

OPTICAL PRISM

THE MAGAZINE FOR EYECARE PROFESSIONALS

September 2021 | Vol.39 | No. 6



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HEAD OF THE CLASS

Stylish frames for
back-to-school



MIXED Media

Pairing metal
with acetate
a hot trend



BATTLING MYOPIA IN COVID ERA

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OPTICAL PRISM

September 2021 | Vol.39 | No. 6

ON THE COVER

20

SPOTLIGHT:
Timeless titanium
By Denis Langlois



Hayden by
Blackfin

22

HEAD OF THE CLASS:
Stylish frames for
back-to-school
By David Goldberg

26

MIXED MEDIA:
Pairing metal with acetate
a hot trend
By Denis Langlois

FEATURES

30

INFOCUS:
Specsavers enters Canadian
market
By Denis Langlois

32

CAO COLUMN:
Myopia & back-to-school time
By Dr. Harry Bohnsack

38

SEEING THE BOARD
By David Goldberg

41

NEXTGEN:
From planner to eye doc
By David Goldberg

43

GOOGLE ADS...
DO THEY STILL WORK?
By Austen Kazakoff,
Marketing4ECPs



Kate Hill by
Zoobug

DEPARTMENTS

6

From the editor

8

Vision & Voice

10

Fresh Looks

28

EyeLevel

45

Glimpses

47

Calendar/Classified

48

LAST GLANCE:
Modern Cat-eye
By Denis Langlois

34

BATTLING MYOPIA IN
COVID ERA
By Denis Langlois



COVER IMAGE:
Zoobug LOLA in purple-
blue tortoise



Find us online at www.opticalprism.ca

NEXT ISSUE

- > Eco-friendly eyewear
- > New styles for winter

OPTICAL PRISM

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The prevalence of myopia is expected to skyrocket from 27 per cent just a decade ago to 52 per cent by 2050.

Currently, about 30 per cent of the Canadian population is myopic, according to the Canadian Association of Optometrists.

The CAO says myopia is occurring at earlier ages and progressing at faster rates than seen in previous generations.

A recent Canadian study found that myopia increases dramatically from Grade 1 to Grade 8, but almost a third of cases are undiagnosed.

The troublesome thing is, most children with vision issues are unaware they even have a problem - it's all they know.

That's why vision experts from coast to coast are urging parents to ensure their children receive a comprehensive eye examination before kindergarten and annually after that.

This issue of *Optical Prism* magazine is focused on children's eye health and options available to children who require vision correction.

We take a look at the rising rates of myopia in Canada and concerns from the vision and health communities that COVID-19 health and safety measures, including stay-at-home orders and school closures, are making the problem worse. Our cover story on childhood myopia also looks at some of the innovations and programs that have been developed to slow the progression of myopia.

This month's column from the Canadian Association of Optometrists also examines the myopia issue and the organization's recommendations for eye exams.

CAO president Dr. Harry Bohnsack says while myopia cannot be cured, it can be treated, with glasses, contacts or drops.

The CAO also warns that longer-term complications of myopia are more problematic because it can "dramatically increase the incidence of other eye disease, including retinal detachments, cataracts and glaucoma."

Along with articles about myopia management, this issue also includes features on the latest eyewear styles for children as well as new lens technologies to improve a child's vision.

After all, it's been proven that children who like their eyewear and see the benefits of vision correction are more apt to wear their glasses regularly, including at school, where most learning is, in fact, visual.

Please be sure to check out our Facebook, Twitter and Instagram accounts for the latest eyewear and Eyecare news. And check in regularly with us at opticalprism.ca.

DENIS LANGLOIS,
Managing editor.



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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HOW DO YOU MAKE KIDS FEEL COMFORTABLE AT EYE CARE APPOINTMENTS?

“Keeping the pediatric eye exam engaging and interesting with fun ‘games’ for the child to participate in promotes a more enjoyable and welcoming experience. Directly interacting with the child and befriending them with questions about their hobbies, school life and getting more acquainted through simple interactions helps the optometrist understand their visual demands and can make the child more willing and eager to co-operate during the testing as they start to feel comfortable around the doctor.”

- DR. KIMBERLY CHAN, O.D.

“Before visiting an ECP, parents should talk to their child and let them know it will be a fun experience, where they will get to learn about their eyes and vision. Making their visit a game-like adventure will allow them to have the comfort and trust needed to interact with eye care professionals. ECPs will explain the process in a fun and simple way, while alleviating any worries about wearing glasses and ensuring a positive experience.”

- CLAUDIA ROJAS, *Licensed eyeglass, contact lens and refracting optician and Opticians Association of Canada board member.*



“Kid-friendly equipment is essential and having team members who enjoy spending time with children is always helpful. To elevate kids’ comfortable levels, keep explanations simple and use pediatric tests, when available, throughout the appointment. Plus, make sure picking out frames is fun and not overwhelming by keeping separate frame boards for girls and boys.”

- DR. BRIDGETTE SHEN LEE,
Optometrist and medical advisor to
The Vision Council.

“

Children approach eye exams differently. Some are excited and others are nervous. As an optometrist, it's my job to make kids feel comfortable and it leads to more accurate findings. To do this, white clinic coats are not worn as they can make children feel anxious. Another suggestion is to make the exam room inviting - vision posters that are targeted at kids are a great way to educate at their level. Finally, make sure to make eye contact and get to know the child in your exam chair. It goes a long way to building comfort.”

- DR. LISA CHRISTIAN,
Associate clinical professor and associate director of clinical education,
University of Waterloo School of Optometry and Vision Science.

360



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OPTIKA EYEWEAR

Optika Eyewear is launching four new Nat & Coco titanium models for men in Canada this fall.

Each of the styles features super lightweight titanium construction, offering unparalleled durability and comfort.

Key colours in the collection include a nice mixture of gold and gun colour tones.

The collection also includes frames with two-tone colourways as well as styles with acetate fronts and titanium temples.

“For men, we focus on excellent fitting shapes, with colour combinations that make a statement,” Optika says.

For more information, visit:
optikaeyewear.com



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MAMBO 2



MAMBO 2



MAMBO 4



MAMBO 5

ETNIA BARCELONA

Etnia Barcelona is launching Mambo Vol. 1, a sun collection made up of five styles inspired by the Barcelona nightlife.

The new collection is optimistic, eclectic and unique.

