

OPTICAL PRISM

THE MAGAZINE FOR EYECARE PROFESSIONALS

September 2022 | Vol.40 | No. 9



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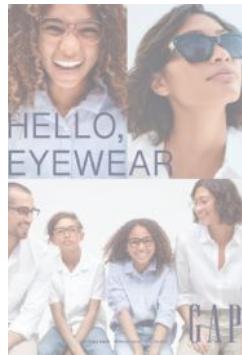
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September 2022 | Vol. 40 | No. 9

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[†] Lam CSY, Tang WC, Lee RPK, Chun RKM, To CH. A randomized clinical trial for myopia control – use of myopic defocus spectacle lens. 8th International Congress of Behavioral Optometry (ICBO), 26-29 of April 2018. Sydney, Australia.

1. Gifford K. Preparing Your Practice for the Myopia Control Stampede. Contact Lens Spectrum, Volume: 31, Issue: June 2016, page(s): 20-23, 25, 55. <https://www.clspectrum.com/issues/2016/june-2016/preparing-your-practice-for-the-myopia-control-sta>.

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HOYA
FOR THE VISIONARIES

OPTICAL PRISM

September 2022 | Vol. 40 | No. 9

FEATURES

34 Style with Confidence

How to create a bespoke styling experience to help customers fall in love with their frames

By Amanpreet Dhami

40 STYLE EYES

Luxe Looks

By Suzanne Lacorte

42 Eye Catchers

Fashion contact lenses have hit the mainstream

By David Goldberg

COLUMNS

28 VISIBILITY

Forever Wild

46 IN FOCUS

Hail to the Chief

By David Goldberg



opticalprism.ca

ON THE COVER:
Jimmy Choo LEAH/S by Safilo



IGNASI MONREAL
BY ETNIA BARCELONA

48 OUTLOOK

Frames & Lenses for
Function & Fashion

By Dr. Harry Bohnsack, CAO

53 EYE OPENER

The Patient Transition

By Nancy Dewald, Lead Up
Training and Consulting

57 MARKETING INSIGHTS

How to Use Instagram
Stories & Reels

By Cole Currie,
Marketing4ECPs

DEPARTMENTS

8 Publisher's Letter

10 Vision & Voice

12 Fresh Looks

30 Eye Level

50 Next Gen



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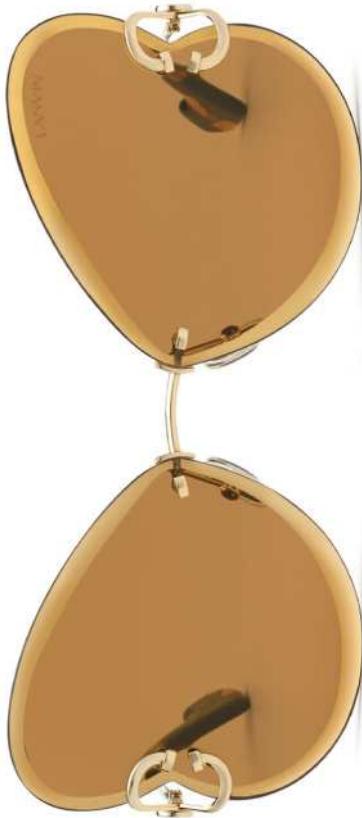
60 Calendar

62 Last Glance

NEXT ISSUE

- › Sports vision training
- › Sport-specific eyewear

OPTICAL PRISM



Lanvin LNV124S
by Marchon.

PUBLISHER

Suzanne Lacorte
289.678.1523 x 1
slacorte@opticalprism.ca

ASSOCIATE PUBLISHER

Nick Samson
289.678.1523 x 2
nsamson@opticalprism.ca

SALES & ADVERTISING

Kathleen Irish
289.678.1523 x 5
kirish@opticalprism.ca

MANAGING EDITOR

Janet Lees
janet.lees@opticalprism.ca

ASSISTANT EDITOR

David Goldberg
dgoldberg@opticalprism.ca

CREATIVE DIRECTOR

Suzanne Lacorte
slacorte@opticalprism.ca

ART DIRECTOR

Cathryn Haynes
cat.haynes@opticalprism.ca

DIGITAL CONTENT MANAGER

Samantha Budd
sbudd@opticalprism.ca

Optical Prism (ISSN 0824-3441) is published 12 times a year by Quince Communications Inc.

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SUBSCRIPTIONS

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 or email info@opticalprism.ca



GST Registration Number: 88541 6529 RTO01.

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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up to 90% outdoors at 23°C and (iv) up to 83% outdoors.

³*Transitions® XTRActive®* new generation lenses block up to 34% of harmful blue light indoors and up to 90% of harmful blue light outdoors. "Harmful blue light" is calculated between 380nm and 460nm. Based on tests on polycarbonates grey lenses at 23°C.

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When I took over as the owner and publisher of *Optical Prism* in October 2020, I wanted to heighten the reader's experience, increase the magazine's reach, promote independent eyewear designers, provide advertisers with enhanced opportunities, and finally, to become a truly inclusive national magazine by publishing a French version of *Optical Prism*.

We've made major headway on our first four goals, and the feedback has been outstanding. This month, I have the pleasure of introducing *Prisme Optique* (prismeoptique.ca), which allows us to share our content with the French-speaking ECP community across Canada.

Prisme Optique will be published monthly in digital format, delivering the same level of informative content, beautiful imagery and advertising opportunities as *Optical Prism*. We hope our French-speaking readers enjoy it, and we invite you to reach out with your feedback regarding the translation. Email me at slacorte@opticalprism.ca to let me know your thoughts.

In past issues, we've dealt with the practical and functional side of eyewear, from eye health to lens technology. This issue is all about fashion and luxury, because customers want eyewear that not only does its job, but also looks great. The newest addition to our team, writer Amanpreet Dhami, brings her extensive background in fashion and beauty writing to our open-

ing feature, sharing advice from the experts on styling your customers with eyewear that suits their personal taste and looks amazing. After all, happy customers are repeat customers who will refer their friends.

Contact lenses have also entered the fashion realm, no longer relegated to novelty status. In our second feature, Assistant Editor David Goldberg looks at the range of fashion contacts available today, which can do everything from changing eye colour to making the eyes appear larger.

This issue also features lots of "eye candy" (pun intended) in our Style Eyes and Fresh Looks departments, spotlighting the newest fashion and luxury styles to add to your collections. And of course, the experts at Lead Up Training and Consulting, Canadian Association of Optometrists and Marketing4ECPs share their advice for success in our regular columns.

It's a fun and informative issue, and we hope you get as much out of it as we put into creating it.

When we're not working on the magazine, we're usually on the road learning about the industry and connecting with readers and advertisers. This month, we will travel to Las Vegas for Vision Expo West. We're looking forward to seeing old friends and making new ones as we explore new eyewear styles, fashions and technology, which we'll share with you in the upcoming issues.

I want to thank our readers, contributors, advertisers and the entire *Optical Prism/Prisme Optique* team for helping OP/PO to continue growing and evolving as Canada's leading magazine for eye care professionals. We have lots more to share with you over the coming months.

Allons-y ensemble!

SUZANNE LACORTE, Publisher

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Follow us on social media and subscribe to our mailing list for the latest eyewear and eyecare news.



Calvin Klein



HOW DO YOU DEFINE LUXURY IN EYEWEAR?

“I define luxury eyewear as an exclusive fashion accessory that beautifully represents one's identity and self-expression. Luxury eyewear is a conscious investment that enhances a person's total image, to be loved and worn for years. It is a timeless fashion accessory that reflects individuality and personal style, exuding emotion and a confident attitude."

WENDY BUCHANAN, *Eyewear Stylist, Perceptions Eyewear Inc.*

"Luxury eyewear is not about one aspect of a sunglass, it's about the craftsmanship, design and technology that goes into creating a luxury product. Luxury is not a fad, it's about classic, timeless elegance and styling, and how your product makes the end user feel when wearing it."

LOUIS LE CHEVALIER, *Serengeti Marketing & Communication Manager, France*

“

"Luxury in eyewear is more about comfort and the feeling a frame gives you while highlighting the best version of yourself. The individuality of the piece and how it accentuates your personality and style can make a frame feel luxurious at any price point."

KYLE JACKSON,
*General Manager/Licensed Optician,
frankly Eyewear*

"Luxury eyewear is design centred, focused on detail, European hand-crafted, and uses high-quality materials. It's not sold to the masses."

