

# OPTICAL PRISM

EYECARE PROFESSIONALS

October 2021 | Vol.39 | No. 7

## HILL

named Transitions Brand  
Ambassador finalist

## UPCYCLED EYEWEAR

## GOING *GREEN*

Environmentally friendly  
frames and shades



**WOMEN  
ROCKSTARS  
OF OPTICAL**



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THE ONLY AND BEST  
EVER PHOTOCROMIC  
POLARIZED LENS

Compared to clear to dark photochromic lenses.

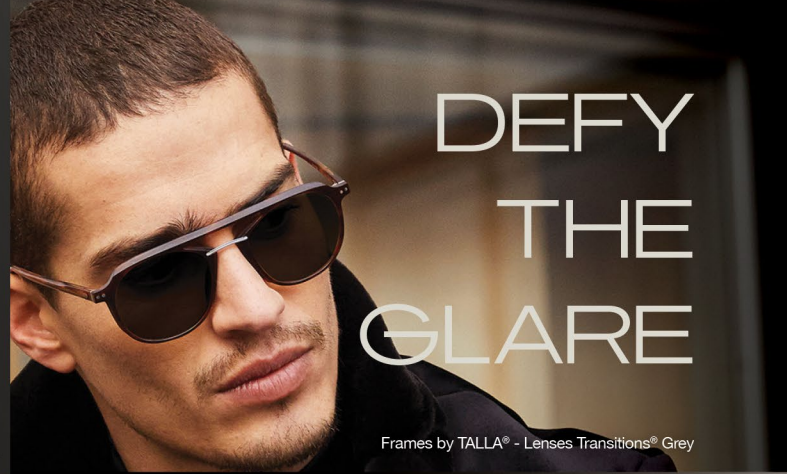


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<sup>1</sup> Compared to clear to dark photochromic lenses. <sup>2</sup> Based on tests on polycarbonate grey lenses, up to 10% darker than the previous generation @ 23°C and up to 5% darker @ 35°C. <sup>3</sup> The lens is not polarized behind the windshield. Based on tests across materials on grey lenses, achieving transmission below 45% @ 23°C behind a standard windshield. The lens achieves a polarization efficiency of 30% behind the windshield. <sup>4</sup> Protection from harmful blue light (380nm-460nm) at 23°C among polycarbonate and 1.5 grey lenses in the clear to extra dark photochromic category. <sup>5</sup> The darkest in hot temperatures, in the car and offering the best overall blue light protection across light situations among clear to extra dark photochromic lenses. <sup>6</sup> Clear to extra dark photochromic category. Polycarbonate and 1.5 grey lenses tested at 35°C achieving <18%T using Transitions Optical's standard testing method. <sup>7</sup> Clear to extra dark photochromic category. Polycarbonate and 1.5 grey lenses tested at 23°C behind the windshield achieving between 18%T and 43%T.

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



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Optical Prism (ISSN 0824-3441) is published 8 times a year by Quince Communications Inc. Issued in January-February, March, April, May-June, July-August, September, October, November-December.

Responsibility: Quince Communications is not responsible for the opinions or statements of its editors or contributors.

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## **Subscriptions:**

One year subscriptions rates: Canada \$45.00; Outside Canada \$90.00. Non-paid subscriptions to Optical Prism are limited to optometrists, opticians, ophthalmologists and buyers and key executives at retail chain store headquarters. All other individuals are eligible for subscriptions at the above annual rates.

## **Postmaster:**

Send address changes to Optical Prism, 564 Rosedale Cres, Suite 100, Burlington, Ontario, Canada L7N 2T1.



GST Registration Number: 88541 6529 RT001.

Printed in Canada by acorn | print production

Canada Post Publications Mail Sales

Product Agreement No. 40040464

Optical Prism

564 Rosedale Cres, Suite 100,

Burlington, Ontario, Canada L7N 2T1

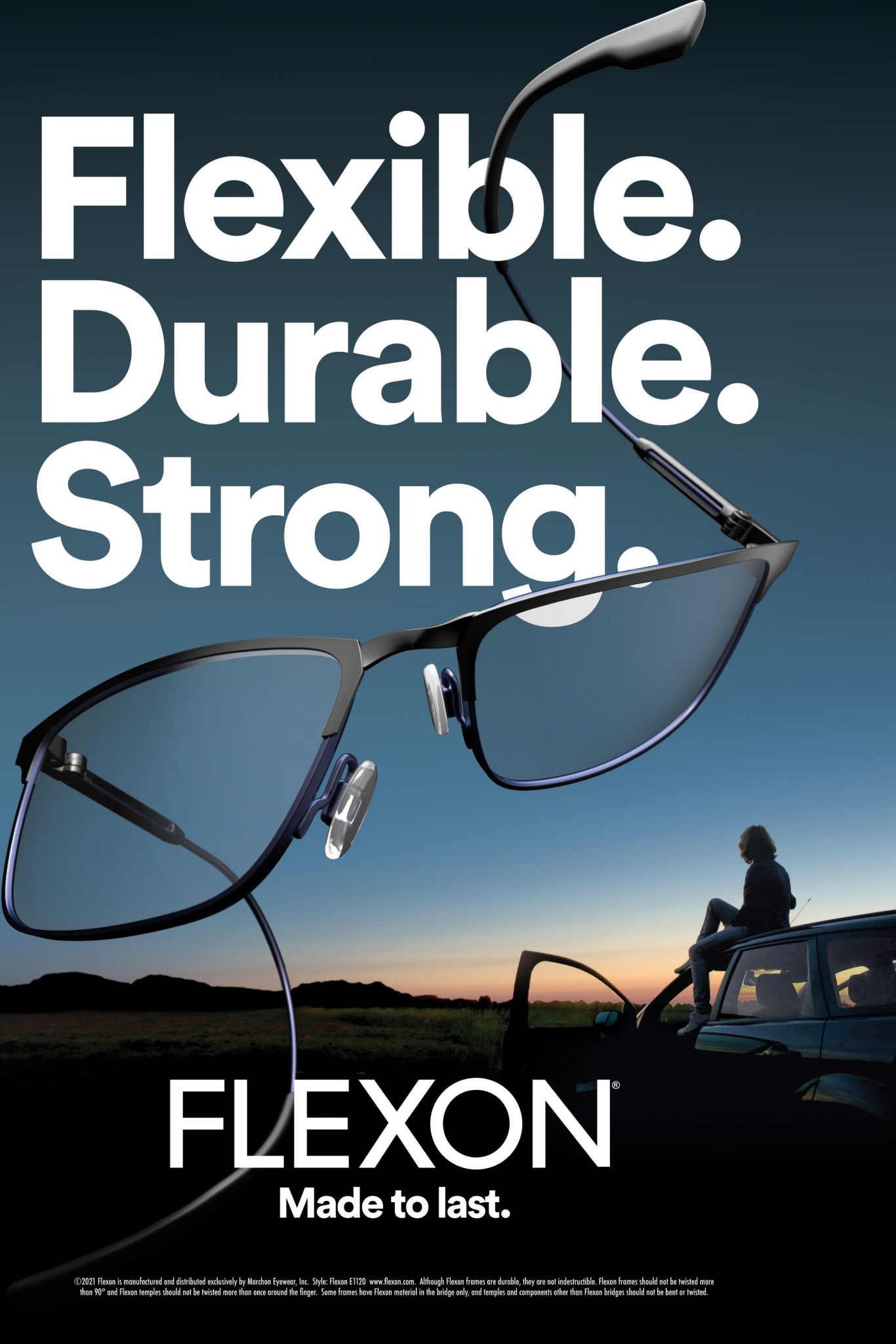
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**Made to last.**

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I've been continually amazed by the innovative ways optical companies are making their products more "green."