Crafted details and painstakingly worked laminations all go into making these geometrical maxiglasses, created in natural acetate and with their "form within a form" effect enhanced by the superpositioning of contrasting colours. Vibrant hues create a delicate effect, all put together with leading-edge technology.

For more information, visit: etniabarcelona.com

#BEANARTIST



Mambo rx 5 HVBL / Tarsil PGDR / Miralles GRBK / Mies HVOG

etnia  BARCELONA

-Eyewear Culture-



For more information, visit: WestGroupe.com



COS

Canadian Optical Supply has launched Silhouette's new Lite Arcs collection, which features Nylor frames with clean lines, flowing transitions and an exceptionally precise finish.

The frames were created using an intricate bending process to fashion it from an ultra-thin, laser-cut titanium plate that stretches all the way from the temple to the hinge. The frames also have ultra-thin temples, which transition from a flat, die-cut conical profile to a rounded temple end.

The contemporary collection comes with two women's and two men's frames.

The rectangular and minimalistic men's models come in deep ocean, tech grey, dusty gold and pure black.

The women's models come in striking cat-eye shapes. Colours include midnight plum, champagne teal, silky brown and lavender fields.

For more information, visit: canadianoptical.com

ALL STAR VISION



CONVERSE EYEWEAR

ALL STAR VISION

ALL STAR COLLECTION




CONVERSE

CHAMPION
RETAINER



TJBC17



TKAC34

TOMATO GLASSES CANADA

Tomato Glasses Canada has launched a bold new tortoiseshell colour in two frame shapes, the Kids Oval Frame (TKAC34) and the Junior Round Frame (TJBC 17), just in time for back to school.

These lightweight frames are made with durable TR90 and come loaded with features specifically designed for kids, such as non-slip nosepads, a rear strap to secure the frame when needed and a spare parts kit so you can easily make quick adjustments on the go. Each frame is available in at least four sizes and the matching tortoiseshell-coloured temples can be lengthened or shortened as needed to provide just the right fit for every child.

For more information, visit: Tomatoglasses.ca

CENTENNIAL OPTICAL

Centennial Optical is launching Champion CATCH and GRAB Tween Retainer 180 models just in time for back-to-school.

The two styles feature a built-in, self-adjusting temple device that's designed to keep the frame securely in place during any activity.

Great Fit and comfort is always a challenge when fitting young people and this is the perfect solution because the retainer adjusts to the head space and the 180-degree flex hinges provide better flexibility during wear.

For more information, visit: centennialoptical.com



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BLACKFIN

Blackfin is using Nano-Plating technology to bring its best-selling Blackfin One frames to new heights. The patented process involves vacuum depositing, atom by atom, by sublimation, metal particles onto the surface of the frame until the desired colour effect is achieved.

The result is frames with a sensational aesthetic appeal and unexpected colour combinations that are durable and resistant to wear. The process also makes the bright colours that are a characteristic of Blackfin's DNA even more upscale.

The new frames, which feature sophisticated polished fronts and matte temple colours, are part of the Blackfin Black Edition series.

DANZICA and HAYDEN are the first to wear the latest amber rose gold finish. DANZICA is paired with dark blue temples, while HAYDEN has burgundy purple temples.

For more information, visit: blackfin.eu

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¹ Compared to clear to dark photochromic lenses.

² Based on tests across materials on grey lenses @ 23°C, using ISO 12312-1 standard.

³ 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.

⁴ Based on tests across materials on grey lenses @ 23°C. "Harmful blue light" is calculated between 380nm and 460nm.

⁵ Based on tests on polycarbonate grey lenses compared to the previous generation. Fadeback claim based on fade back to 65% transmission @ 23°C.

⁶ Based on tests across materials on grey lenses @ 23°C, using ISO 12312-1 standard.



Timeless Titanium styles

Ørgreen Optics launches 12 new titanium, beta-titanium models

BY DENIS LANGLOIS

Ørgreen Optics' new Titanium Collection features a dozen new and updated styles inspired by some of the Danish company's all-time best-sellers.

The seven styles for men and five frames for women are made of 100 per cent titanium and beta-titanium, making them lightweight, flexible and durable with a streamlined aesthetic.

The collection boasts innovative colour combinations and refreshed details for added comfort and lightness, keeping Ørgreen Optics' timeless frames as modern and stylish as possible.

New styles include Bateman, a modernized take on a classic college-shaped male frame that comes in six sleek and subtle colour combinations.

Bryce is Ørgreen's newest aviator-shaped male style. The medium-sized frame comes in an array of colour combinations, including matte dark grey/matte orange.

Oldman 2.0 is a round-shaped titanium frame for men, assigned two-tone and mono-colour combinations, while Vanderbilt 2.0 is an elegant frame designed for anyone looking for a powerful look through a light frame with classic and subtle colour combinations.

Nastassja 2.0 is an ultra-feminine frame that has been updated with an array of new colour combinations. This style boasts slim temples, seductive curves and a slight descent on the bridge. **OP**

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orgreenoptics.com

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HEAD OF THE CLASS

Kids' frames with vibrant colours, cool styles and retro vibes popular this fall

BY DAVID GOLDBERG



ZOOBUG LOLA
IN PURPLE-BLUE
TORTOISE

TODAY'S STUDENTS HAVE LIVED through a tumultuous time with the COVID-19 pandemic — having to overcome the obstacles of online learning and endure isolation from friends and classmates.

While the future is looking brighter, it's vital to equip this generation with the tools they need to succeed and thrive in school, on the playground and on the sports fields as we all look forward to the resumption of "normal" life.

Between 2016 and 2019, a study by Statistics Canada found that 25 per cent of kids who rolled into an eye exam ended up needing corrective lenses.

That figure may keep climbing post-pandemic, according to Robin Brush, training and education manager for Safilo USA.

"All eye care professionals should be well-stocked with a great mix of products in case younger patients flood your waiting room with post-pandemic vision concerns that aren't realized until the kids are back in the classroom," says Brush.

And Safilo has a range of frames for those children who find themselves requiring eyewear or an updated prescription.

KIDS WANT A BIT OF THAT GROWNUP HIPSTER VIBE IN THEIR STYLES THIS SEASON.



COLOURFUL DISPOSITION

Known for its optimistic femininity, sunny sensibility and playful use of colour and prints, Safilo presents a new kate spade new york tweens/teens collection, featuring six new styles for girls aged eight to 16, including KSNY Tahlia, available in pink, black, violet and Havana.