GISELE KLEIN,
Owner, Impressive Eyewear, Surrey, BC

“When I see a pair of glasses that inspires beauty and elegance, has a rich texture and enhances my looks, that is how I define luxury eyewear."

SUZANNE SENDEL,
*Eyewear Distributor and Accessory
Designer, Suzanne Sendel Agency*

360



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The extended Victoria Beckham logo on the left temple and the new trims on the upper corners offer discreet branding.



VB2635



VB642S



In the new Crystal & Glitter collection, shimmering embellishments add a playful edge to directional designs.



JC354

VICTORIA BECKHAM

Bold, sophisticated eyewear continues to be a key component of the Victoria Beckham aesthetic, offering a fresh update on the house's distinctive style. Frames are crafted in premium materials and finished with subtly refined detailing, such as signature metal trims.

A simple profile with bold lines gives the VB642S a strong yet refined feel, embodying the masculine silhouette of the brand's DNA. The extended Victoria Beckham logo appears subtly on the left-wearing temple, with the new signature metal trims discreetly referencing the Victoria Beckham brand. Available in Classic Black, Havana Blue, Silver, and Ivory.

The VB2635 is an acetate optical style that strikes the perfect balance with a strong profile, softened with architectural faceting for an elegant silhouette. The extended Victoria Beckham logo on the left temple and the new trims on the upper corners offer discreet branding. Available in Havana Blue, Black, and Caramel.

For more information, contact your Marchon sales rep or visit: marchon.com

JIMMY CHOO

Jimmy Choo's Fall/Winter 2022 range of sunglasses and optics reflect the glamorous spirit of the design house. In the new Crystal & Glitter collection, shimmering embellishments add a playful edge to directional designs, while timeless steel and acetate frames have been totally remastered in block and gradient glitters.

The JC354 stainless steel optics feature subtly squared frames, elevated with manually applied glitter. Available in copper gold with nude powder fabric insert and transparent nude tip, or rose gold front with gold powder fabric insert and brown havana tip.

For more information, contact your Safilo sales rep or visit: mysafilo.com



VERSACE CHILDREN

Versace Eyewear has introduced its first collection for children. The debut collection features classic optical and sun styles for boys and girls in vibrant, popping colours for a mini-me makeover.

Restored from the archive, the VK4428U model is a girlie oval acetate frame with two Medusa medallions on the temple for bite-sized allure. This model is available in fuchsia with dark grey lenses, and transparent violet with light violet lenses.

Medusa Biggie's original design gets a mini makeover with the VK4429U, an irregular acetate shape designed for both boys and girls. Versace's iconic Medusa medallion is applied on the temple for unmistakable, child-focused style. This sun frame comes in red or fluorescent green with dark grey lenses.

For a rock icon look, the VK3323U has a panthos shape and features the Butterfly Medusa medallion across the temples, colour coordinated with the acetate frame. This optical model is available in two sizes and three colours: transparent pink, fuchsia glitter and black.

For more information, contact your Luxottica sales rep or visit: luxottica.com

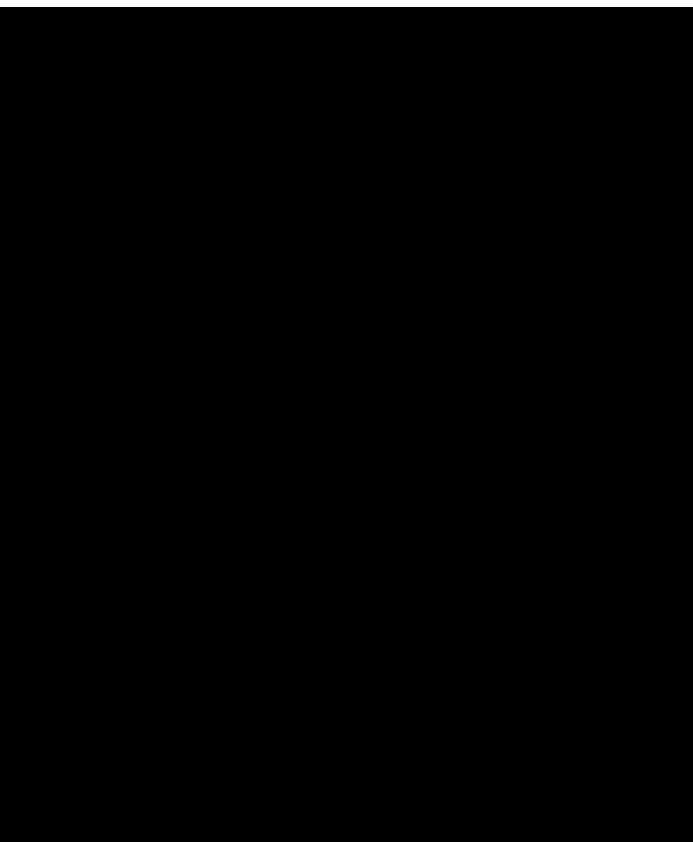
VK4429U

VK3323U

VK4428U



**MARC JACOBS
EYEWEAR**



F-3701

FYSH

New from FYSH, F-3697 is an oversized, angular cat-eye in stainless steel. The colour-blocked brow-line provides a seamless, layered look, while the extended matching acetate temple tips with decorative endcaps provide a polished finish. Available in Black Magenta, Navy Sky Blue, Slate Blush, and Ocean Eggplant.

Inspired by the leading Supercharged Crafts fashion trend, F-3698 is carefully designed with intricate detail. Made with high-quality Mazzucchelli Italian acetate, this bold frame has custom lamination along the top brow for cinematic flair.

F-3699's shiny lacquer finish exudes luxury, with a two-step diagonal design along the temples. And F-3701's textured tactile pattern combines with a special ombré effect. The monoblock stainless steel front on both of these models ensures a lightweight design.

For more information, contact your WestGroupe sales rep or visit: westgroupe.com



F-3698



F-3699



FYSH

Style Featured: F-3696



VISION
EXPO | BOOTH
P17019

ETNIA BARCELONA

The new models in Etnia Barcelona's Vintage Collection pay tribute to the vibes, forms and materials of the 1930s-60s. Classical, vintage-inspired shapes have been re-edited to create modern icons with a touch of sophistication. Details include metal temples with Art Deco motifs and classical vintage trim with dots of colour and gilded pins, which differ from model to model.

The collection features natural acetates in classical colours such as black, havana, tortoiseshell and carey, alongside more contemporary colours like bottle green, maroon or honey. A dozen unique colours are patterned in lightning bolts, ears of corn, "horn" textures, or devices inspired by Wimbledon on the faces of the glasses.

For more information, contact your Etnia Barcelona sales rep or visit: etniabarcelona.com



Begur



Caproí



STYLE: MJO2221-01

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CHOPARD

Renowned for its luxury watches, jewelry and accessories for more than 150 years, Chopard's eyewear is marked by a sophisticated study of detail.

The SCHF82 is an aviator sunglass style for men in carbon fibre and metal, featuring a tread texture detail on the bridge and temple. Available in gold, gunmetal or silver.

For more information, contact your Eredità sales rep or visit: ereditaeyewear.com



LAIBACH & YORK

Founded in 2013 in Slovenia, Laibach & York eyewear is bench crafted and made in small batches. The luxury label's collection includes timeless designs as well as modern silhouettes and hues, featuring Italian acetate and European hinges.

The Ottawa model boasts 24-karat gold leaves laminated into the frame, along with 24-karat gold-plated hinges. Each frame is handcrafted through a unique process that takes a few months from start to glamorous finish.

The gold leaves are gently placed by hand on premium Italian cellulose acetate, then quadruple polished for a glassy finish. This time-consuming process ensures that every single frame is unique.

For more information, contact your Laibach & York sales rep or visit: laibach-york.com

MUD
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GIGIStudios

“

I'm a Prada freak and I think they have great eyewear. Even though I don't need glasses, I use them as a fashion accessory.

-TONY VINCENT



OPR_09YV



PRADA

This optical frame from the new Prada Symbole collection flaunts a bold design and thick volumes. The silhouette geometries are toned down on the front, enhanced by lively nuances of Havana. Available in shades of Black, Tortoise, Teal Tortoise, Honey Tortoise, and a combination of Black + Pink Tortoise.