Even under the pressures of the COVID-19 pandemic, companies have been developing and releasing new, eco-friendly products.

Some are taking castor beans, turning them into castor seed oil and then pellets to create frames.

Specs are also being constructed from old plastics, retrieved from the world's oceans where they pose a threat to fish, sea turtles, dolphins and other aquatic and avian creatures.

Firms are also turning recycled single-use plastic water bottles into sunglasses and incorporating recycled metals in their eyewear.

Innovative entrepreneurs are diverting waste from landfills by creating sunglasses from discarded skateboards or scrapped tires.

In this issue of Optical Prism, we take a look at some of the latest eco-friendly optical frames and sunglasses to debut in the Canadian marketplace.

We also discuss how some companies are making their operations more environmentally friendly.

Take Ocuco, for example. The Irish company is planning to neutralize the carbon emissions of its

global headquarters by reforesting nearly 15 acres of native woodland in Ireland.

How cool is that?

Also in this issue, we profile St. Catharines' optician Rachel Hill, who's a finalist for the Transitions Brand Ambassador honour.

Canadian eyewear distributor and accessory creator Suzanne Sendel is also launching her column in Optical Prism this month. Her debut piece is on women rockstars in optical.

We hope you're as inspired as we are, after reading and browsing this issue, by the innovations and innovative leaders in the optical industry.

A stylized, handwritten signature of Denis Langlois.

DENIS LANGLOIS,  
*Managing editor.*

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





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- 🌱 **Recyclable** nose pads
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- 🌱 **Sustainably crafted** case

Taking care of the environment is everyone's responsibility.

Styles Featured : OTP-132 & OTP-135

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# HOW CAN EYE CARE PROFESSIONALS REDUCE THEIR CARBON FOOTPRINT?



One way you could help reduce waste is to encourage your patients to donate their old eyeglasses to Canadian Lions eyeglass recycling centre or, better yet, become one of the many participating collection locations. With 290 million contact lenses ending up in our landfill every year, Bausch + Lomb has launched their contact lens recycling program. It's never too late to encourage your patients to start reducing their carbon footprint."

DEBORAH WONG,  
*Green Calgary*



Encourage your patients to donate their old eyeglasses to Canadian Lions eyeglass recycling centre.

"Climate change is a collective challenge and we need to rise to meet it together. That means reducing your workplace's footprint through energy-efficient technology like LED lighting. It means moving appliances that run on gas (like furnaces and water heaters) over to electric power when they come to their end-of-life. It means carpooling with colleagues. And it means having conversations about all of this with your employees."

KEITH BROOKS, *Programs director at Environmental Defence.*

"One simple way to create an environmentally friendly practice is to make daily changes to reduce plastic consumption: from providing reusable cups and utensils to switching to paper bags over plastic. These small

changes have a big impact. It's also important to share your eco-conscious ideas with patients – let them know that contact lens material and packaging can be recycled and provide instructions on how to do so."

BRIDGITTE SHEN LEE, *Optometrist and medical advisor to The Vision Council.*



# 360



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Please connect with your Luxottica Sales Representative or Essilor Business Consultant for more details.



RE5322

RE5308



## OPTIKA

Optika is launching 10 new Reactive Eyewear styles for fall 2021.

The collection features styles designed for adolescents and women with small faces. Eye sizes range from 46 to 49.

This season, the collection is all about special acetates. This look can be seen in the new RE5322 style, which features eyewear in milky tones.

Crystal colours are also a hot trend. Check out model RE5308, which features a clear acetate front with patterned acetate temples.

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



## SAFILO

rag & bone has launched its fall/winter 2021 eyewear collection for men and women with partner Safilo.

The brand's iconic five daggers motif has been incorporated into the collection by serving as the primary inspiration and is featured on frame hinges, endpieces, core wires, temples and temple tip rivets.

The new collection includes model RNB1052/S, distinctive geometric-shaped acetate women's sunglasses with a beveled front and dagger-shaped trim and hinges with temple tips featuring a signature etched pattern seen throughout the collection.

The unisex, square-shaped RNB6000/S sunglasses are accented with front metal trim and dagger hinges, while model RNB5040/S are lightweight titanium aviator-shaped sunglasses for men elevated by distinctive spoilers and a signature etched design along the frame's front and temple tips.

The collection also includes the classically designed square-shaped men's optical frame RNB7043, the feminine lightweight titanium cat-eye frame RNB3047, the men's vintage-inspired optical frame RNB7044, and the women's acetate optical frame RNB3045.

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



RNB1052/S



RNB3045



RNB6000/S



RNB3047



RNB5040/S



AVIVA

## KENMARK EYEWEAR

The five new styles in Kenmark Eyewear's high-end Vera Wang Eyewear VWX collection exude drama and intrigue.

Each model is handmade in Japan and is available in limited quantities.

New releases include AVIVA, a modern take on flat-top sunglasses, and AYANNA, which, like AVIVA, is cut from extra-thick acetate and tapers from thick to thin along the side view.

TARAJI boasts a flat-top shape that is tapered into a cat-eye. The lenses are mounted via screws as they float out and away from the sides of the frame.

The collection also includes the aviator styles DEMITRIA and RABIA.

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



DEMITRIA



AYANNA



TARAJI



AVIVA



RABIA





## WESTGROUPE

The new Moleskine collection from WestGroupe focuses on high-density acetate designs that allow for an ultra-thin, ultra-lightweight experience.

Four new men's styles and three new women's frames have launched, each designed around Moleskine's newly developed proprietary hinge. The hinge provides flexibility and strength, constructed with laser-cut components to ensure the highest degree of precision and consistency. The design creates a natural spring effect without the need for welding and screws, while maintaining its core feature of lightness and an ultra-thin profile when the temples are closed.