Safilo and Under Armour have also launched their first-ever youth collection of optical frames in five unisex styles geared towards children aged six to 14 in either metal with memory metal temples or in acetate with rubber non-slip tips and adjustable temples. This includes the sporty and smart Under Armour UAG000, available in matte black, ruthenium and blue.





TODAY'S KIDS' DESIGNS MIRROR POPULAR ADULT LOOKS ...

Meanwhile, ZooBug has launched many new bold and beautiful designs for kids for 2021.

ZooBug's Main Line collection of ophthalmic frames and sunglasses includes styles in acetate or rubber, materials selected for their durability and design versatility, that kids can enjoy and feel confident wearing, day after day.

The ZooBug sunglasses collection features seven beautiful boy's, girl's and unsex designs in acetate, with trendy geometric oval and aviator shapes, designed for an edgy fresh vibe.

ZooBug has also launched an exclusive collab line with Kate Hill, a children's fashion expert and stylist, which offers a very fashionable look whilst always focusing on the highest standards of quality and comfort in materials, construction and UV protective sun lenses. The line is made up of three unique models - MARVIOSA, LOLA and GLO – each available in a choice of three or foye colours.

The kids will scream OMG for Ogi Eyewear's latest offerings, letting them pack a punch of personality into their style this year.

"Kids want a bit of that grownup hipster vibe in their styles this season," says David Duralde, Ogi's chief creative officer.

"Round shapes and slightly oversized squares in thinner metal or acetate profiles are key looks that get more popular each day."

Transparent crystal acetates in muted neutral hues give just the right look that sets a stylish kid apart from his dad or mom's style.

Bold colours appear in bright blue, yellow and red for that modern prep school rugby palette.

STYLISH CHOICES

For kids, choosing frames is definitely about fun, but the industry's also seeing a shift towards more sophisticated offerings, says Beverly Sulchineau, WestGroupe's vice-president of product development and creative director.

"Today's kid's designs mirror popular adult looks with dramatic shapes, interesting details and a mix of bold hues and transparent tones," she says.

"Shapes are varied between angular and round, which allows kids to find the look that best suits their personality and most importantly, a look that makes them feel good."

WestGroupe's Life Italia collection offers a refined shape with a pop of colour on the acetate frames, including the NI-135 available in red blue, rose fushia and navy aqua.

Also, look at the new offerings from Superflex Kids, including SFX-243, a durable, lightweight metal frame that comes in black green red, navy lemon grey or grey orange blue.

At Centennial Optical, Niki Kids by Nicole Miller is expected to be one of the fall's most in-demand collections for children.

"Key colours in the line include translucent pastels, teal blue and deep purple," says Linda Mulford-Hum, Centennial's director of product development. "Temples feature delicate patterns that mirror Nicole Miller's delicate floral dresses, including the Joss, Narissa and Clea available now."

Also, look for Champion's patented Tweens 180-degree Retainer collection with a built-in self-adjusting template device, designed to keep the frame securely in place during any activity.

FIRE, BRUH and LOL are good examples of this fun style.

RYTHME BY
MODZ KIDZ
COLLECTION



ROUND SHAPES AND SLIGHTLY
OVERSIZED SQUARES IN THINNER METAL
OR ACETATE PROFILES ARE KEY LOOKS...



Designers also see kids gravitating towards retro-style shapes.

Susan Moniello, vice-president, design and product development at Marchon Eyewear, says you'll see a desire for a twist on the classics with an emphasis on frames designed for practicality and longevity.

"Parents and kids are looking for frames that will be versatile and durable such as the Flexon collection featuring technologically advanced memory metal titanium that allows them to be flexed, bent or twisted, and still return to their original shape."

Also, tapping into the optimism for the "back-to-school reboot" will be front and centre.

Make sure you stock the new Converse and Marchon NYC brands, featuring playful prints and graphics that create a mood-boosting feeling. **OP**

mixed MEDIA

Frames with a combination of acetate, metal popular this fall

BY DENIS LANGLOIS

1.



It's an eyewear trend that's not getting mixed reviews.

In fact, everyone seems to be loving frames and sunglasses that feature mixed materials.

These styles usually boast an acetate front juxtaposed with metal temples.

Sometimes, the frame front is transparent or boasts a translucent colour, creating an even more striking contrast between the front and side views.

Other times, the acetate front and metal temples showcase similar or complementary colours or patterns.

One cool thing about these frames is it allows the wearer to don a couple of eyewear trends at once. For example, you could be sporting frames with the popular tortoiseshell in acetate on the front, while also displaying the smooth, clean and strong look of titanium on the temples.

Another benefit of this style is it lets the wearer enjoy the look of acetate, with the lightweight, sleek and comfortable feel of metal temples.

Here are some examples of frames that are embracing the mixed materials trend.



EVERYONE SEEMS
TO BE LOVING FRAMES
AND SUNGLASSES
THAT FEATURE MIXED
MATERIALS.

ONE COOL THING ABOUT
THESE FRAMES IS IT
ALLOWS THE WEARER
TO DON A COUPLE
OF EYEWEAR TRENDS
AT ONCE

1. Coach C3445 by Luxottica.
2. Kensie Girl Awks by Kenmark Eyewear.
3. WestGroupe FYSH F-3677.
4. Stetson 375 by Zyloware.
5. Nat & Coco NC3501 by Optika.
6. Fossil FOS 3124/S by Safilo

EYE level

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



1 **ESSILOR CANADA** has expanded the Kodak Lens portfolio by introducing the Silk AR enhancement and KODAK Lens Powerup. The Silk AR enhancement is available with the KODAK Clean&CleAR UV Lens. The treatment makes the surface of the glasses more resistant and smoother, for more durable cleanliness and clearer vision. An excellent choice for clear vision with UV protection. The KODAK PowerUp Lens allows people to stay connected throughout the day without tired eyes and to have a more comfortable visual experience. Kodaklens.ca



2 At this year's Tour de France, **BOLLÉ** riders debuted its new Volt+ lens, the first sunglass lens ever created using Artificial Intelligence. Bollé tested over 20 million combinations to develop a patented solution that delivers a richer colour experience than is humanly possible. Volt+ offers 30 per cent superior color enhancement to help you see colors you've never perceived before while maintaining white balance. Bolle.com

3 **MCCRAY OPTICAL** has launched plastic face mask brackets, which provide eye care professionals with a breathing area between their mouth and mask. The brackets are available in packs of 10. McCrayOptical.com