For more information, contact your Luxottica sales rep or visit: luxottica.com

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Silhouette

EMPOWERED
BY LIGHTNESS





“

This elegant, oversized Tory Burch frame features bold geometry, a tubular profile, monochromatic colour-blocking and metal caps.



TY 9072U



TORY BURCH

This elegant, oversized Tory Burch frame features bold geometry, a tubular profile, monochromatic colour-blocking and metal caps. An Eleanor logo is applied to the endpiece for a touch of shine. This shape comes in three colour combinations: dark tortoise/black with black temples and brown gradient lenses; transparent beige/ivory with solid ivory temples and beige gradient lenses; and transparent navy/navy with solid navy temples and grey-blue gradient lenses.

For more information, contact your Luxottica sales rep or visit: luxottica.com


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Forever Wild

The OSI Group hosts a fashion show celebrating 20 years of Etnia Barcelona

On Friday, August 12, Montreal's Fairmont Queen Elizabeth hotel was decked out like the Savannah for the Forever Wild fashion show. Presented by the OSI Group and hosted by Benoit Gagnon, the event celebrated 20 years of Etnia Barcelona. Amid the impressive botanical décor, the models, dressed by Montreal's internationally celebrated



stylist Cary Tauben, took to the catwalk showcasing the Etnia Eyewear Culture Group's four brands: Etnia Barcelona, ALLPOETS, lool, and The Readers.

Many optometrists and opticians from different OSI Group member clinics enjoyed the breathtaking view of the City of Montreal at Espace C2. To celebrate the renowned Spanish brand's anniversary, the guests had the pleasure of discovering the trendy frames as well as getting a sneak peek of the upcoming Fall 2022 collection.

"We're proud to count Etnia Eyewear Culture Group among our valued partners. Being a member of the OSI group gives Members the advantage of the strength of the network and the opportunity to participate in events like this one, which allows us to come together and share ideas with our peers," said Patrice Lacoste, President and Chief Executive Officer of the OSI Group. **OP**



The Etnia Eyewear Culture Group places its ongoing support of arts and culture, as well as technological innovation and environmental sustainability, at the very heart of its strategy. The parent brand, Etnia Barcelona, just turned 20 and is celebrating its anniversary with the launch of its new Heritage XX Anniversary Capsule Collection. **For more information, visit etniabarcelona.com.**



#BEANARTIST

Braganza WHGR, Romanova WHOG, Saboya WHFU, Medinaceli WHBL

Photo: Michal Pudelka

Etnia
Eyewear
Culture

etnia  BARCELONA

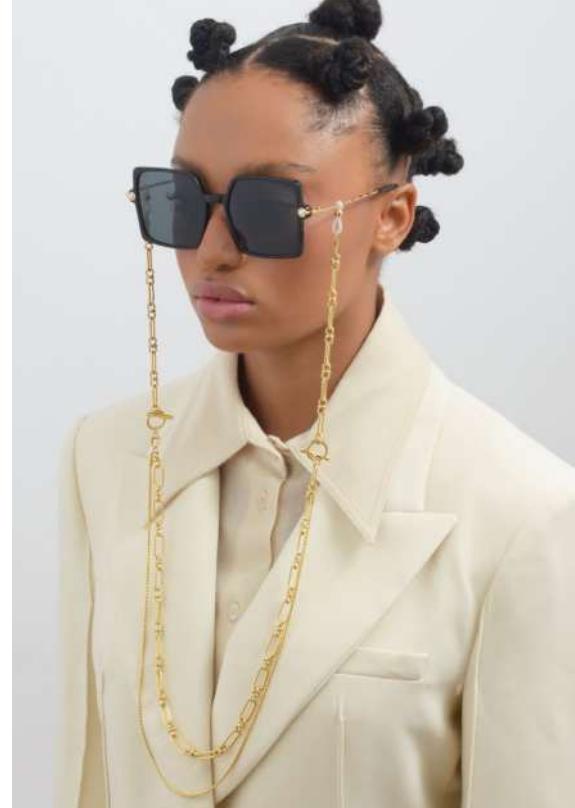
EYE *level*

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



1 **FREE SPIRIT BY LE KEVIN** has two new additions to its luxury exclusive eyewear holders – Kevin Pin and Kevin Rock. Simply pin to your jacket lapel to hang your eyewear. Handcrafted in Italy in silver and enamel, the pins are available in an array of rich jewel colours. Kevin Pin is the elegant sister with tone-on-tone gemstones in genuine white and black spinel, while Kevin Rock is a solid, spiky pin with attitude. lekevin.co.uk

2 **FOR ART'S SAKE** chains are beautifully handcrafted to accent and elevate any eyewear. With many options to choose from, these eyewear chains use high-end materials like 18-karat gold, palladium, leather, freshwater pearls and plant-based acetate. They are designed to double as necklaces for two accessories in one, which can be worn in a multitude of different ways. fasforartssake.com



3 **BAUSCH + LOMB Soothe** Preservative Free Allergy + Dry Eye offers dual-action treatment for sufferers of allergic conjunctivitis and dry eye. This eye drop solution contains 2% natural Ectoine – which forms a water barrier, preventing allergens from reaching the receptors that cause the irritation – plus hyaluronic acid, a clinically proven natural moisturizer found in the structures of a healthy human eye. sootheeyedrops.ca/en-ca/products



4 Pump up the walls in your waiting room, office or exam room with these handmade vinyl wall decals from **WALL STAR GRAPHICS**. Choices include eye charts, glasses, eyes, frames, 20/20, welcome, etc. You can also order personalized wording with your name or anything else you'd like to say. etsy.com/ca/listing/202302320

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LORENZO MARTINELLI

RO, Retail Partner, Specsavers Kitsilano

A UNIQUE PATH TO OWNERSHIP

Lorenzo Martinelli began his career as an optician in France, practised eyecare in five countries, and is now Retail Partner and owner of a Specsavers optical retail store in Vancouver, Canada.

When Lorenzo discovered opticianry, he immediately loved the connection between retail and eyecare. Making people feel good about their appearance, as well as improving their vision, is a truly satisfying feeling. He spent four years working in France and then travelled worldwide, always working as an optician to learn from different cultures and sharpen his optical skills.

"When I heard that Specsavers was coming to Canada, I immediately reached out," said Lorenzo. "I learned from partners across the world that it would be a great challenge to take on, as it's a unique business model based on how to change customers' lives for the better."

"Sure enough, I met like-minded people. We want everyone, regardless of their budget, to be able to afford quality products and live happier lives through better vision. And I saw that Specsavers had built a strong support team to make sure the recipe for international success was going to be applied here in Canada."

As an optician, Lorenzo takes care of customers by demystifying their prescriptions and choosing the best frames and lenses to complement their visual needs. He can now grow as an optician, offer continuous training, and provide all the tools to accomplish this mission as an eyecare professional.

TWO VIEWS ON EYECARE

Specsavers has always been about two things coming together to do more good than they could on their own, not unlike a pair of glasses. From its founding by two optometrists 40 years ago, Specsavers has always grown stronger through the support of partnership. Lorenzo Martinelli and Masoud Majidi have had wildly different careers in eyecare, but their journeys in the industry have led them both to the same place.

A DIFFERENT KIND OF OPTICAL COMPANY

Lorenzo has no regrets about the decision to start his own store. It opened up his possibilities for the future, rather than anchoring him.

"Specsavers values and encourages any work towards better eyecare for everyone. Some companies just wouldn't have the resources or the inclination to enable a people-first, business-second endeavour," he explains. "Specsavers supports you, however you see your career path progressing."

From a professional point of view, Specsavers has made a pledge to elevate the role of the optician – a position many companies have begun to devalue and even sideline. That really isn't aligned with the life-changing work opticians accomplish, and Specsavers gives them the resources and encouragement to do just that.



MASoud MAJIDI

Retail Partner, Specsavers Lougheed

EVERYONE DESERVES THE BEST EYECARE

Masoud Majidi spent 16 years working for one of Canada's leading optical brands, taking a wilting business and turning it into the highest-performing store in B.C. and Alberta. He achieved this through impeccable customer care and employee satisfaction, values he shares with Specsavers.

"Everyone in our community should have their lives improved through better sight. This is Specsavers' core philosophy," says Masoud.

"They care for everyone, no matter their economic status, and place a strong focus on employee satisfaction. I've always been a people person. I like to take care of my team so they, in turn, have the support and freedom to do incredible work for our customers."