New frames in the collection include the women's style MO1161, which features an oversized square shape for a modern yet classic look, and men's model MO1159-U, which features a panto eye shape and universal fit bridge.

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

## LUXOTTICA

Ray-Ban has launched a True Blue Limited Edition Collection, which includes six of its legendary shades but with blue lenses and clear blue frames or features.

From the Aviator and its boundless spirit first born in 1937 to the Wayfarer, launched in the '50s, that has been loved by dreamers, adventurers and pop-culture legends ever since. The Inverness and Square 1973 that embody the joyful free spirit of the '70s with their oversized geometry and expressive personality, to the Round and Wayfarer II straight from the '80s.

Providing the greatest clarity and contrast, durability and best homogeneity, the crystal lenses are a must-have for Ray-Ban's Icons. Appropriate in any conditions, blue lenses deliver a true-to-colour environment and reduce eye strain.

**For more information, visit: [ray-ban.com](http://ray-ban.com)**



## SHILLING OPTICAL

Shilling Optical has launched in Canada the Jump Eyewear line for children aged four to 12.

Frames in the collection are made of TR90, guaranteeing an ultra-lightweight frame that is comfortable and durable.

The eyewear styles feature Clik-Fit technology, which allows the adjustable temples and 90-degree tips to adjust easily around the ear, giving the wearer a comfortable, personalized fit that will evolve as they do.

ZOOMER # 3



SLIDER # 3



Best of all, the temple is on a 180-degree spring hinge, meaning fewer breaks for focused learning and fun play.

The temple can be lengthened up to five millimetres in a snap.

The demo lens is a blue-blocker lens, so if the child does not need a prescription, it can be sold as a blue blocker, which eliminates eye strain and helps the wearer to sleep better.

**For more information, call Shilling Optical at 1-800-263-1402.**



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**Because we're doing one day better.**



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# TRANSFORMING EYE HEALTH

Optometry director Naomi Barber discusses Specsavers approach to eye care



**NAOMI BARBER,**  
*Director of Optometry at  
Specsavers Canada*

Since qualifying as an optometrist in 2011, Naomi Barber, Director of Optometry at Specsavers Canada, has subscribed to the philosophy that quality eye care should be simple, accessible, and convenient. As a forward-thinking optometrist, she's been part of the team advocating for technology that empowers optometrists to provide patient-centric care and takes health outcomes to the next level.

Most recently, she's been meeting with her peers to understand their perspective on clinical excellence. We had the opportunity to speak with Barber to learn

more about her conversations and discuss advanced eye care, diagnostic technology, and what this all mean for Canadians.

## **Q** What is Specsavers' approach to eye care?

Our approach is simple – we focus on effectively meeting the needs of our patients. Globally, we're seeing that the pandemic, coupled with ageing populations, are leading to increasing demands on optometrists' expertise and time. Patient experience and health outcomes depend on a variety of factors including cost, access to service, and diagnostic equipment availability.

Our application of advanced technology aims to make quality optometry services more accessible and convenient. The result is patients who are more likely to engage in regular eye care and not just when they experience vision problems. This is important for preventative care which is what I'm thrilled we're working towards.

## **Q** How are you partnering with optometrists in providing preventative healthcare?

What inspires me is the clinical curiosity at Specsavers. This is rooted in the fact we are the world's largest optometrist-led business. We revolve around how we can best support optometrists because it translates

to higher standards of patient care. Optometrists in Canada hold qualifications that enable them to step into front line detection and referral with ease. We see this as an opportunity to advocate and drive a preventative approach to eye care here.

## **Q** Why is it important to equip your optometrists with the latest equipment and technology?

For us, our commitment to clinical technology is beyond investment. It's to ensure it benefits every patient and supports consistency and efficiency of care. We've measured the impact of introducing optical coherence tomography (OCT) as part of standard care for patients and can confirm it substantially increases optometrists' ability to identify and monitor eye disease.

In Australia and New Zealand, we observed detection rates of glaucoma double, with most patients detected before their vision was severely impeded. OCT is enabling our optometrists to make confident clinical decisions on when to monitor and when to refer to ophthalmology. This is exciting for a condition that is under-diagnosed. It shows the value of equipping our optometrists with the right technology and making it openly accessible to all patients, which we aim to replicate in Canada.

## **Q** What does transforming eye health mean to Specsavers?

We have an ultimate goal to transform eye health in a very real and measurable way. It means we must establish benchmarks for clinical care so we can chart our progress towards achieving better health outcomes. We take clinical excellence seriously, whether this is pioneering national public health initiatives or empowering independent optometrists to run their business effectively, it all matters to us. **OP**

**Connect with Naomi Barber,  
Director of Optometry  
at Specsavers Canada, at  
[optometry.ca@specsavers.com](mailto:optometry.ca@specsavers.com).**





# A Passion for Clinical Excellence

## Calling all optometrists

Since 1984, our commitment to affordable and accessible community eye care has been central to our success in 10 countries – and forms the cornerstone of our approach in Canada too. Now delivering quality care to 41 million patients globally, we stay true to our roots with ongoing multi-million-dollar investments into professional training, development, and advanced clinical equipment.

Building on an exemplary and growing record of detection and referral for a range of debilitating eye conditions, we back our teams with leading multifunctional autorefractometer and detection instruments, visual fields equipment, OCT technology, and cloud-based image storage to support their commitment to comprehensive care and the best possible health outcomes.

So if you're an optometrist and would like to learn more about how you can help transform eye health in British Columbia while joining Specsavers as a business-owner or in an employed role, contact our Partnerships Director, Mike Protopsaltis, at [enquiries.ca@specsavers.com](mailto:enquiries.ca@specsavers.com) and subscribe to [specsavers-spectrum.ca](http://specsavers-spectrum.ca) for the latest news.

**Specsavers**

Transforming eye health  
Transforming careers



# Going GREEN

Environmentally friendly frames and shades

BY DAVID GOLDBERG

AS THE WORLD'S ENVIRONMENTAL CRISIS INTENSIFIES, THERE'S A GROWING RALLY CRY FOR A WAR ON PLASTIC POLLUTION.

Both Montreal, Que., and Whistler, B.C., have announced their intentions to ban single-use plastics by the end of 2022 and 2023, respectively.

And, since nearly half of the plastic waste produced by Canadians is single-use, there's now a bigger push than ever before for companies to use more recycled and biodegradable materials in everyday items, including eyeglasses.

"Reducing waste in the optometry or medical industries has always been challenging," says Deborah Wong at Green Calgary, an organization dedicated to helping people live greener, more sustainable lives.

"Many medical and eye care products, such as eyeglasses, are often made with mixed materials, where they would not be able to be recycled through regular recycling plants."

Companies are now eyeing up every detail to become more environmentally friendly.