4 **The Original FTG** (Frames2go), created by eyewear fashionista Suzanne Sandel, makes transporting several frames at once easier and more comfortable. The medium pouch can hold one to four frames, while the large holds up to seven. The FTG bundles up to fit neatly into luggage or a purse. Custom branding is available. theoriginalftg.com



5 **BIONIKO'S** best-in-class surgical training models are now available to Canadian ophthalmologists, universities and practice leaders through exclusive distributor, Alcon Canada. The ultra-high fidelity models allow surgeons and residents to learn and refine surgical techniques. The modular design of each Bioniko model allows surgeons and instructors to adapt the complexity of each procedure to the level of the surgeon or trainee. Alcon.ca





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SPECSAVERS ENTERS CANADIAN MARKET

BY DENIS LANGLOIS



- MIKE PROTOPSALTIS,
Specsavers Partnerships Director

Specsavers, which recently entered the Canadian market, says British Columbia remains the group's initial focus and there are no current plans to expand beyond the province in the short-term.

"Having only recently partnered with Image Optometry, we are focused on the re-launch of their stores under the Specsavers brand and on establishing new locations, owned and operated by eye care professionals, across B.C. Once that process is underway in the coming months, we will then spend time

familiarising Vancouver and B.C. communities with our eye care and eyewear offer," Specsavers partnerships director Mike Protopsaltis told *Optical Prism*.

However, he confirmed that Canadian optometrists and opticians from other provinces have already been in contact about ownership opportunities and when those opportunities might arise.

entered the Canadian market via its acquisition of Vancouver's Image Optometry.

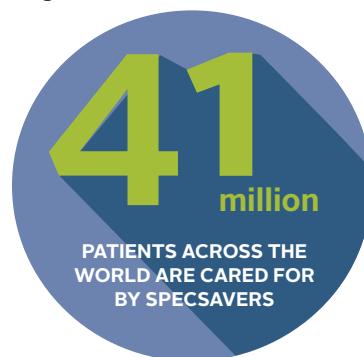
The group was founded in 1984 by optometrist husband-and-wife team Doug and Mary Perkins.

It offers a combination of affordable and accessible advanced eye care services and high-quality prescription eyewear.

Supporting almost 2,000 individual Specsavers eye care businesses under its franchise partnership model, the group has a global, integrated supply chain with facilities across Asia, UK, Australia, Eastern Europe and North America. Specsavers cares for 41 million patients across the world and supplies more than 15 million frames and 30 million ophthalmic lenses and 500 million contact lenses every year.

"They're keen to understand our plans and how they can get involved as business partners with Specsavers and I am always happy to map out why Specsavers works so well for our partners."

The British optometry franchise Specsavers, the world's largest optometrist-owned eye care business,





A Passion for Partnership

If there is one word that sums up Specsavers, better than any other, it is partnership.

Since 1984, when optometrists Doug and Mary Perkins opened the first Specsavers stores in the UK, the commitment to working in partnership with eye care professionals has delivered success to thousands of Specsavers business-owners as they care for the eye health of over 40 million people across almost 2000 optometry businesses in 10 countries.

Almost 40 years on, our passion for partnership burns as brightly as ever as we take our first steps into the exciting Canadian optometry market, in partnership with British Columbia's Image Optometry.

And now we are looking forward to building on our heritage to develop a local Specsavers brand with a Canadian accent – one that delivers accessible and affordable eye care to local communities throughout British Columbia.

Eye care professionals interested in business ownership with Specsavers – especially those already in B.C. – can now find out more about our immediate plans and how the Specsavers partnership model continues to deliver sustainable success for literally thousands of Specsavers partners around the world.

For an early discussion, contact our Partnerships Director Mike Protopsaltis in Vancouver on **(604) 499 3976** or enquiries.ca@specsavers.com.

For a full introduction and to follow our progress, go to specsavers-spectrum.ca and LinkedIn's **Specsavers Canada** page.

Specsavers

Transforming Eye Health
Transforming Careers

MYOPIA AND BACK-TO-SCHOOL TIME

Ever-increasing myopia rates another reason to book an eye exam

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

The vast majority of classroom learning is visual, which means that while children are at school, their eyes are constantly in use.

An annual comprehensive eye exam helps to ensure that a child's eyes are ready for all the work they will face over the course of the school year.

The Canadian Association of Optometrists recommends an annual comprehensive eye exam for children ages six to 19 (as well as one before a child enters school).

A comprehensive eye exam (what optometrists often call a physical for your eyes!) is different from a sight test. Performed by an optometrist, it includes the entire eye and visual system.

A sight test is more limited, measuring only what type of lens you would need if you needed glasses.

While optometrists have long encouraged an annual comprehensive eye exam for children, the ever-increasing rates of myopia (near-sightedness) among children is adding some fuel to their fire.

According to a 2018 Canadian study, myopia affects 17 per cent of children aged six to 13. This figure is increasing, for a number of reasons, one of which will have critical resonance in the post-pandemic era: too much time looking at material up close, including screens and especially when children are young.

Myopia can't be cured, but it can be treated – with glasses or contacts or drops.

However, the longer-term complications of myopia are more problematic because it can dramatically increase the incidence of other eye disease, including retinal detach-

ments, cataracts and glaucoma.

Another reason for taking a child for an eye exam is that they may not even realize they are having difficulty with their vision, because they may assume everyone is seeing what they are.

However, children experiencing vision difficulties may experience some of the following symptoms:

- headaches or irritability;
- avoidance of near or distance work;
- covering or rubbing of the eyes;
- tilting of the head or unusual posture;
- using a finger to maintain place while reading;
- omitting or confusing words when reading; and
- performing below their potential.

Parents who notice any of these symptoms should take their child for a comprehensive eye exam early in the school year.

This will ensure good vision and optimal performance at school. **OP**

THE CANADIAN ASSOCIATION OF OPTOMETRISTS is the national voice of optometry, providing leadership and support to its more than 5400 members to enhance the delivery of healthy eyes and clear vision for all Canadians.



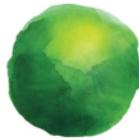
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Battling *myopia* in COVID era

Experts say myopia cases could rise due to more near-vision activities, less outdoor time

BY DENIS LANGLOIS

With Canadian children heading back to classrooms this month, new research is suggesting the COVID-19 pandemic may give rise to an epidemic of myopia.