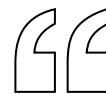
A GROWING PARTNERSHIP

Masoud made the switch from a store he spent 16 years growing, in a role in which he felt under-rewarded for his efforts to become a Retail Partner of his own Specsavers store. That decision would usually be a gamble, but for Masoud it was a certainty.

"Having Specsavers in my corner meant I could become a store owner – a dream of many eyecare professionals that usually has significant barriers. The store start-up costs were covered in full, so I was able to open my store on day one, basically debt free," he explains.

He has found the level of support to be everything promised and surprisingly more. Masoud has saved time, effort, and stress as a mountain of day-to-day administration is taken off his hands. This is designed to ensure that his focus remains on the things he's passionate about: providing exceptional care and investing real time in developing his individual team members.

Masoud's optical store is growing stronger every day, as he continues to offer career development to his team. This means better eyecare for Canadians through stylish and functional eyewear at an affordable price. Exceptional eye health also results from the use of advanced clinical equipment for pretesting. Thanks to these features and more, the team



A partnership with Specsavers is an opportunity to step away from being an employee and start your own business with the world's most successful privately own optical retailer.

can go the extra mile for patients and customers every single time.

"I love that as a partner I have the support to do whatever I can to help someone with their vision and improve their quality of life."

A partnership with Specsavers is an opportunity to step away from being an employee and start your own business with the world's most successful privately own optical retailer. It's a chance to benefit from the success of the business that you operate, while growing a valuable asset for the future as you look ahead to life after work. **OP**



Find your location for optical retail ownership with Specsavers at join.specsavers.com/ca



Style With Confidence

How to create a bespoke styling experience to help customers fall in love with their frames

BY AMANPREET DHAMI

When it comes to eyewear, gone are the days when the only options customers had to choose from were a basic metal or tortoise-shell frame. Now more than ever, frames are an opportunity to tap into a client's personal sense of style, with an endless variety of shapes and styles to play with, and designs leveraging everything from bright colours to pearl and rhinestone embellishments.

For the average person, though, this multitude of styles can be daunting, making it the job of the eye care professional to determine a client's sense of style so they can fall deeper in love with their glasses with each wear.

“Fitting a great pair of glasses is more than just seeing well.

Of course, that is a priority, but eye care professionals have a responsibility to make that person look and feel good when wearing them, too,” says Wendy Buchanan, founder and

“
Style is knowing
who you are,
what you want
to say, and not
giving a damn.

— GORE VIDAL

owner of Perceptions Eyewear and the Be Spectacular Eyewear Styling System. A registered optician and an eyewear stylist with 25 years' experience, she also

trains industry professionals on developing a styling process.

Eyewear style – or “spec style,” as Buchanan calls it – is really about the look a person wants to achieve. “We are not looking to make everyone look the same,” she says. “We are really trying to highlight their distinctiveness and salute how they are different instead of trying to get them all to conform to what is trendy.”

Nailing the look your client wants is where the art of a bespoke styling session comes into play. To discover a client's personal style, “We start with a blank canvas with every single person,” explains Buchanan. “We discover who they are and how they want to be perceived. Then we help them achieve that through discussion techniques, language, and ultimately, the best selection of eyewear.”

Consider the Person From Top to Bottom

“When fitting a pair of glasses, factor in the whole person from top to bottom, not just from the head up. Work with what you actually see when you meet the person,” advises Buchanan. She considers four main things to begin determining a person’s style sense: colour, facial features, hair style and body type. Everything is truly inter-related.

Colour Their World

The colour of a person’s eyeglasses says a lot about them, so work with colours that match your client.

“The number one question you can ask is: What colours do you wear in your wardrobe? Ninety per cent will say they wear black,” laughs Buchanan.

That’s an invitation to push further by asking them more specific questions, such as: ‘What colour shirt do you wear when you wear a black jacket to the office?’ or, ‘If you go to the golf course, what colour are your golf shirts?’ “In a retail setting you won’t have time to learn each colour a person likes, but

you will get a sense of their preferred palette, whether it’s muted, bright or neutral,” says Buchanan. “These colours can then be picked up in your frame selections.”

Just as wardrobe colour plays a factor, so does personal colouring. “Consider a client’s complexion, hair and eye colour, and assess that,” she advises. “The combination of colours a person likes to wear in their wardrobe, along with their personal colouring, will help you select colours that look beautiful on their complexion, and pull out their eyes.”

Ditch the Face Shape Convo!

No one wants to be categorized into a face shape; it’s an archaic way to fit eyewear. Rather, personalize the “shape” conversation by speaking to what you see in that person, recommends Buchanan.

For example, are they a little broader across the eyes? Are they broader around the jawline? What is the shape of their eyes? Do you see angles? Do you see curves?

If a person has a lot of sharp angles in their face, choose eyewear with angles, either in the shape of the frame itself, or angles in a pattern on the frame. In contrast, if you see lots of curves in someone’s face, choose frames that are curvier in shape and style. The face is typically a mirror of the body type, so angles in the face mean you’ll also find them in the body.

A Better Shape Factor

Seeking out shapes in the face and body is similar to how Buchanan considers hairstyles. If your client has a full beard or a moustache, factor that in. Do they wear bangs? Use this as a way to create balance and proportion with the eyewear. Is there a wave or a curl in the hair? Or is it straight and sleek? Straight hair usually results in more angles in eyewear, while curly and fuller hair translates into curvier glasses.

Buchanan uses this same shape principle when it comes to wardrobe examination. “Look at the whole person from a fashion perspective by looking at the fabrics they like to wear, the patterns that might be present, the structure of clothing, and whether you see any angles or curves in the clothing,” says Buchanan.

Flowing fabrics and shapes translate to more romantic or daintier frame styles, while large patterns and heavily structured clothing often results in bolder and chunkier frames. Always, always work with what



you see. The shapes and patterns you see consistently will surface in the final eyewear.

Since you'll be styling within the retail setting, be careful not to draw conclusions only from what a customer wears to the appointment.

"Many opticians will base a customer's fashion sense on what they are currently wearing at that moment," warns Robin Brush, training and education manager for Safilo Group.

“

Look at the whole person from a fashion perspective by looking at the fabrics they like to wear, the patterns that might be present, the structure of the clothing and if you see any angles or curves in the clothing,

— WENDY BUCHANAN

"This does work sometimes; for example, if the customer is dressed in a suit coming home from work, or out running errands with their Jimmy Choo handbag. But in today's world, so many people work from home that it's harder to tell what their fashion sense is, if you strictly base it on what they wear that day."

It's in the Lifestyle

For Brush, the ideal eyewear style starts to come through when she leans into understanding a client's

lifestyle, or what she calls a multiple pair standpoint. "I like to ask, 'What activities do you participate in and/or watch on weeknights and weekends?' Then, based on their answers – golf, soccer, running, shopping, travel – I choose a variety of frames of different styles and designers for them to try," she says.

Thomas Burkhardt, senior vice president of global brands, marketing & design at Marchon Eyewear, seconds the importance of identifying the lifestyle and understanding the personality of the customer.

"Asking what activities your customer participates in can help with suggesting key features on frames that may aid in performance, comfort and durability," notes Burkhardt. "Furthermore, does the customer want an everyday frame, or to make a statement? Knowing this can help eye care professionals to suggest different colourways, shapes and embellishments."

Read Your Customer's Energy
No matter how you slice it, the magic happens when you as an eye care professional lean in and listen. The eyewear look you create together with your client is really about how that person wants to be perceived. This desired perception can only be understood by making a deeper connection with each person you work with.

Buchanan will often adjust her process to match a client's personality. "For example, if a client is very direct and seems like they are in a rush, I get to the point! Start by recommending a frame with an informed rationale and get them to try it on immediately. Don't tell stories about a frame; they won't care," she says.

Starting the CONVO

Here are some conversation-starting questions that will help you master your styling process.

What type of work do you do?

Corporate work versus creative work may impact frame preferences.

Who are your clients?

If your customer deals directly with their own clients, this could impact how they want to present themselves.

How would you like to be perceived in your career?

If someone wants to be seen as super professional and authoritative, that needs to translate into their eyewear style.

How would you like to show up on screen?

With video calls, perception is everything. In many cases, eyewear is the main thing people notice on screen.