## BIODEGRADABLE BREAKDOWN

For example, as of mid-2020, all eyewear models from WestGroupe featured biodegradable demo lenses. Polybags and temple sleeves use a revolutionary biopolymer, which will break down in five years.

OTP was the first WestGroupe collection to offer frames made from biodegradable acetate and a case made from recycled material.

“The upcoming collection will feature a new case made using cork, a fully sustainable and renewable natural resource,” says WestGroupe’s vice-president of product development, Beverly Sultineau.

The collection features the OTP-118 for women in arctic blue, daisy rose or champagne. For men, there’s OTP-130 in crystal navy, crystal grey and crystal sand.

OGI Eyewear has moved to 100 per cent biodegradable packaging for its frames. They’ve also developed a program to repurpose scraps of acetate that were headed to landfills and turned them into jewelry, accessories, PD rulers, mirrors and other branded materials to gift their customers.

“We are committed to promoting sustainability, lowering the carbon footprint and setting an example for better earth stewardship,” says OGI chief creative officer David Duralde.

New from OGI is the Aquatennial for women featuring temples made from eco-friendly materials. This elegant cat-eye frame comes in a tortoise pattern available in amethyst, navy or rose.



DAVID GREEN  
BATURAS BG1

## SUSTAINABLE SOLUTIONS

ECO Eyewear was recently recognized by Seventeen magazine for its environmentally friendly frame collections. The company was named best eyewear brand during the magazine’s 2021 sustainable style awards.

ECO’s biobased frames are largely made up of castor seed oil pellets, while its recycled frames are created from 95 per cent recycled metal.

ECO has now added an Eco Ocean collection, which is made up of shades and frames crafted from recycled ocean plastic, like from old fishing nets and ropes. The company says it has already cleared more than 30 tons of plastic waste from the world’s oceans.



FERRAGAMO  
SF1022S



ECO EYEWEAR PEARL



WESTGROUPE  
OTP118



POLAROID  
PLD D432



AQUATENNIAL  
FROM OGI  
EYEWEAR

All of ECO Eyewear's cases and packaging are also made of sustainable materials, such as cornstarch and recycled PET bottles.

New frames in the Eco Ocean collection include Pearl, which is featured on our cover. Available in aqua, lavender and black, these frames were created from recycled ocean-based plastics, collected by fishermen and local communities with Waste Free Oceans.

At Smith, the sportswear company's hottest pair of shades, The Lowdown 2 CORE, is made entirely from five recycled plastic bottles, aside from the stainless steel barrel hinges.

"The CORE Collection embodies Smith's responsibility to its community to deliver products that enable

the brand to make consistent and measurable steps forward to reducing its environmental impact," says Smith's Kate Gaeir.

"We're helping promote and support the causes that affect the entirety of the outdoor and active communities as a whole."

The polarized lenses are made from Smith's castor-oil-based Evolve material. Each pair comes with a microfiber bag also made from recycled plastic bottles and boxed in 100 per cent recycled packaging.

## RECYCLED ELEMENTS

Within the Marchon Eyewear brands, Ferragamo's environmental responsibility has extended to the Responsible Eyewear Collection women's line of sunglasses: two new models in a total of seven different colourways, featuring frames in Acetate Renew and BioRay lenses; recycled and renewable materials with unparalleled quality that boast lower impact on the planet.



POLAROID  
PLD D430WESTGROUPE  
OTP130

This new line includes the SF1022S with its round oversize cat-eye shape. These sunglasses feature refined details.

The brand's Gancini print and the Ferragamo logo stand out on the wide arms, adding a vintage touch with their enamel-effect metallic gold and rose gold paint.

Zeal is rolling out an entirely new line of sustainable frames with The Metals Collection, marking a new take on the classic aviator styling.

"Zeal's Metals are a confluence of strength, style and sustainability with unique design elements that stand out from the pack while minimizing their impact on the environment," says director of marketing Mike Lewis.

The frames are forged from recyclable stainless steel, plant-based Ellume Polarized lenses, Hexetate and ceramic nose pads.

Pescadero's large, swooping lines, inspired by the ocean's swell, define style and functionality.

For women, there's the Shipstern, a small-fit aviator shape that classes up any adventure.

### ECO-FRIENDLY EYEWEAR

The Polaroid fall/winter 2021 eyewear collection from Safilo Group continues to offer a sustainable choice on many optical adult styles with a selection of recycled and biodegradable materials.

The PLD D430 for men is a bio-based plastic frame featuring metal rivets and iconic end tips in colour contrast.

DAVID GREEN  
CHELA DDE3

For women, there's the PLD D432. This cat-eye design designed with the eco-conscious consumer in mind comes in shaded Havana beige with Havana/azure temples, black, shaded Havana pink with Havana/pink temples, transparent red, transparent violet.

Based in South Africa, David Green has been turning out eco-friendly eyewear since 2006, designing frames that are inspired by the uniqueness of nature.

Distributed by the Suzanne Sendel Agency in Canada, you can look at the Baturas BG1, featuring real dyed leaves in green, set into black cotton-based acetate with high quality silicone nose pads.

Another fun option is Chela DDE3, made with real dyed leaves in mixed colours with a cotton acetate front and temples in crystal grey. **OP**



# Hill named Transitions Brand Ambassador finalist

BY DENIS LANGLOIS

**A** Canadian eye care professional is in the running for a top award at the upcoming Transitions Innovation Awards.

Optician Rachel Hill, owner of Personal Optical and Personal Eyez in St. Catharines, Ont., is a finalist for the 2020 Transitions Brand Ambassador honour.

Two California-based ECPs are also finalists for the award, which “celebrates an individual who best showcases their dedication to be an influential advocate of the Transitions brand.”

Along with promoting Transitions lenses at her two eyewear shops, Hill is also part of the company’s Canadian Pro-Forum, which provides insights to the company on a variety of industry topics, issues and trends as well as feedback on product recommendations, advertising, patient communication, demonstration tools and trade programs to meet patient needs.

The Transitions Innovation Awards are to be handed out at Transitions Academy, set for Jan. 16-19 in Orlando, Fla.

Recently, Optical Prism spoke with Hill about her nomination,

passion for Transitions lenses and how her business endured during the pandemic.

**Q What are your thoughts on being named a finalist for the Transitions brand ambassador award?**

I am naturally very excited and proud to be considered for this award. Not to mention being the only Canadian in this category. I have two amazing nominees against me and it is an honour to share this opportunity alongside them.

**Q What fuels your passion for advocating for Transitions lenses?**

I believe in their product, I have for years. I am passionate about healthy vision, which includes protecting your eyes in between regular eye exams. That means making certain that they are protected from UV and blue light at all times. Transitions lenses offer this protection and it is something I don’t need to worry about on my busy day.