A 2021 study from China concluded that home confinement, aimed at curbing the virus's spread, appears to be associated with a "substantial myopic shift" for children aged six to eight.

The study, published in the vision health journal *JAMA Ophthalmology*, discovered the prevalence of myopia increased 1.4 to three times in 2020 compared to the previous five years.

The researchers say the school-aged participants spent the first part of 2020 largely confined to their homes due to pandemic-related public health measures. That resulted in more near-vision activities, including for remote learning, and a drop in outdoor activity, both of which are known to impact myopia in children.

"Concerns have been raised about whether home confinement may worsen the burden of myopia. To our knowledge, we provide the first evidence that the concern may be justified, especially for younger children aged six to eight years," the study's authors say.

Meanwhile, a June 2021 Canadian study suggests the pandemic may have generated near-vision habits in children, which experts warn could impact their eye health, including myopia.

"Since the pandemic, children have been spending more time inside, relying on their near-vision more and more for everyday activities, including online learning, connecting with friends and family and entertainment," says Dr. Debbie Jones, clinical professor of optometry at the University of Waterloo and clinical scientist at the Centre for Ocular Research & Education.

"As the pandemic and this dependency on online activities persists, we are finding that these activities may be contributing to eye strain and possibly resulting in myopia.



“

SINCE THE PANDEMIC, CHILDREN HAVE BEEN SPENDING MORE TIME INSIDE, RELYING ON THEIR NEAR-VISION MORE AND MORE FOR EVERYDAY ACTIVITIES, INCLUDING ONLINE LEARNING, CONNECTING WITH FRIENDS AND FAMILY AND ENTERTAINMENT.”

DR. DEBBIE JONES, *Clinical professor of optometry at the University of Waterloo and clinical scientist at the Centre for Ocular Research & Education*

What we should make sure of is that these new near-vision habits do not become the new norm."

The study by CooperVision Canada and Maru/Blue involved 509 Canadian parents with children under age 14 at home. It was completed in May.

According to the survey, about 59 per cent of the Canadian parents reported their children were spending more time doing activities that require near-vision compared to before the pandemic.

About a quarter of those parents said the extra time exceeded five hours a day, while almost half said their kids would spend an extra three to four hours on a nearsighted activity.

The study also found that about 42 per cent of children spent less time outdoors during the COVID-19 pandemic than before the health emergency took hold in March 2020.

The Canadian Association of Optometrists says myopia, which affects about 30 per cent of Canada's population, is a significant public health issue that can cause

numerous long-term problems, from glaucoma and early cataracts to retinal detachments and myopic degeneration.

The global prevalence of myopia is expected to climb from 27 per cent in 2010 to 50 per cent by 2050.

The CAO said the prevalence of myopia in Canada is not only increasing, but is occurring at earlier ages and progressing at rates faster than seen in previous generations.

And that was in the advent of COVID-19 lockdowns, stay-at-home orders and remote learning.

Although all signs point to myopia cases continuing to rise, the good news is that many organizations, including the World Council of Optometry, along with optical companies and eye care professionals are now more focused than ever on educating people about and finding ways to address the myopia epidemic.

Several companies have launched new, innovative products aimed at slowing the progression of the vision condition in children.



HOYA Another leader in myopia treatment is HOYA with its MiYOSMART lenses launched last year.

"The incidence of myopia is expected to increase significantly as lifestyles change," explains James Slipper from HOYA marketing. "If left untreated, myopia can lead to lasting vision problems."

A new study out this year showed that the MiyoSmart lens reduced myopia progression by 60 per cent compared to children wearing traditional single-vision glasses.

A BRILLIANT FUTURE

CooperVision launched in Canada late last year its Brilliant Futures Myopia Management Program.

The program features CooperVision's MiSight 1 day daily disposable contact lenses, the first soft contact lens clinically proven to slow the progression of myopia in age-appropriate children.

It also includes ongoing education and support via a MiSightPro resource portal, support from a dedicated Myopia

Management Specialist to answer any questions and product shipping, including directly to patients' homes.

CooperVision's landmark clinical study has revealed that nearly one in four children's eyes originally fit with MiSight 1 day remained stable in their myopia level after six years. The study previously established the lens to be effective in slowing myopia progression in age-appropriate children by an average of 59 per cent over a three-year period, as measured by spherical refraction.

MiSight 1 day won a 2020 Popular Science "Best of What's New Award" in the health category late last year.

CooperVision is at the forefront of tackling myopia progression, sponsoring an American Academy of Ophthalmology initiative to protect children from the consequences of high myopia and supporting myopia-focused programs from the Global Myopia Awareness Coalition and the International Agency for the Prevention of Blindness. **OP**

KIDS SHOULD GROW STRONGER

Their myopia shouldn't.



Now you can help slow the progression of myopia in your young patients.¹

Introducing the **Brilliant Futures™ Myopia Management Program with MiSight® 1 day** contact lenses. MiSight® 1 day is the first and only FDA-approved* soft contact lens to slow the progression of myopia in children aged 8-12 at the initiation of treatment.^{1†}

59%

Slows Myopia Progression
on average^{1†}

52%

**Axial Length
Elongation Reduction**
on average^{1†}



Child Friendly¹
1 day lens



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WITH MiSIGHT® 1 day

Ask your CooperVision Territory Manager about **Brilliant Futures™ with MiSight® 1 day**, or visit coopervision.ca/practitioner/myopia-management to learn more.

***USA Indications for Use:** MiSight® 1 day (omafilcon A) soft (hydrophilic) contact lenses for daily wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8-12 years of age and have a refraction of -0.75 to -4.00 diopters(spherical equivalent) with ≤ 0.75 diopters of astigmatism. The lens is to be discarded after each removal. **Canadian Indications for Use:** MiSight (omafilcon A) Soft Contact Lenses for Myopia Control may reduce the rate of myopic progression in children (6-18) and correct ametropia. Reduction of myopia progression was observed in children with wearing time of 12 hours (8-16 hours) per day, 6.4 days (5-7) per week in a clinical study. Permanent myopia control after lens treatment is discontinued is not supported by clinical studies. MiSight (omafilcon A) Soft Contact Lenses for Myopia Control are indicated for single use daily disposable wear. When prescribed for daily disposable wear, the lens is to be discarded after each removal. **†**Compared to a single vision 1 day lens over a 3 year period. **1.** Chamberlain P, et al. A 3-year randomized clinical trial of MiSight® lenses for myopia control. Optom Vis Sci. 2019; 96(8):556-567.