Would you like a specific look for a special event?

Sometimes this is the case! Learn more about the event itself, what your client will be wearing, and how they want to be perceived that day.

What types of activities do you participate in and/or watch on weeknights and weekends?

For example, if the customer participates in or watches a particular sport, or plays in a band, they may want a style that reflects that interest.

These are just a few questions to get the ball rolling; feel free to add your own and make it a true conversation. And remember, the questions are just the first step – listening is the key to really understanding your client and sending them out the door with frames they'll love.



One Client, 4 Looks

Buchanan styled her client Michele four different ways. As a CEO and published author, Michele's style is a combination of "Daring Dramatic" and "Inspired Artist." She likes to make a bold statement and has invested in an expansive and diverse eyewear wardrobe.

LOOK 1

Michele's statement "art for the face" frame in black, white and gold accessorizes perfectly with her oversized ring and playful puppy handbag. Never one to shy away from attention, with these specs, she tells the world she has a big personality the minute she walks into a room.

LOOK 2

Royal blue power glasses in thick wood are a solid classic for this dramatic spec style. Michele never wants her eyewear to blend in, and this edgy shape with a subtle uplift maintains order on the face with extraordinary style.

LOOK 3

Buchanan selected this oversized red and crystal frame as a marketing fashion accessory to express Michele's high energy, matching the eyewear to the colour of her new book cover.

LOOK 4

A lighter yet funky frame in reflective gold metal moves Michele's style level up to elegant while maintaining an air of uniqueness. The bridge is the perfect width to balance her eyes, allowing her to connect with her clients.

For more information, visit bespectacular.com/optical.

Brush adds she gets a better feel for the customer's style after they have tried on a few frames. "You will see their reactions to certain frame materials, the simplicity of a frame, or the use of a logo and lots of colour," she says, adding this feedback can lead you towards a more suitable frame.

Helping your client find the right eyewear is no longer just about offering them what is trending. However, knowing the trends becomes useful once you fully understand what your client wants. For this fall, the key trends are "oversized shields, straight-across silhouettes, rubber temples, lightweight materials and mirrored lenses," says Burkhardt. "We are seeing these trends come to life in luxury brands like Victoria Beckham, Salvatore Ferragamo and Lanvin; lifestyle brands like DKNY and Lacoste, and of course, in true performance brands like Nike."

Arming yourself with information and then leveraging it once you know the trends that resonate with your customer will help you to present yourself as an expert and build credibility.

Always Exude Confidence

Success comes when you as an eye care professional focus on creating a bespoke styling technique personal to you. Rather than getting fixated on (and frustrated about) making a multiple-frame sale each time, sell your service. "You are selling you, your optical, your business and your styling," notes Buchanan. "Now more than ever, people are buying an experience. They will spend the money if you can show them value, expertise and experience."

She finds inspiration in this quote from Gore Vidal: "Style is knowing who you are, what you want to say, and not giving a damn."

Adds Buchanan: "When you are confident in who you are, what you are doing and what you are saying, you are less impressed with yourself. You can take your eyes off yourself and be more involved with your clients."

Through continued confidence as an eye care professional, you can communicate perfectly with each customer who walks through your doors, help them find their perfect pair of glasses – and create a loyal and lasting relationship. **OP**

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A randomized clinical trial. Optom Vis Sci. 2018;95(3):264-271

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LU XE LOOKS

Fashion and luxury go hand in hand, and these high-end styles make a design statement that's sure to get noticed.

BY SUZANNE LACORTE

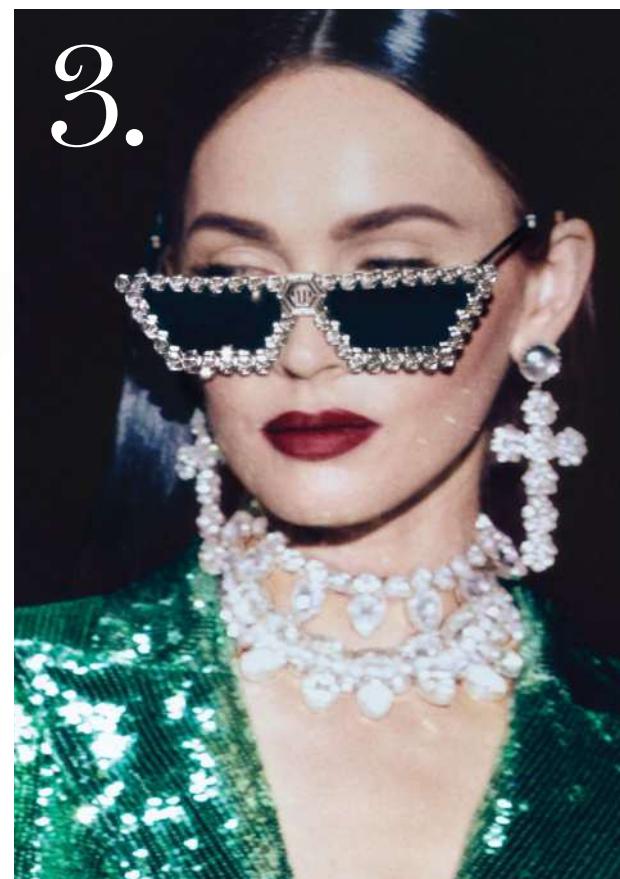




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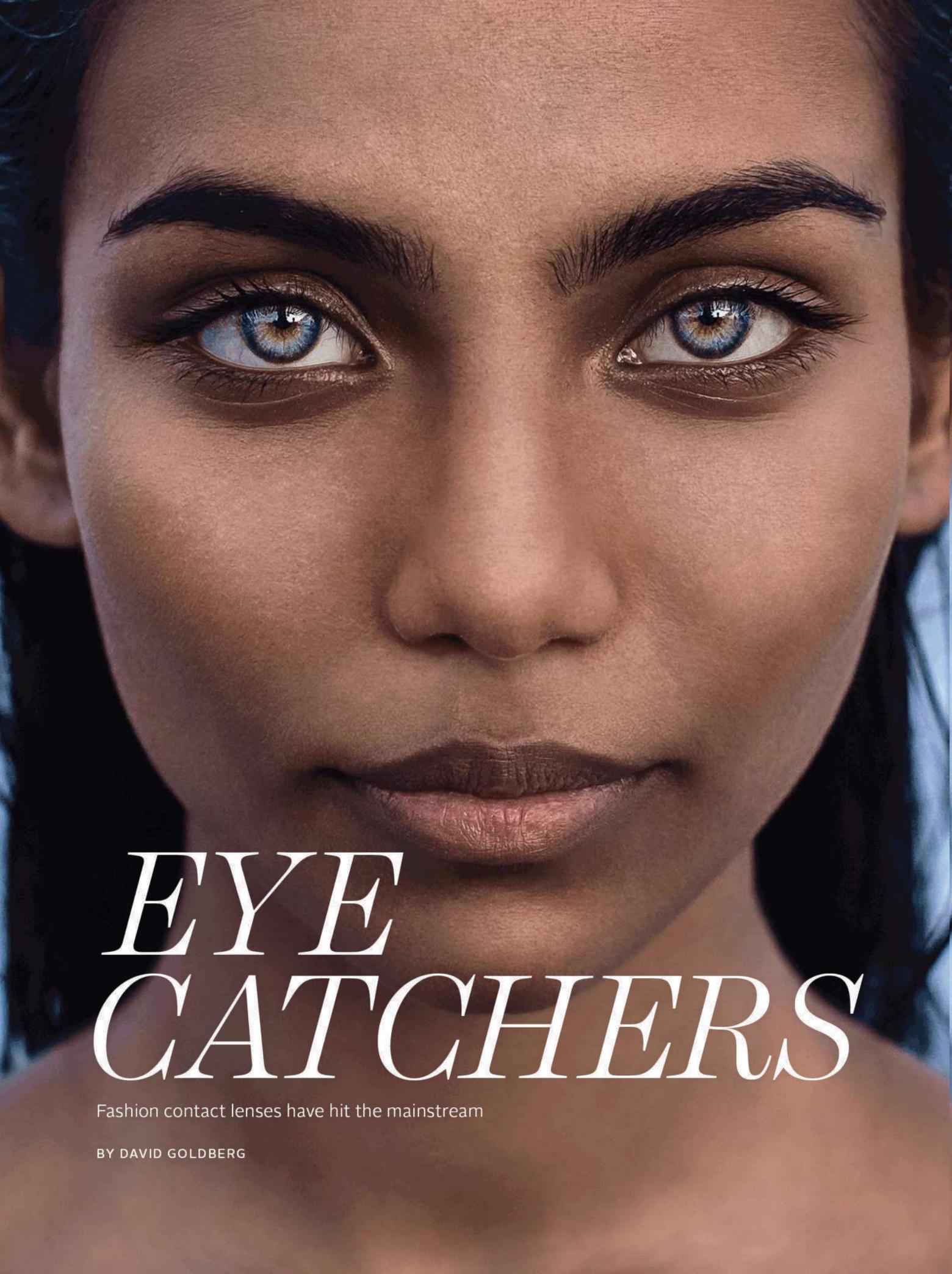


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1. Ignasi Monreal 53S-GDHV by Etnia Barcelona. 2. Miu Miu 04UV by Luxottica. 3. Philipp Plein SPP030S by Eredità. 4. Badgley Mischka Valette by The McGee Group. 5. Legacy by GIGI Studios. 6. Carolina Herrera 0076S by Safilo. 7. Lanvin LNV124S by Marchon.

