDI, or DEQ5 questionnaire into your pre-exam paperwork. Additionally, ask these three simple but effective questions:

**“When do your eyes feel most uncomfortable—morning, evening, or throughout the day?”**

**“Do your symptoms interfere with specific activities, like reading, using screens, or driving?”**

**“Are you interested in exploring options to improve or manage your symptoms long-term, or are you looking for occasional relief?”**

The answers can help categorise patients into one of several groups: asymptomatic with minimal clinical findings, very symptomatic with significant clinical findings, or somewhere in between. Additionally, these responses provide insight into the patient's motivation to address their dry eye symptoms. Some may be open to exploring in-office therapies, while others might prefer to stick with home care options or choose no treatment at all. For patients interested in preventative or proactive approaches, in-office therapies can often offer the best opportunity to manage their condition long-term and improve their overall quality of life.

For a focused dry eye assessment, consider the ASCRS Algorithm, known as LLPP: Look – Lift – Pull – Push – Stain. Originally developed for preoperative ocular surface disease evaluation, this five-step protocol provides a straightforward and efficient clinical framework:

**LOOK:** Assess blink rate (partial vs. full), the inferior lids (telangiectasia around

the meibomian glands suggest inflammation), eyelashes (note: have the patient look down behind the slit lamp to avoid missing blepharitis or collarettes), and the interpalpebral ocular surface (check for corneal dystrophies, pinguecula, pterygium—anything that can alter the tear film).

**LIFT:** Examine the superior eyelid and the superior cornea and conjunctiva.

**PULL:** Assess lid laxity, as floppy eyelids can inhibit proper blinking or closure, leading to ocular surface issues. Don't forget to check the fornices.

**PUSH:** Gently press across the lower eyelids with your thumb to evaluate meibum quality expressed from the meibomian glands.

**STAIN:** Use fluorescein (and Rose Bengal, if necessary) to assess corneal staining, tear breakup time (TBUT), and Schirmer's testing as needed.

For those seeking to deepen their understanding, several valuable resources are available beyond live webinars. Consider reviewing the TFOS DEWS II report, the AAO Dry Eye Syndrome Preferred Practice Pattern® (PPP) guidelines, the Delphi Panel International Task Force recommendations, or the ASCRS Ocular Surface Disease Algorithm. These materials can help refine your protocols and boost your confidence in managing DED.

Once you're comfortable with the fundamentals, adapt your approach to suit the specific needs of your clinic. Whether integrating dry eye management into comprehensive exams or developing a specialized service, consistency and confidence in evaluation are key to improving patient outcomes and growing your expertise. **OP**

**Dr. Rob Kloepfer, an optometrist and educator, holds a Doctor of Optometry degree and an MBA. He founded HealthE Academy to improve patient care and support eye care teams. A seasoned lecturer, Dr. Kloepfer has taught across Canada and served seven years on the Alberta College of Optometrists Council, including as President.**

# Grow your practice

## Let's Partner Together

The optical business is complex and my role is to simplify it so you can focus and generate more revenue.



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Optimize Team Performance  
and a Positive Culture



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and Coaching



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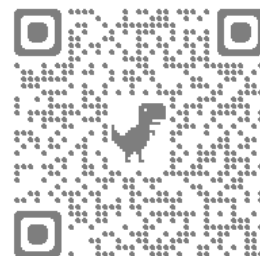
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# Inbox Impact

## Crafting the Perfect Eye Care Newsletter

BY JEFF SHERMACK



**E**mail marketing is one of the most effective ways to find new value in your audience and patients—value that can translate into revenue. Why? When it comes to email, you're reaching people who have already given you permission to contact them directly.

Your email audience wants to hear from you. It's up to you to deliver an engaging, informative, and useful newsletter. Fortunately, that's something you can achieve. The most important thing is to keep your patients and their needs in mind.

### What to Include in Your Newsletter

One of the biggest challenges in email marketing is getting people to open your emails. The key is to give them a reason to do so and ensure they want to read every newsletter you send. The elements below can help you accomplish that.

#### Engaging Written Content

"Engaging" can mean many things, but here it refers to content that is informative, entertaining, or both. Your content should address the specific problems

your patients face, while reflecting your practice's location, products, and services. At minimum, it should provide useful information or entertainment.

#### Here are a few suggestions for what to include:

- Local or seasonal eye care tips
- At-home eye hygiene advice
- Updates on eye health trends
- Eyewear style guides
- Information about the technology and devices you use—and how they benefit patients

The goal is to keep your readers engaged and encourage them to return. Some newsletters with the largest followings even include jokes, riddles, or trivia. For example, they might pose a question in one issue and reveal the answer in the next. It's all about giving readers a reason to keep reading.

#### Eye-Catching Visual Elements

Visual appeal is always more engaging than plain text. The best newsletters feature polished designs that seamlessly blend content with eye-catching images and branded colour palettes.

If a full-blown design isn't feasible, don't worry—even a few well-chosen images or visuals that complement your content can make a big difference.

#### Product and Service Updates

Have you invested in new technology for your office? Added a new line of frames? Started carrying new contact lenses or eye drops? Or welcomed a new team member?

These are all updates your audience will appreciate—especially when they highlight benefits for patients. Be sure to include this kind of news in your newsletter.

#### Promotional Events and Offers

Promotions, sales, trunk shows, and other events are excellent ways to drive revenue. Don't forget to include details about them in your newsletter.

Offering exclusive promotions for newsletter subscribers—even small ones—can also encourage readership. If your audience knows there's a chance to receive a special offer, they'll be more likely to open your emails.

#### When to Send Your Newsletter

The timing of your newsletter is just as important as its content.

Research suggests that emails are more likely to be opened on Tuesdays. Instead of sending emails in the morning, consider scheduling them for after 5 p.m., when people are more likely to be active and available.

If you're unsure how to develop a strategic plan for your newsletters—or how to get started at all—partnering with a marketing team can help. Email marketing specialists or eye care marketing experts can help you craft engaging newsletters and implement a data-driven strategy to reach your audience and achieve your goals. **OP**

**Jeff Shermack is a content strategist, writer, and editor who loves helping eye care professionals and business owners connect with their audience through stories about the services, products, and care they provide. Jeff can be reached at [marketing4ecps.com](mailto:marketing4ecps.com).**

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# PISCES



FEBRUARY 19 – MARCH 20

Astrological signs say a lot about someone's personality – which in turn is reflected in their sense of style. Here's the "eyewear horoscope" for this month's zodiac sign.

Dreamy, intuitive, and artistic, Pisces are natural romantics with a creative flair. Their fashion sense reflects their ethereal personality, favouring soft, flowing fabrics and whimsical designs. Pastel hues like seafoam green, lavender, and blush pink capture their watery essence and dreamy nature. Pisces gravitate toward accessories that are imaginative and elegant, blending practicality with a touch of magic.

When it comes to eyewear, Pisces love styles that stand out subtly yet exude sophistication. Oversized frames, vintage-inspired cat-eye shapes, and translucent or iridescent finishes mirror their charm, sensitivity, and love for all things beautiful. Frames with delicate embellishments or oceanic tones highlight their imaginative spirit.

Celebrities like Rihanna, Drew Barrymore, and Millie Bobby Brown embody the Pisces aesthetic with their blend of boldness and dreamy elegance, inspiring eyewear choices that enchant and captivate. **OP**



JC 3013U by  
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STYLE OF THE MONTH

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