OPTICAL PRISM | FEATURE

Seeing the BOARD

Companies launch new lenses that are perfect for students

BY DAVID GOLDBERG



CHILDREN AND TEENS ARE INCREASINGLY LIVING THEIR LIVES IN FRONT OF SCREENS.

This contentious issue has been exacerbated by the COVID-19 pandemic.

Kept out of the classroom, kids spent hours on digital devices for school, gaming, streaming, talking to friends, and the list goes on.

A recent survey by Nature Canada discovered that during the pandemic, students in Grade 7-12 were spending more than seven hours each day in front of a screen, which is way more than the recommended maximum of two hours per day.

The screens aren't going anywhere, so all you can do as an eye care professional is recommend the latest lens technology that protects eyes from digital strain and corrects childhood vision problems.



"With 80 percent of a child's learning experience through vision, a comprehensive eye exam with an optometrist is essential to a child's academic success and development," explains Simon Robert, executive director for Essilor Vision Foundation Canada.

You can also ensure your younger patients have the proper tools to



combat the difficult obstacles to learning triggered by conditions such as myopia.

In response to this worldwide concern, Essilor has developed Myopilux lenses to correct myopia and help slow down its progression.

Myopilux Plus for wearers with esophoria has been shown to reduce myopia evolution by up to 37 per cent and Myopilux Max, for those with either near exophoria or an esophoria profile, is proven to reduce myopia evolution by up to 51 per cent.

From HOYA, there are PHOENIX lenses. These children's lenses are virtually unbreakable and withstand hard impacts. Yet, they're extremely thin and lightweight, providing maximum wearing comfort. They are easy to clean and extremely scratch-resistant, with one of the most durable anti-reflective coatings on the market today.

At Dr's Choice Optical, Joseph Coward says helping kids find the right lenses is extremely important as the ability to see the board is one of the determinants of a student's success in school.



"Without proper vision," he says, "kids may become frustrated, bored or restless in class, as they cannot see and therefore cannot process the information being taught."

Dr's Choice makes lenses to treat several childhood eye issues including astigmatism, amblyopia (lazy eye), and strabismus (eye turn).

For kids spending significant time on a computer or tablet, Dr's Choice offers the Clearview® Blue Blocker Anti-Reflective Lens Coating. The Relaxed® lens reduces eyestrain

while reading. This is ideal for classroom settings where reading and distance vision are both required.

For kids who are hard on their glasses, there are the impact-resistant Polycarbonate lenses from Dr's Choice Optical, which can be paired with the Anti-Scratch Hard Coat and the Maximum® Anti-Reflection coating to repel dirt, dust and water.

It's also important to let your patients know that the benefits of lenses can go beyond vision correction, according to Arnaud Rajchenbach, marketing manager at Transitions Optical.

"At home, in the classroom, and outdoors children are exposed to UV and harmful blue light from digital devices and the sun," says

“
WITHOUT PROPER
VISION, KIDS MAY
BECOME FRUSTRATED,
BORED OR RESTLESS IN
CLASS, AS THEY CANNOT
SEE AND THEREFORE
CANNOT PROCESS THE
INFORMATION BEING
TAUGHT.”

- JOSEPH COWARD,
Dr's Choice Optical lab

Rajchenbach. "This exposure builds over time and can lead to digital eye strain and light sensitivity, causing symptoms of eye fatigue, headaches, dry eyes and blurred vision."

Transitions Signature GEN 8 lenses offer a great combination of protection and performance benefits that are ideal for kids.

They're also available in shatter and impact-resistant materials with a choice of seven colour options that can help make each patient's eyewear special.

"Transitions lens technology and the fun colour choices can change the mindset of your younger patients and have them feel it is 'cool' to wear glasses," adds Rajchenbach. **OP**

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From planner to eye doc

A look at the personal circumstances that inspired Dr. Nazik Sammik to pursue a career in optometry.

BY DAVID GOLDBERG

Nazli Sammik loves being an eye care professional, but it wasn't her first career.

The Ottawa optometrist didn't discover her passion for prescriptions and eye exams until later in life.

Before attending optometry school, she was an urban planner and architect.

She would see new communities and buildings in her mind and turn those dreams into reality. Now, she's helping patients see the world more clearly and it was a very personal connection that pushed her into this new line of work.

"I was aware of optometrists' role in many people's wellbeing, but I was not fully aware of their critical role in patients' lives until my mother was diagnosed with diabetes through an eye exam," Sammik says.

Her grandmother's passing was another pivotal moment.

A regular eye exam might have detected a neurological condition, which could have prevented her death if properly diagnosed in time.

"It's fascinating how many health conditions we can detect in an eye exam," says Sammik.

"We can prevent so many ocular complications through proper counselling, education and timely referrals to other healthcare providers."

"We can prevent so many ocular complications through proper counselling, education and timely referrals to other healthcare providers."

Since graduating in 2019, breakthroughs with younger patients have been the most rewarding for Sammik.

"There was a three-year-old whose parents thought he was colour blind or autistic since he showed little interest in playing with other kids or even watching TV. He was very scared at our first appointment. It took a few visits until he would let me check his eyes thoroughly. Eventually, I discovered that he needed a very high prescription. I saw him one month later and he was a totally different kid. He even ran to me and gave me a big hug."

Aside from pediatrics, Sammik is curious to study the impact of systemic conditions and medications on ocular health as well as dry eye.

"I have been suffering from dry eyes for many years and it impacted my well-being as I used to get styes. I

also had very low contact lens tolerance so I couldn't fully enjoy the sports I love."

Early in her new career, Sammik already knows how she'll continue to succeed and help her patients thrive.

"Study hard, keep up to date on the latest research and don't be embarrassed to say 'I don't know, but I can read up and ask around for you,'" she says.

"Patients will appreciate and trust a knowledgeable and honest doctor more than anything." **OP**

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Google ads... Do they still work?

By Austen Kazakoff, Marketing4ECPs

LOOKING FOR AN ANSWER TO YOUR QUESTION, WHERE TO BUY SOMETHING
OR HELP FROM A PROFESSIONAL? “JUST GOOGLE IT.”

For over 20 years, Google has directed users around the Internet. Even now in 2021, Google remains the top source of information among search engines.

On top of being a great resource for users, Google provides businesses with seemingly endless possibilities of how to reach their customers.

With Google Ads launching in 2000, Google disrupted the advertising industry with their take on the PPC (pay-per-click) advertising model.