A close-up, high-contrast photograph of a woman's face. Her eyes are a striking blue, with dark, well-groomed eyebrows above them. The lighting is dramatic, highlighting the contours of her nose and lips. The rest of her face and the background are in deep shadow, creating a moody and focused look on her eyes.

EYE CATCHERS

Fashion contact lenses have hit the mainstream

BY DAVID GOLDBERG

From Hollywood special effects to social media's must-have fashion accessories, coloured contact lenses have transcended the label of "niche product" to achieve mainstream style status. And the options are endless. Are you tired of being that brown-eyed girl? Blue can be your hue, or you can set the scene with a vibrant green.

Awndrea Belanger, a licensed contact lens optician in Winnipeg, Manitoba, says many people are also opting for more striking colour combinations and patterns that even our miraculous human DNA could never design over millions of years.

"Some designs are made with many layers of colour, adding more depth to the eye's natural colour – these designs can completely change your entire look," she says. "Newer designs can make your eyes stand out with vibrant layers of colour enhancements such as bright strokes of colour within the iris, adding more definition or extending the colour past the natural limbus area and making the eyes appear much larger."

New technological advances mean that virtually anyone can wear coloured contact lenses. Even very dark eyes and eyes requiring higher prescriptions can wear most fashion contacts available today.

"Many lenses are specifically designed for darker eyes," explains Belanger, adding, "More custom lenses can be designed using a solid colour on the inner layer. This layer almost masks your eyes' natural colour. The solid-opaque colour allows the lens to be enhanced with an array of colours that don't blend or compete with the eye colour like the more translucent lenses do."

WHAT'S TRENDING?

Social media and celebrities are driving the push for more cosmetic contact lenses. Earlier this year, Kanye West wowed paparazzi with his icy white contact lenses as he strode through downtown Paris with his girlfriend, Julia Fox. Such a dramatic effect isn't desired by too many, but Kylie Jenner has been known to favour a pair of light blue contact lenses over her naturally brown irises.

"My Gen X and Baby Boomer patients all seem to be going for the classic blue eyes," says Dana Reedman, a licensed optician in Whitby, Ontario who has been fitting people with contact lenses for more than 20 years. "Even if they already have blue eyes, they just want a brighter blue." She adds it's the Gen Z and under-30 crowd who are redefining the demand for cosmetic contact offerings.



shutterstock.com/Ovidiu Hrubaru


Social media and celebrities are driving the push for more cosmetic contact lenses.

"The aesthetic that is glamourized in movies is definitely causing an uptick in that look of a larger iris diameter, and that more pronounced look," says Reedman. "For some generations, it's been all about the hair; for other generations, it's been about the eyebrows. And now all of a sudden, it's about the eyes." It has never been more affordable to have a lot of fun with the look of your eyes, beyond just basic blue or green. With daily, monthly and annual replacement options, fashion contacts are a budget-friendly accessory, with most lenses coming in at under \$100. But Reedman says some people will still try to save some money by scouring the semi-regulated online marketplace.

"My advice across the board with all contact lenses – not just coloured contact lenses – is, you always have to question where the source is from. There are more reputable online retailers now, but you really want to check their reviews."

If clients are really adamant about ordering cheaper contacts online, Reedman says she'll oblige, but still insists on a proper fitting at her clinic. When ordering on their own, patients will sometimes miss



Fashion Contact Facts

Patients' most common questions answered

Licensed optician Awndrea Belanger has the following answers to commonly asked questions about fashion contacts.

Q: Can I wear them every day?

A: Yes! Some lenses are made with newer materials that are approved for daily wear. And they are now available in a daily, monthly, or planned replacement such as every three, six, nine or 12 months.

Q: I have dark eyes. Can I still change my eye colour?

A: Yes! Many lenses are specifically designed for darker eyes. Custom lenses can also be designed using a solid colour on the inner layer. This layer almost masks your eyes' natural colour. The solid-opaque colour allows the lens to be enhanced with an array of colours that don't blend or compete with the eyes' natural colour like the more translucent lenses do.

Q: Can I enhance my eye colour and still look natural?

A: Yes! Lenses can be made with a non-opaque, transparent enhancer. Another idea is to enhance the outer ring, making a more subtle but stunning effect.

Q: I have a high prescription. Can I still wear fashion lenses?

A: Yes! Although your options may be more limited, there are still many choices available. These lenses can also be custom made, making hard-to-fit eyes a candidate for colours. Astigmatism, too!

Q: Are fashion lenses safe?

A: When it comes to your eyes, health and safety should be your top priority. It's certainly important to ensure that your lenses are manufactured, shipped, stored and dispensed by certified, accredited and licensed professionals. Certifications ensure the highest safety standards.

And Remember:

- Not all lens materials are safe for extended or daily wear.
- Not all lenses are manufactured using approved dyes.
- How the lenses are made and packaged is important.
- How the lenses are stored is important as well (extreme heat, cold, sun exposure, etc.).

important information like base curve measurements, leading to an ill-fitting lens. There's just no substitute for the eye of a trained professional.

"What you're giving up by ordering online to save 20 bucks is continuity of care," says Reedman. "Why wouldn't you go with somebody who knows your eyes, knows your history? As opticians, we're experts who can offer multiple products. We can fit you properly, track your progress and follow up with any issues so you can make the best decisions for your eyes."



Seven out of 10 patients who tried coloured contacts ended up buying them.

COOL CONTACTS

One of the biggest brands available to Canadian opticians and their patients is Alcon's line of coloured contacts, Air Optix Colors, available in 12 hues.

Alcon says one in every two patients is interested in the idea of fashion contacts, while one in three people who use coloured contacts are actually plano wearers. Also, offering coloured contacts for patients offers a strong return for minimal chair time. In fact, one of Alcon's clinical studies found that seven out of 10 patients who tried coloured contacts ended up buying them.

The must-have beauty accessory also boasts superior oxygen transmissibility compared to other leading coloured contact lenses, thanks to the help of Smartshield Technology.

Air Optix Colors are available in turquoise, true sapphire, amethyst, gemstone green, brilliant blue, sterling gray, brown, pure hazel, honey, green, blue, and grey. **OP**

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HAIL TO THE CHIEF

As I-MED Pharma's Chief Scientific Officer, Dr. Ilan Hofmann's passion for eye care innovation is matched only by his desire to pass on his knowledge to future generations of scientists and eye care professionals

BY DAVID GOLDBERG

Dr. Ilan Hofmann's inventions have been licensed in more than 30 countries. His research and patents have been instrumental in ophthalmic surgeries and in the treatment of dry eye disease in humans and animals around the world. As the Founder, Chairman of the Board and Chief Scientific Officer at I-MED Pharma Inc., Hofmann is on a mission to bring complete relief to dry eye and ocular surface disease patients worldwide.

"In our field of ophthalmology, we are working in an exciting, rapidly changing and growing scientific environment," he says. "And we have to continually invest in innovation, as well as research and development, to provide our patients with the best diagnosis, management, and treatment solutions."

"I look back to the start of this company with awe and pride. This company began as a one-man show, and now every year we're adding more scientists to our product development team."