**Q What are some of the ways that you promote Transitions within your store and to customers?**

I wear them everyday. That is the best example. By wearing my Transitions lenses in (and out of) the office, it shows my patients that I truly believe in the product. When we discuss lens options and I mention Transitions, most people comment about the indoor tint. Some are so skeptical that I need to place my

lenses into the Transitions lens changer to prove it.

**Q What do you enjoy about Transitions Academy?**

Academy is such a privilege to attend. The ability to connect with other colleagues from the US and Canada is a great experience. We truly learn from each other as well as the education sessions that Transitions Academy provides. I am always interested in the new product launches and marketing, which allows me to share information with my patients.

**Q This has been a tough year-and-a-half for Canadian ECPs. How have you been able to weather the COVID-19 pandemic?**

I was very scared when Covid first hit and how this would affect myself and my business. I am a very passionate optician and it personally hit me hard to be told not to work. Thankfully, we were able to see patients for emergencies only which did help my mental health. But I turned to online learning and social media marketing to update my patients on our office updates.

When we returned to work, we were swamped with patient care. Many people were on budgets and offering Transitions lenses to give them both clear and sun lenses in one package was a great answer for their eye care needs. **OP**





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# WOMEN ROCK-STARS IN OPTICAL

BY SUZANNE SENDEL

It is with great honour that I have been invited to do a feature on some of the most relevant and visionary women in our Canadian optical industry.

Through my previous seven years serving as an eyewear distributor, I have met many women who have fascinated me by their drive, creative edge and commitment to excellence.

So many have led by example, their pursuit of innovation and in how they apply their personalized craft, while maintaining their heart-centered mission.

It is an honour to be active in an industry that is constantly evolving and most colourful. I am inspired to support my sisters and watch them continue to flourish and achieve their goals, with style, class and determination.

Along my travels, I have met many women who have shared their stories. Inspired by their own personal experiences, never forgetting their

roots and the significance of supporting others, I am in awe of many.

To me, this is what makes our lives richer, our professions more appealing and our existence most fulfilling.

To new beginnings, a bright new spin on what we can achieve together, in our daily lives and unified sisterhood.

A bit about me. I switched gears at the age of 52, becoming a Canadian optical distributor after falling in love with a pair of glasses. In leaving behind a national sales management position in the field of architecture, I found my new calling and have never looked back.

Always driven by style, fashion and inclusion, my goal is to support others in achieving their success.

To date, our agency distributes six brands of relevant, noteworthy collections, from designers across the globe.

A year ago, we launched our [theoriginalftg.com](http://theoriginalftg.com) and have solved an old problem, while gaining great visibility.

My purpose in designing our optical pouch was to solve a problem and to support our eyecare professionals in multiple frame sales.

Our custom-branding feature has inspired many to join us as we hope to travel the world.

I also realized that our optical accessory category was limited and needed inspiration.

As a young adult, I dreamed about becoming an investigative reporter and writer. I never did take that route and am grateful for my journey, in leading me here today.

Thanks to the Optical Prism team for this exciting opportunity.

Please welcome our three mentions of exceptional leadership.





### ISABELLE TREMBLAY

Director of business development, Transitions

Driven by passion and a purposeful life, Isabelle Tremblay was recruited by Transitions Optical to join their marketing team 20 years ago. Prior to joining Transitions, Isabelle held a sales and marketing position for both Sunquest Vacations and Air Canada.

In joining the optical industry, Isabelle was influenced and motivated by a general manager who she now refers to as her "hero." He has inspired her to always seek out the best in their employees and focus on their strengths.

Isabelle has always put others first and builds her teams with strong purpose and meaning. She speaks of her products as "mind-blowing" technology and has her heart in the right place. Earlier on in her career, Isabelle's mother suffered from macular degeneration disease for over 10 years.

Isabelle has held an eight-year tenure on the executive board of directors of the Eye Disease Foundation and is constantly seeking ways to best educate and dedicate herself in personal growth and vision. Always thinking of ways to elevate others, Isabelle focuses on developing the strength of her teams and championing them.

Isabelle inspires many by her role as an innovative leader and continues to flourish as she builds the Transitions brand by passion and virtue.

A mother of two daughters, a great circle of friends, Isabelle believes that women make strong leaders as they have a high EQ, are great listeners and work well within life's balance.



### RUTH PRIEBE

Director of operations, The Optical Group

Ruth joined the Optical Group 13 years ago and with her, she brought her expertise in accounting, customer service and business management.

Ruth has worked in various industries in developing her craft. To date, The Optical Group caters to 600 eye care professionals across Canada. As Ruth travels our country, she makes everyone feel as though they are her number one priority. Ruth's members appreciate her determination, dedication and loyalty.

Ruth has masterfully created a business scholarship to help educate and finance students in opticianry in tandem with both Seneca and Douglas colleges.

The Optical Group has also created a business and enrichment program, which inspires many young professionals to join the optical industry.

Ruth has recently been nominated for "Alumni of Distinction" from her former college and continues to inspire many by her leadership.

During the pandemic, many of Ruth's members had financial challenges and through her guidance, Ruth managed to help support all through her relationships with her suppliers and applying creative accounting. With so many unforeseen variables, The Optical Group members continue to thrive.

Although shy at times, Ruth has captured the attention and admiration of many for her stellar work ethic, compassion and for always being available to her industry.

You can often find Ruth on the soccer fields, cheering on her grandkids.



### ANNE MARIE QUENNEVILLE

Vice-president of sales and brand management, I-Med

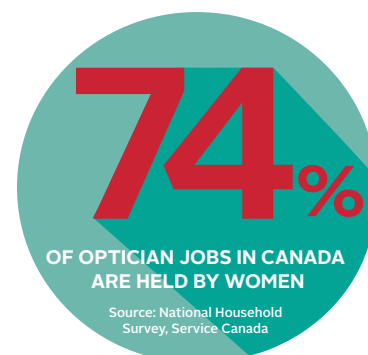
Anne Marie can only be described as a powerhouse, whose engaging and energetic personality drives her teams towards eminent success. A seasoned veteran in the field of sales with over 20 years of experience, Anne Marie has dedicated close to nine of those years to the I-Med team.

As a born leader, Anne Marie has created a great online presence with her "fun facts" and in celebrating her customers and sales force.

Always engaging in her sharing information and getting the word out, I-Med has exceeded its sales targets across the country.

Being relatable, inspirational and confident, Anne Marie has led the way with her spirit and perseverance. No matter where she is, she takes time to share her experiences with her followers on social media.

During the onset of the pandemic, when others had cut back on promotional gifting to their customers, Anne Marie encouraged I-Med to share their appreciation with product gifting packages and custom branded accessories. **OP**



# ↑UPCYCLED EYEWEAR

These companies really embraced the 3Rs.