Even after 21 years, Google Ads still have the attention of digital marketers. But after this long, is it still effective for your optometry practice?

Before pushing your practice’s advertising budget all in on Google Ads, it’s important to ask if they’re still the most effective option for your practice.

HOW GOOGLE ADS WORK

If you haven’t purchased Google Ads before, it’s likely you have at least interacted with them.

These are the ads that appear at the top of your search results when you use Google.

The PPC model of Google Ads differs from “traditional advertising” as the advertiser will only pay if their ad is clicked. Compared to other mediums such as radio or television, this is a game-changer.

Beyond PPC, Google Ads offers the advertiser extensive customization options. Through customization, you can make your ad only appear to your exact target audience. For your practice, this means saving money and boosting ad engagement.

While this sounds like the advertising dream, Google has been in the game for a long time now. After 21 years, do Google Ads still work?

DO GOOGLE ADS STILL WORK?

YES, even after all this time, Google Ads are still incredibly effective. Even though the competition of digital advertising has increased (mainly among social media), the value of Google Ads is still extremely high. This has been achieved through Google's efforts for continued innovation and improvement on user and advertiser experience.

In the world of digital marketing, your practice has lots of options for your budget. However, none of the other areas can match Google in the three features below.



Demographics

As a practice, you're aware of who you want to target. Purchasing Google Ads allows you to specifically select who you want to see your ads.

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Tired of double vision?
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Manufactured in the USA with our Clear Prism® Technology Protocol, Optego Stick-On Prisms attach very easily to eye glasses. With 30% more surface area than other competing products, you can use the **whole** prism.

Other benefits include:

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This means 100 per cent of your ad spend is put towards your ideal prospective patients.

Analytics

In general, analytics is what makes digital advertising one of the most effective methods of advertising. Google Ads takes this to another level.

Google Ads provides you with exact data on where your prospective patients are coming from and who they are. As the advertiser, these numbers allow you to make changes to your ad on the fly, increasing the effectiveness of your ads.

Timing

Now that your practice has precise analytics on your ads, you have timing on your side. For example, if you have recently started running a certain ad and it's performing extremely well, you can increase your ad budget (increasing the benefits of the ads).

What's more, these ads drive immediate results.

If your practice runs ads for dry eye therapy, bookings can occur within minutes!

GOOGLE ADS & OPTOMETRY PRACTICES

As an optometry practice, your goal is to book appointments. Whether these appointments are for one of your unique services or a routine eye exam, you need to reach prospective patients with your message.

Google Adwords work well because they actively go after the consumer who is searching for an eye care provider making them very qualified ads to be running.

In the past, advertising was looked down upon because there was no way to show direct results. Google Ads provides your practice with clear, exact results from your ad spend.

Even though they have been around for over 20 years, Google Ads is still one of the best places for your practice to spend its marketing dollars. **OP**

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



MIRAGE, NORTH SAILS APPAREL ANNOUNCE LICENCING AGREEMENT

Mirage, one of the most advanced producers of nylon eyewear, and North Sails Apparel have signed a licensing agreement for the production and distribution of North Sails-branded sunglasses.

Distribution has started on the Italian market through Mirage's network of agents and will subsequently be extended to Europe and the rest of the world.

The partnership between the two companies is underpinned by shared values and a common entrepreneurial vision driven by an ethical and sustainable business culture, with investments in cutting-edge plants and energy-efficient processes that contribute to a reduced impact on the environment; continuous research and development of materials to produce sustainable and recycled eyewear; and staff training to promote ethical behavior in the workplace.

FFL, CDPQ, COMPLETE ACQUISITION OF NEW LOOK

New Look Vision Group has announced the completion of a transaction under which FFL Partners, a San Francisco-based private equity firm, Caisse de dépôt et placement du Québec (CDPQ), a global investment group, and the Dr. H. Doug Barnes Family have acquired all of the outstanding Class A common shares of the company.

"We look forward to working together with our new partners to take New Look Vision to the next level of growth and add value for our customers, partners and employees across North America," said Antoine Amiel, president and CEO of New Look Vision.



REED EXHIBITIONS UNVEILS NEW BRAND IDENTITY

Reed Exhibitions has announced its evolution to RX, with a refreshed visual identity and updated brand positioning.

Building on its flagship events business, the company is leveraging its capabilities in data and technology to create all-year-round communities that support businesses and help their customers to grow.

Hugh Jones, RX CEO, commented: "The opportunities to combine both digital and face-to-face interactions have a significant part to play in the global economy. These innovative interactions will create better livelihoods for our customers, better careers for our people and profoundly better experiences for our audiences to connect be that in person, virtually, or in combination.

"We are building upon our deep familiarity and passion for the industries we serve. At RX, we know that making a positive impact on society and our customers means being fully committed to an inclusive work environment, so we are putting opportunity for all at the epicentre of everything we do. Our new brand identity and proposition unites us behind a higher-level purpose that embraces this digital transformation to help our customers to grow their businesses. When people now ask me what we do, I say RX is in the business of building businesses so everyone can thrive whoever and wherever you are."

MARKETING4ECPs, OTTO ANNOUNCE PARTNERSHIP

Marketing4ECPs, a provider of eyecare-focused digital marketing solutions, is partnering with Otto Optics, an innovative contact lens sales generation and process automation platform.

"This partnership will allow our clients and network of eye care professionals an amazing opportunity to grow their contact lens revenue, improve patient experience, while streamlining in-office workflows," says Kevin Wilhelm, Marketing4ECPs co-Founder and CEO.

Otto Optics was founded in 2020 by Alex McIntosh and Adam Geiger. Together, they launched a platform that communicates with patients at the moment they require new contact lenses and allows them to re-order with a single click. Partnered with all major contact lens manufacturers, patients are able to re-order their favourite brand seamlessly through their mobile device.

The partnership with Otto Optics allows for clients of Marketing4ECPs to receive exclusive pricing, integration within their practice website and a marketing launch package.

The advertisement for Digital ECP features a woman with blonde hair and glasses, smiling. The text on the left reads "No Contract. Great Savings." and "A Canadian Buying Group for Canadian Opticians and Optometrists". The text on the right reads "Hello! I'm Karen. How can I help you today?". The bottom of the ad includes the website "digitalecp.com" and the phone number "1.844.571.0220".