Hofmann's star burned bright and early in his career, beginning with his pursuit of biochemistry degrees at McGill University. Working as an intern for a Montreal-based international pharmaceutical company, he monitored clinical trials for a drug made to treat glaucoma. Next, he worked on the team that developed clinical applications of the hyaluronan molecule in ophthalmic and orthopedic surgery.



"This product led to the revolutionizing of cataract surgery and the subsequent boom in the implantation of intraocular lenses," notes Hofmann.

After helping other pharmaceutical companies develop game-changing technologies throughout the '70s and '80s, Hofmann decided to go it alone.

I-MED Pharma was born 33 years ago, initially called Domilens Canada Inc. In those early years, Hofmann designed and launched the very first hyaluronan-based (HA) eye drop called Hylashield® in 1989.

"This eye drop was the beginning of a whole new industry of HA-based eye drops, which today are manufactured by many different companies all over the world, and are considered to be one of the best and most effective eye drop solutions for the treatment of dry eye disease (DED)," says Hofmann.

In 1994, Hofmann changed the name of the company to I-MED Pharma Inc.

In the decades since its formation, the company underwent several major transitions, from a cataract surgery company to a LASIK surgery company, and finally to the ocular surface disease (OSD) company we know today as I-MED Pharma. But no matter what, the focus was always on eye care.

"I look back to the start of this company with awe and pride," says Hofmann. "This company began as a one-man show, and now every year we're adding more scientists to our product development team, assuring a solid pipeline of innovative products for the future."

I-MED's top doc touts the highly successful I-DROP® line of artificial tears and other dry eye management solutions within the portfolio, including the recently launched I-LID 'N LASH® EYE MAKEUP REMOVER, an eye-friendly makeup remover specifically formulated for dry eye patients.

Now, Hofmann is nurturing the next generation of eye care scientists and engineers while hoping to spark that inspirational flame he conjured for himself all those years ago.

"The most challenging and rewarding aspect of my work is to train and transfer my over 40 years of accumulated knowledge and experiences to a young and bright team," he says. "They bring new ideas and fresh perspectives to this creative process. This dynamic makes for a great challenge, and it keeps me on my toes." **OP**



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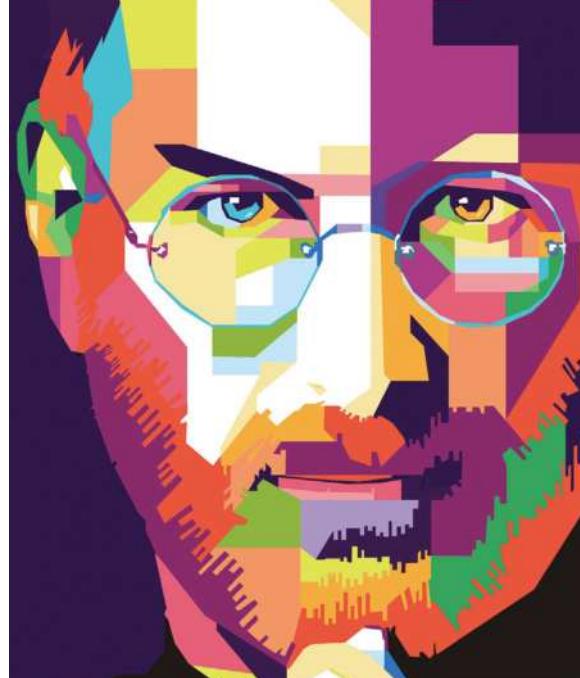
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BY DR. HARRY BOHNSACK

President, Canadian Association of Optometrists



Steve Jobs' rimless glasses. John Lennon's wire-rimmed "grannies." Jackie Kennedy's oversized black frames. These are just some examples of eyewear that definitely served a purpose for the wearers, but also started a fashion trend.

While serving their functional role of providing clear and comfortable vision, glasses can also be fashionable and stylish. The shape, material, colour and texture of a frame can enhance the wearer's appearance, but the lenses can play a dual role: enhancing the wearer's vision as well as their appearance. The optimal lens power and form, including aspheric and freeform options, will maximize visual clarity. Combined with well-chosen non-glare, tint and mirror coating options, the lenses can further enhance the look and performance of the eyewear.

Tinted lenses can enhance vision, protect the eyes from harmful UV and blue light, increase eye comfort, and can even enhance your clients' style. Recommend enhanced UV and blue light protection in optical

eyewear for those clients who don't want to switch to sunglasses.

An exciting new option is choosing lenses that are clear with just a hint of mirror, which change to a colour of your choice in the sun! It is worth offering clients some time to trial

Eyeglasses are available in an amazing array of styles and materials to make eyewear as fun and fashionable as it is functional.

them to determine which colour provides the most comfortable vision. There are also lenses that polarize as they darken, offering enhanced relief from reflected glare.

Tinted lenses come in a variety of colours, and since each provides different features and benefits, it is important to review these with your client to help them decide which colour is right for them. For example, dark amber or brown lenses are

known for reducing eye strain and fatigue caused by bright light and glare, as well as filtering blue light and improving colour contrast.

Lenses that change to dark green or grey reduce brightness while maintaining colour contrast and clarity. You can recommend a lens colour that will enhance visual clarity and depth perception, while reducing eye strain and fatigue.

Like tints, mirrored lenses are both fashionable and functional – a vision aid, but also an integral part of the wearer's personal style.

Mirror lenses reflect light away from the lens surface. This can reduce discomfort and eye strain caused by glare, and is particularly beneficial for activities in bright surroundings, such as snow, water or sand. Mirror coating is typically available in gold, silver and blue – and can be combined with a range of tints for both prescription indoor lenses and sunglasses.

Eyeglasses are available in an amazing array of styles and materials to make eyewear as fun and fashionable as it is functional. As an eye wear professional, you can help clients find the combination that makes their new glasses work and look better than ever. **OP**

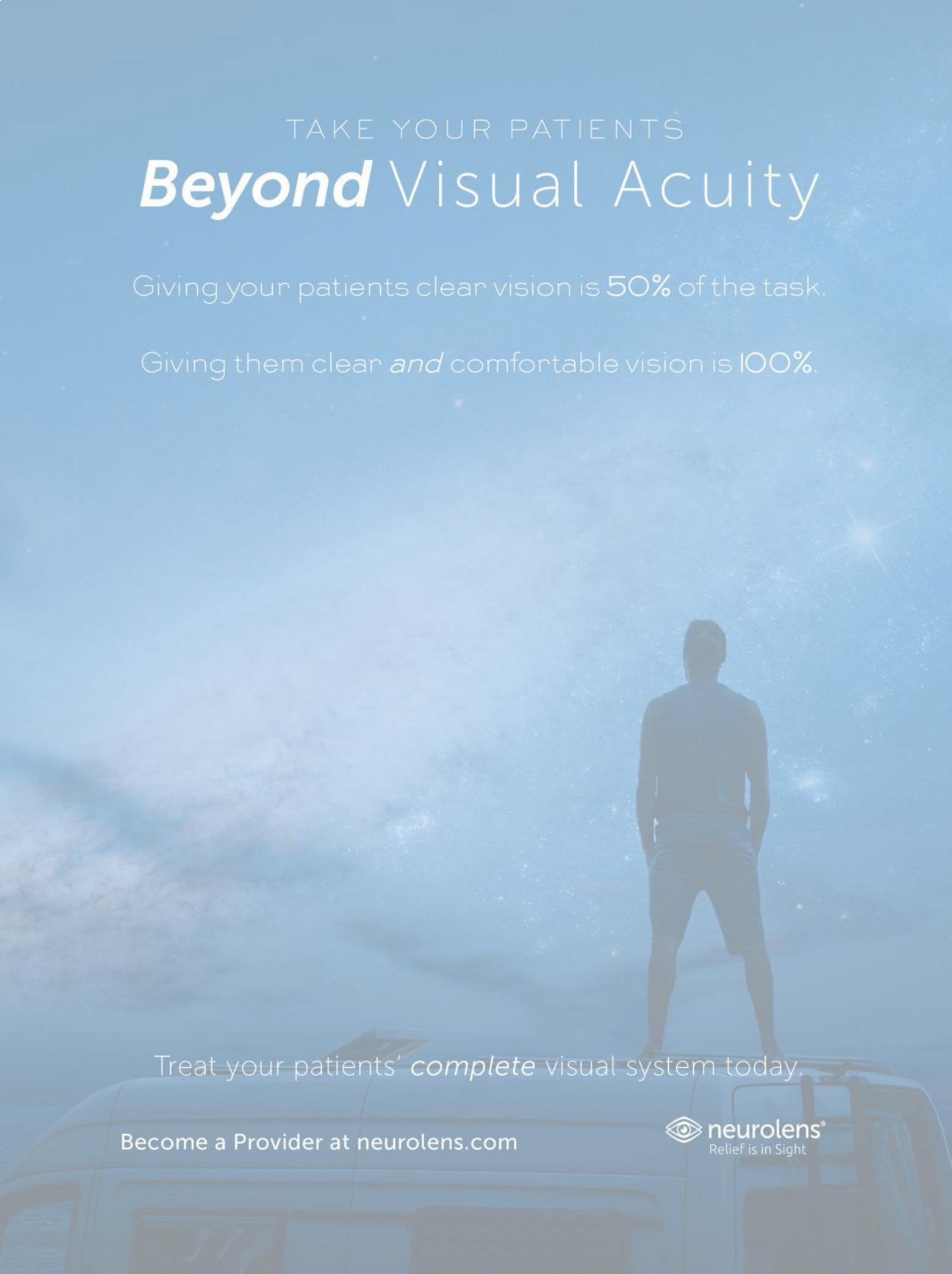
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THE LIFELONG LEARNER