BY DENIS LANGLOIS



From reusing old discarded fishing nets that can clog up our waterways to recycling plastic water bottles, here are some ways companies are helping the planet while making cool eyewear.



These Sea2See sunglasses for petite faces are made of 100 per cent recycled marine plastic. **Sea2See.org**



Sorrento sunglasses by Mita Eyewear are crafted from recycled water bottles. **mita-eyewear.com**



Genusee frames are made in Flint, Mich. from 100% post-consumer recycled water bottles. **genusee.com**



Costa's Untangled collection features performance sunglasses made from 97% recycled fishing nets and 3% performance additive. **costadelmar.com**



Waterhaul transforms fishing nets recovered from local coastlines into premium 100% recycled eyewear. **waterhaul.co**



Woodzee makes sunglasses from recycled skateboard decks as well as shades from a combo of recycled skate decks and a wood or plant-based plastic frame. **Woodzee.com**

# EYE LEVEL

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

**1 Bi-Oh!** is a cleaning solution with a unique biotechnology formula, developed exclusively for Ronor. It dissolves grease through hydrolysis and removes residue lodged in the hinges of glasses. Bi-Oh!'s unbeatable cleaning power relies on the formula's unparalleled enzymatic activity. Safe for users, it is odourless, alcohol-free, solvent-free, VOC-free (volatile organic compounds) and biodegradable in less than 14 days. Bi-Oh! is safe for anti-glare lens treatments and is suitable for all types of glasses and optical lenses (camera lenses, telescopes, etc.). Also note that the bottles can be personalized using a different image and your logo. **Ronor.com**



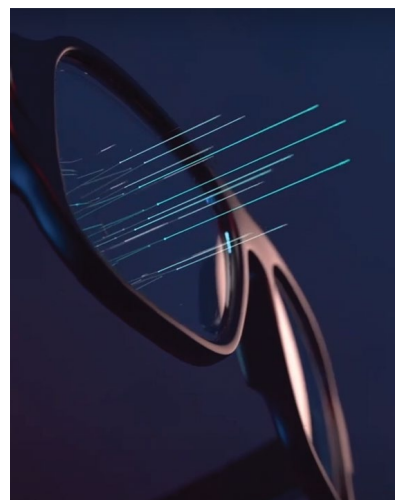
**2** Multi-media artist **Nicol Mentis** creates art cards that warrant a second look. Each of her eyewear-inspired collages is an original work of art that layers colours and textures on fine Japanese paper. Small in size but big in visual impact, they are stunning when framed for display. See Nicol's entire collection through her website and Instagram: **artseearts.ca** and **@artseenic**



**3 Visioneering Technologies Inc.** (VTI) has launched its NaturalVue Multifocal 1 Day contact lenses in Canada by adding ABB Optical Group Canada as the company's newest authorized distributor business partner in Canada. The revolutionary contact lenses redefine vision: pediatric myopia, accommodative issues in young adults and the critical vision needs of presbyopes. **abboptical.ca**



**4 Luxexcel's** next-generation manufacturing platform, VisionPlatform 7, integrates a ready-to-use suite of technology solutions to 3D-print prescription smart eyewear. VisionPlatform 7 includes new features specifically geared towards manufacturing prescription smart lenses that are lightweight, thin and can be used in commercial frames similar to traditional eyeglasses. Luxexcel's 3D printing technology integrates smart technologies, such as waveguides, holographic optical elements, and more, into 3D printed prescription lenses. **Luxexcel.com**





5

**RightEye LLC**, an advanced eye-tracking technology company, has launched the world's first automated, quantitative sensorimotor exam system. The RightEye Sensorimotor is an easy-to-use, all-in-one examination system that optometrists and ophthalmologists can perform on every patient, allowing them to objectively identify and quickly address binocular vision issues and oculomotor dysfunction. The complete hardware-and-software solution is easily integrated into the practice's existing patient flow. **RightEye.com**



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# #LOVEYOUREYES THIS WORLD SIGHT DAY

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

The International Agency for the Prevention of Blindness was established in 1975 and is dedicated to raising awareness about the problem of global blindness.

The IAPB started World Sight Day, which is Oct. 14, as a way to bring the international community together for one day to acknowledge the importance of vision in daily life.

Optometrists in Canada support the efforts of the IAPB because we know that Canada is not immune from the very real problems of sight loss.

In fact, the most recent data on the issue of vision loss in Canada indicates that eight million Canadians have vision-threatening eye conditions and 1.2 million are living with vision loss.

The reality is that all Canadians will likely experience an eye health issue at some point in their life; the aging process makes that inevitable.

What is not inevitable is equitable access to that care, but that is an issue for a different day.

Canadian optometrists have contributed millions of dollars over the years to raise awareness about eye health.

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



We are supporters of the current “Think About Your Eyes” campaign, because at the very heart

of this awareness is the principle that all Canadians should have their eyes examined regularly.

The examination is a critical component of eye health and vision care because we know that vision loss can be prevented or treated in 75 per cent of cases.

Not only that, but eyes also provide information about overall health, as some health conditions are visible in the eyes before other symptoms manifest.

The importance of eye exams begins in infancy and through to our golden years. This fact led the

Canadian Association of Optometrists to develop an evidence-based guideline for those examinations: one between six and nine months; one before starting school, one annually from six to 19 years of age, every two years from 20-64 and annually thereafter.

This year's IAPB campaign for World Sight Day is #LoveYourEyes, which encourages individuals to be aware of their own health and get an eye exam and encourage others to do the same.

It amplifies the message Canadian optometrists share in communities across the country to a global audience.

As we approach World Sight Day, whether you #thinkaboutyoureyes or #LoveYourEyes, please do consider getting an eye exam. **OP**



# OCUCO TO NEUTRALIZE CARBON EMISSIONS

Ocucu is planning to neutralize the carbon emissions of its global headquarters by reforesting nearly 15 acres of native woodland in Ireland.

About 20,000 ash, birch, oak and other tree species will be planted over the next three years to offset 2,320 tonnes of carbon dioxide emissions.

Ocucu CEO Leo Mac Canna says it's imperative to tackle climate change.

"The Earth Overshoot Day is arriving earlier every year. In 2021, humanity's demand for ecological resources and services had exceeded the planet's capacity to provide these resources on July 29. As a leading provider of software in the optical sector, we must set an example and commit to avert global warming. Corporations, independent practices and individuals have a shared responsibility to mitigate their environmental impact," he says.

In March 2020, Ocucu, an optical software company, became one of the pioneering organizations to join the GoCarbonNeutral.ie initiative to offset its carbon dioxide emissions.

The three-year commitment builds on the sustainable mindset already ingrained within the company's



culture as well as the products offered by the world's leading optical software provider.