SAFILO, CAROLINA HERRERA LICENCING AGREEMENT

Safilo and Carolina Herrera, the globally recognized fashion brand, have announced a five-year global licencing agreement for the design, manufacture and distribution of Carolina Herrera branded eyewear.

The licence agreement will be effective as of Jan. 1, 2022.

"Carolina Herrera is an iconic luxury fashion brand, both popular and valued throughout the world for its feminine approach and extreme elegance," declared Angelo Trocchia, CEO of Safilo Group. "We are very pleased to start this new partnership, which represents a great brand addition to our portfolio and a significant opportunity to further advance and strengthen the brand's image and geographical reach thanks to our unique product design and distribution capabilities. As we are working to reshape our brand portfolio, Carolina Herrera will reinforce our women's proposition and represents a crucial step in effectively counterbalancing the recent brand exits. This new brand entry is consistent with our business strategy and the key initiatives executed over recent years to consolidate and further develop our position as a leading player in the eyewear market." **OP**

ADVERTISER INDEX

4ECPs	42
Alcon	OBC
Alternative/Plan B	Cover Wrap
Bausch & Lomb	21
Centennial	17
Coopervision	33, 37
COS	11
Digital ECP	46
Dr. Choice Optical Lab	40
Etnia	13
Essilor	9
Hoya	IFC
Marchon	15
Optega	44
Optika	7
The Optical Group	29
Safilo	IBC
Shilling	4
Specsavers	31
Transitions	19
Westgroupe	5

CLASSIFIED ADS

HELP WANTED – OPTOMETRIST

Looking for part-time or full-time optometrist with flexible hours in St. Catharines. Very busy location in plaza. Please call Ramzi at Imperial Optical **905-641-5288** or email at info@imperialopticalniagara.ca

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Flexible hours, once a week schedule 2-3 hours Location: 401/404 area – Sheppard/Warden. **For details please call or text 647-262-1072**

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Start at 4 days per week, with the ability to build to 5 days. Your practice will be in a long established optical store, with previous patient records available to you. **Call Debbie at 250-317-3856 or email debranger@telus.net for more info.**

OPTICAL STORE CONTENTS FOR SALE:

Instruments, frame bars, small equipment, tools, frames etc. For more information please call Roque Fernandes at **416-432-1944** or email to rose.fernandes@rogers.com.

FOR SALE – EQUIPMENT

For Sale – 2 Topcon plus(+)-cylinder VT-10 for sale
Black or ivory – Both in working condition, \$2000 each or \$3000 for both. volvomercedes168@gmail.com

OPTICAL STORE FOR SALE

Turn-key prime location for Optometrist or Optician in Barrie, ON. Currently Retail Optical with 30+ years at this location. Building offers option of live/work as current owners or rent portion to offset costs. **Call Ben for details 705-726-2020**

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- Excellent relationships with major distributors

FOR SALE OPTICAL STORE EQUIPMENT - only \$15,000

All like new: Phoropter, Slit Lamp, Digital Acuity Projector System, Exam Chair, Desk and etc. Asking only \$15,000 for everything. **For details and pictures please call or text 647-262-1072**

OPTICAL FRAME DISPLAYS FOR SALE.

Acrylic boards and metal rods. Enough for about 2000 frames. Also 400 trays, projector, misc., etc. **Call Pat at 905-536-8925**

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Well established, turn-key optical dispensary available for purchase. Located 1 hour from GTA, in a medical centre servicing cottage country. Optometrist on site. Be your own boss! Owner retiring. \$250,000. **Email to: marankers@hotmail.com**

EVENTS CALENDAR

September

Sept. 22-25, 2021



Event: Vision Expo West

Place: Sands Expo & Convention Centre, Las Vegas, NV

Website: west.visionexpo.com

Sept. 24-27, 2021

Event: SILMO Paris

Place: Parc des Expositions de Paris Nord Villepinte Villepinte, France

Website: silmoparis.com

January

Jan. 14-16, 2022

Event: optiMunich

Place: Fairground Munich, Munich, Germany

Website: opti.de/en

Jan. 16-19, 2022

Event: 25th Transitions Academy

Place: Orlando, Fla.

Website: trade.transitions.com/academy

February

Feb. 12-14, 2022

Event: MIDO 2022

Place: Fiera Milano, Milan, Italy

Website: Mido.com

March

March 31-April 3, 2022

Event: Vision Expo East

Place: Javits Convention Center, New York City, New York

Website: visionexpoeast.com

OPTICAL PRISM CLASSIFIED WORD ADS ARE FREE!

Please note, the maximum number of words per ad is 50. Just email your text to info@opticalprism.ca and reach the entire Canadian optical industry.

Modern CAT-EYE

BY DENIS LANGLOIS

NEW TOMMY HILFIGER SUNGLASSES ARE BORN TO STAND OUT

TOMMY HILFIGER TH 1862/S sunglasses put a modern spin on a timeless style for women and are part of the brand's fall/winter 2021 eyewear collection. Designed and manufactured by Safilo, these oversized cat-eye shades with a bold acetate front are sure to get noticed





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symptoms¹ with personalized and portable
MGD* therapy.**



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to help setup your dry eye practice.



**CONTACT YOUR
ALCON REPRESENTATIVE.**

*Meibomian Gland Dysfunction.

1. Tauber, Joseph, Owen, James, Bloomenstein, Marc et al. Comparison of the iLUX and the LipiFlow for the Treatment of MGD and Symptoms. Dove Press Journal; April 15, 2020.

Indication: The iLux® Device is indicated for the application of localized heat and pressure therapy in adult patients with chronic disease of the eyelids, including Meibomian Gland Dysfunction (MGD). Also known as evaporative dry eye. Contraindications: Do NOT use the iLux® Device in patients with the following conditions: Patients whose pupils have been pharmaceutically dilated; patients who have undergone ocular surgery within prior 12 months; patients with ocular injury or trauma, chemical burns, or limbal stem cell deficiency (within prior 3 months); patients with active ocular herpes zoster or simplex of eye or eyelid or a history of these within prior 3 months; patients with cicatricial lid margin disease; patients with active ocular infection, active ocular inflammation or history of chronic, recurrent ocular inflammation within prior 3 months; patients with an ocular surface abnormality that may compromise corneal integrity; patients with lid surface abnormalities that affect lid function in either eye; patients with aphakia; or patients with permanent makeup or tattoos on their eyelids. Attention: Please refer to the User Manual for a complete list of contraindications, instructions for use, warnings and precautions for the iLux® Device.

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