According to the United Nations Environment Program, carbon neutrality can be obtained by balancing a measured amount of carbon released with an equivalent amount sequestered.

“ AS A LEADING PROVIDER OF SOFTWARE IN THE OPTICAL SECTOR, WE MUST SET AN EXAMPLE AND COMMIT TO AVERT GLOBAL WARMING. ”

Over the last 26 years, Ocucu has been developing products that boost efficiencies across optical businesses and reduce their carbon footprint. Ocucu's range of software products enables electronic patient records, ordering and benefit submissions, reducing a practice's dependency on paper. Its products also provide automated electronic communication solutions such as email and SMS patient reminders.

Mac Canna says Ocucu promotes a cloud-hosted version of its PMS and LMS products. According to Salesforce, cloud infrastructures support environmental proactivity by powering virtual services rather than physical products and hardware, improving energy efficiency, and reducing commute-related

emissions. Additionally, Ocucu uses Microsoft Azure as a cloud services provider, a solution that is 98% more carbon-efficient than traditional enterprise data centers.

Other sustainable actions implemented by Ocucu include reducing offices' carbon footprint globally, promoting a paperless work environment and encouraging recycling. **OP**



# How to get new patients using Instagram

More information about Marketing4ECPs is available at [marketing4ecps.com](http://marketing4ecps.com).

BY ZOEY DUNCAN, Marketing4ECPs

With one billion users checking their Instagram accounts at least monthly, it's a safe bet your future patients are hanging out there. And that means you should be, too.

An engaging Instagram account showcasing your particular approach to eye care can make a powerful first impression on potential patients. By nailing a few Instagram fundamentals, you can attract new patients and stay top-of-mind with current ones.

## Create Awesome Content

Great posts are, of course, the core of an Instagram feed that attracts followers and therefore patients. Building a structured and realistic content calendar will make creating those quality posts a lot more straightforward.

To start, post three times a week. Plan your posts a month ahead of time around three solid topics that reflect the interests of the type of

patient you most want to attract. These themes simplify the process of coming up with ideas of what to post, making life a little easier.

Three great themes for ECPs could be:

### Patient Education:

One week, this might be a screen time guide for kids;

- Product Showcase: Perhaps a flattering shot of your eyewear selection;
- Practice Feature: Like a “meet our team” profile of one of your staff.

Need help starting your account from scratch? Check out the Ultimate Instagram Guide for Eye Care from Marketing4ECPs.

### Find Your Voice

Instagram is more of a conversation with friends than a brochure. Your caption text should aim for friendly and upbeat (including an emoji from time to time), but without undermining your professionalism

### Know Your Audience

If you've created a detailed persona for your target demographic as part of your broader marketing, you'll know their interests, their buying habits and the ages of their children. Use this knowledge to guide your content creation.

A millennial mom with young children may follow you for posts about myopia control and playground-proof glasses. On the other hand, a practice catering to older downtown office workers might post about high-end frames and digital eye strain.

### Think Beyond the Mobile Experience

Why not bring Instagram into your optical boutique? Set up a selfie wall



in your optical boutique and invite patients to snap and share photos of themselves in their favourite frames. Keep it simple with natural lighting and an uncluttered background, or lean into it and provide a flattering ring light and branded decals on the wall. Either way, ensure your Instagram handle is clearly displayed so the patient can tag you in their post—and let their followers know where they got their new frames.

### Build Your Community

Have your reception staff invite current patients to follow the practice and display a sign at the front desk with your username on it. Include your feed on your website and invite your email list to follow you, too.

Within Instagram, be sure to

respond to comments from your followers. And when they tag you in posts or stories, thank them for supporting a local business.

### Earning New Followers

Beyond inviting your current patients to follow you, you can reach new potential patients in a few ways:

- Find other local businesses with similar clientele and see who is following them—and follow those same people;
- Include your town or city in the designated field when you post and use the geographic hashtag relevant to your locale, like #YVR (for Vancouver) or #Toronto;
- Use other relevant hashtags in your captions, like #EyeCare, #NewGlasses, or #VisionTherapy.

### Stay Focused for the Long Haul

Finding success on Instagram takes time and energy, so be prepared to commit to regular posting for at least a few quarters before you see results. Be sure to ask new patients how they learned about you so you can trace their journey to your exam room.

And get familiar with your Instagram stats, which are available with an Instagram Business account, to see how each post stacks up

Posting quality content every week that reflects the quality of care you provide will go a long way to connecting meaningfully with new patients in the months and years to come. **OP**

*Zoey Duncan is a content strategist at Marketing4ECPs where she crafts custom content imbued with each client's particular voice.*



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# NO DAY IS EVER THE SAME

Dr. Bruni reflects on her first decade in optometry

BY DAVID GOLDBERG



Dr. Krista Bruni is the lead optometrist at FYiDoctors in Sudbury.

She's super passionate about her job, but she didn't always want to be an optometrist.

Her first love was looking after animals.

"I had originally wanted to be a veterinarian and completed the majority of my undergraduate studies intending to apply to vet school," Bruni says.

However, there was another calling in the field of medicine that she discovered later on.

"After shadowing a local optometrist before my fourth year of undergraduate, my focus shifted towards optometry and I haven't looked back."

Bruni graduated from the Michigan College of Optometry 11 years ago and she's enjoyed every minute since.

"Optometry has allowed me to make a positive impact within my community. I can meet and help a variety of different patients with different histories, visual needs and demands. No day is ever the same."

She also points to the work-life balance that optometry offers, saying that the job has made it easier to raise a family, even during a pandemic.

Of all the patients she's helped through the years, one woman, in particular, stands out for Bruni.

"I had a patient with fast progressing bilateral dry AMD. I was seeing her frequently and every time she came in, her visual acuity was one line less and approaching no longer meeting driving standards with Ontario."

Several difficult discussions took place, says Bruni, about how one day the woman would have to give up her driver's licence.

"She had written me a letter thanking me for helping her manage and prepare for the day. She told me that she had sold her car and included a picture of her new running shoes that would be her mode of transportation. She thanked me for always being open and honest with her."

Bruni also cares deeply about helping patients diagnosed with retinal disease and walking them through the next steps as well as possible

outcomes of their condition.

The other type of patient Bruni loves to help are the younger ones.

"I love being able to give children their first eye exam. These patients are always the highlight of my day."

If there's one piece of advice Bruni can offer to the next generation of optometrists, it's to be agile and adaptable.

"As medical professionals, the knowledge is always changing and how we care for patients changes with that. There are so many opportunities within optometry to continue to grow and learn as a practitioner, whether it's in private practice, corporate practice, research or teaching."

Bruni also says it's important to harness the power of your network and it never hurts to lean on colleagues for support, especially these days, as optometrists fight for more government support to help patients in need.

"These past two years have brought members together as we fight for equality in our healthcare system."

**OP**

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## OPTICAL PRISM | GLIMPSES

### CNIB OPENS SMARTLIFE CENTRES

CNIB, Canada's largest non-profit serving people with sight loss, has celebrated the grand opening of the Nanji Family Foundation CNIB SmartLife Centre in Barrie.

CNIB SmartLife is an interactive retail experience that gives people with disabilities of all ages hands-on access to the latest breakthroughs in assistive technologies, as well as tried-and-true favourites. The opening of the Barrie CNIB SmartLife Centre, now the second location in the country, was made possible by a generous donation from the Nanji Family Foundation.

"The ultimate goal of SmartLife is to give our customers the skills and confidence they need to make the most out of assistive tools that can help them lead better lives," says Gary Nenson, vice-president of philanthropy for CNIB.

Thanks to the transformational gift made by the Nanji Family Foundation, the organization will be opening an additional four SmartLife Centres across Canada over the next several months – including locations in Vancouver, Montreal, Ottawa, and Brampton.

### PROFESSOR RECEIVES GRANT TO STUDY DIABETIC RETINOPATHY

Illinois Institute of Technology professor of biomedical engineering Jennifer Kang-Mieler has received a second research project grant from the National Institutes of Health to study diabetic retinopathy, a side effect afflicting 60 per cent of diabetes patients that is a leading cause of blindness.

The award is for \$2.5 million over five years.

Kang-Mieler focuses on direct clinical applications. She has long-standing experience developing treatment methods to slow the disease once it has been detected, but once the damage is done, it's irreversible.

### CONTRERAS NAMED COUNTRY MANAGER

Enrique Contreras has been named country manager for CooperVision Canada.

He was most recently global commercial operations director, gaining perspectives spanning manufacturing, supply chain, distribution, finance, human resources and systems.

Before joining CooperVision, he was general manager for Johnson & Johnson Vision Care in Mexico and had an additional decade in marketing, sales, and management roles outside the eye care field.

Contreras served as a member of the National Committee of Optometry Giving Sight in Mexico. He and his family are moving to the Greater Toronto Area, where CooperVision Canada is headquartered. **OP**



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New York**Website:** visionexpoeast.com**ADVERTISER INDEX**

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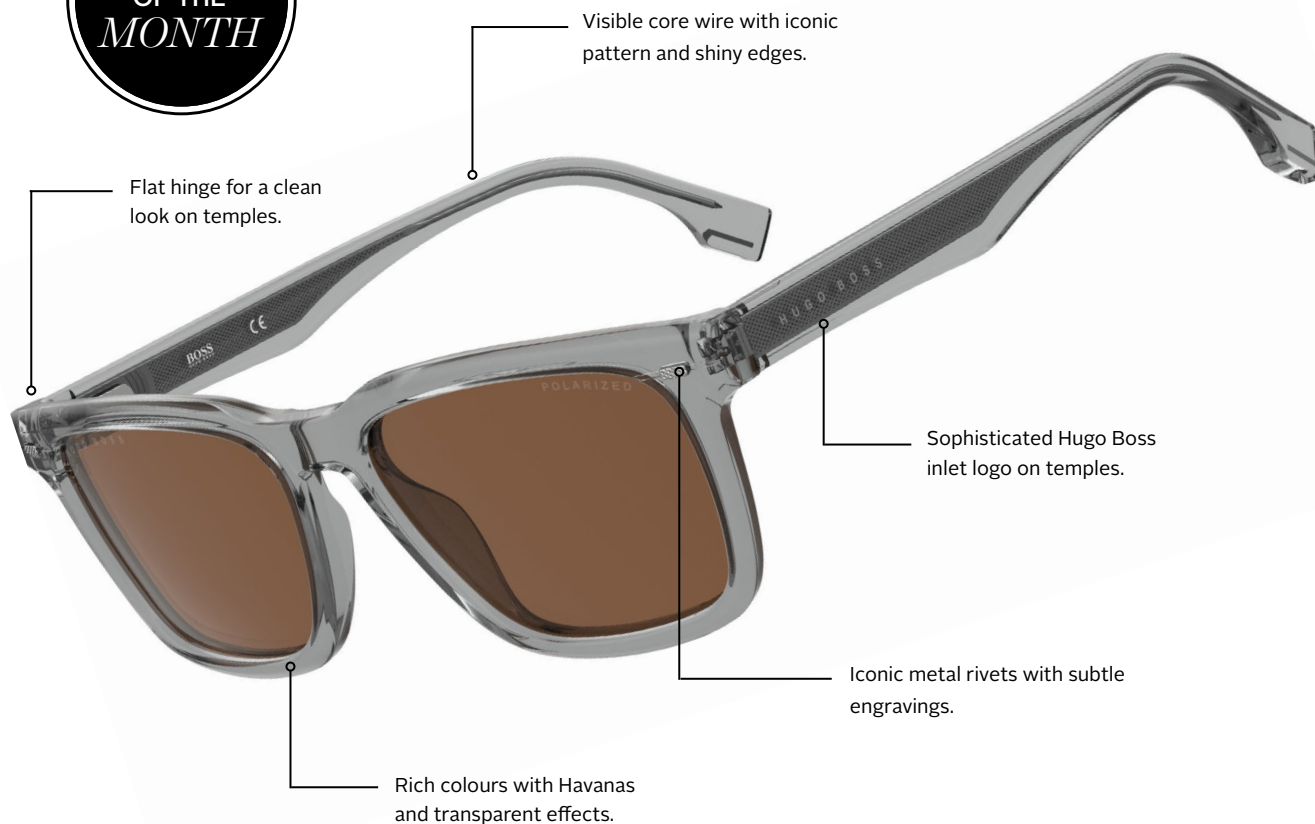
# Made-in-Italy SOPHISTICATION

BY DENIS LANGLOIS

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From Italy to North America, these BOSS1352/U/S sunglasses by Safilo feature the quality of acetate in a sophisticated look. Staying true to Safilo's heritage, this style boasts the prestige of Made in Italy and is an exclusive North American offer.

*STYLE  
OF THE  
MONTH*





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**BOSS**  
HUGO BOSS  
eyewear



**60%**  
slow down  
of myopia  
progression<sup>†</sup>

## MiYOSMART - The smart way to treat your child's myopia.



**HOYA**  
FOR THE VISIONARIES

<sup>†</sup> Lam CSY, Tang WC, Tse DY, Lee RPK, Chun RKM, Hasegawa K, Qi, Hatanaka T, To CH. Defocus Incorporated Multiple Segments (DIMS) spectacle lenses slow myopia progression: a 2-year randomized clinical trial. British Journal of Ophthalmology. Published Online First: 29 May 2019. doi: 10.1136/bjophthalmol-2018-313739.