Martin Spiro never stops networking and always endeavours to pass on his knowledge to others

BY DAVID GOLDBERG

Standing on the earth's widest point, a world away from his home in Quebec, Dr. Martin Spiro was on a humanitarian mission to Ecuador to help a population in dire need of eye care. Many patients had travelled great distances for a prescription or eye exam. And in some cases, these people were coming to Spiro in search of answers.

"A man needed to know why his vision was slowly deteriorating. After an eye exam, I concluded that he suffered from retinitis pigmentosa," recalls Spiro. "Sadly, there is no cure, but understanding what was happening gave him some closure."

It was a difficult moment to share with a stranger, and it changed Spiro forever.

"It made me realize the importance of honest and empathetic communication when working with patients, even if the diagnosis and prognosis are sombre."

Now, Spiro puts that philosophy into practice every day as co-owner and optometrist at Optika Eye Care in Montreal's western suburb of Pointe-Claire.

The clinic includes – but goes beyond – primary care to help patients with myopia control, ocular disease management and more.

"Our clinic's philosophy is to have a team-based approach to meet all of our patient's eye care needs," says Spiro. "We have built our clinic around a team of dedicated eye care professionals passionate about going above and beyond basic requirements."

As co-owner and OD at his clinic, the University of Montreal optometry grad loves the combination of science and business. And Spiro says you maximize the benefits if you take advantage of opportunities for collaboration with colleagues across the industry.

"It is important to find a team of people that you connect with and share a common vision with in the delivery of care."

Spiro also stresses the importance of engaging in your profession outside the clinic by taking advantage of conferences, workshops and social events.

"Eye care is filled with some wonderful and dynamic people, and it is inspiring and motivat-

ing to engage with and learn from them!"

As much as Spiro loves to learn, he also makes time to teach, speaking at conferences and instructing at his alma mater.

He also spends one day a week providing low-vision care at a rehabilitation centre and sits on various optometry boards, including the Canadian Association of Optometrists, where he serves as vice-president.

"This variety of professional endeavours allows me to work with patients, students, peers and decision-makers – all of which I thoroughly enjoy," says Spiro.

He hopes all of these efforts will keep bringing more awareness and education to help the general public and the government fully realize the importance of regular eye care.

"Eye care is essential for education, productivity and general well-being," he notes. "Much of vision loss is preventable, and routine eye care can allow us to diagnose more serious systemic diseases early. Today, good eye health is often taken for granted." **OP**



Dr. Jasjit Gandham, Optometry Partner
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DEVELOP LEADERS

One on one coaching to enable and empower leaders in the Optical Industry.

BUSINESS BUILDING

Identify opportunities and implement action plans that ensure financial stability in this competitive environment.

TRAINING

Custom workshops to build high performance teams and businesses. Including sales strategies to increase eyewear sales, niche products and treatments.

VISUAL MERCHANDISING

Organize and reset Ophthalmic office and retail space to improve product appeal and create sales.

CUSTOMER MAPPING

Understanding and improving the customer experience throughout the Eyecare journey, creating long term patients.

SPEAKER

Experienced storyteller and influencer with powerful messaging.

CHANGE LEADERSHIP IN THE OPTICAL INDUSTRY

Guide ownership to be proactive and lead change strategically rather than reacting to change.



Encourage, Enable & Empower



NANCY DEWALD, Owner

Over 20 years guiding Optometry Leaders and practices to be successful. In addition recognized for excelling in Leadership roles:

- 2017 Most Influential Women in Optical Vision Monday Magazine
- 2008 Eye care Director of the Year Pearle Vision, North America
- 2007 Field Performance Consultant of the Year, North America

For a complimentary 30 minute consultation visit leaduptrainingandconsulting.ca

THE PATIENT TRANSITION

The easiest and most cost-effective way to sell to 5% more of your patients: improve the patient transition in your office

BY NANCY DEWALD

Lead Up Training and Consulting



What is the patient transition? Sometimes known as the patient handoff, it's the transition of the patient and their needs from the doctor to the advisors in your optical practice.

By advisors, I refer to your team members in all areas of your business, not just to the dispensers.

Other areas to professionally transition the patient and their needs include:

- **CL Fitters**
- **Front Desk**
- **Dry Eye Technicians**
- **Pretest Team**
- **Special Testing**

WHY IS TRANSITION IMPORTANT?

First, it increases sales. Second, it helps create an experience where patients trust us. And third, it keeps their business in-house.

The best indicator that patients are happy with your service is when they purchase. When you transition the patient properly, it builds credibility, loyalty and in turn, referrals. When patients feel cared for, they tell others; statistics show that 35% of new patients come from existing patient referrals – truly the best ROI marketing.

I can share a couple of examples where we did the training and supported the implementation.

EXAMPLE 1

This was a large office that had already done the transition in the exam room, so we focused on what the recommendations sounded like and extending the transitioning to all advisors. We followed the results for two months. The conversion rate increased by 4.7% (conversion calculation: total eyewear sold/total eye exams).

EXAMPLE 2

This was a smaller office that did not do the transition in the exam lane, so that was the focus. We again followed the results for two months and saw an increase in conversion of 6.8%.

WHY IS IT SO EFFECTIVE?

Moments of maximum impact (MMI) are moments along the decision-making path when shoppers are open to receiving information that can help them decide what to purchase and where to purchase.

Marketing experts in our field agree that this moment is in the exam lane when the OD makes recommendations.

So how do we accomplish this?

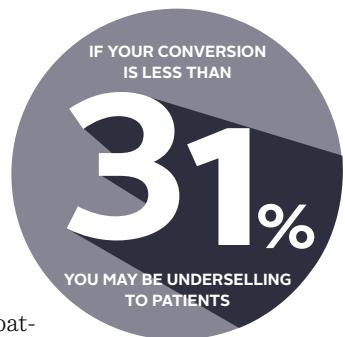
You could consider the following steps to implement the new behaviors. First, explain the “why” and train all staff on the best practices. The transition takes place in the privacy of the exam lane, then the advisor comes to the exam lane when paged by the doctor.

From there, we follow the template below:

- 1 INTRODUCTION**
Name of advisor, their role, why you chose them.
- 2 SHARE RELEVANT INFORMATION**
Recap the exam results.
- 3 SHARE WHAT YOU ARE PRESCRIBING OR RECOMMENDING**
Share patient needs you have identified; it is their decision whether they want to purchase or not.
- 4 THANK THEM**
It's common courtesy, and then this part of the process is over.

EXPERT TIP

Whatever you do, avoid telling patients they do not need new eyewear because their prescription did not change. There are so many reasons for new eyewear: task lens needs, special coatings, damaged lenses, outdated frames, etc. Our job is to educate patients and let them decide if they would like new eyewear or not.



CONSIDER THIS

31% of patients come in because they want new glasses. If your conversion is less than 31%, you may be underselling to patients. If this is the case, I am happy to help. **OP**

Nancy Dewald is a business development professional, workshop facilitator and optical industry veteran. She is CEO and founder of Lead Up Training and Consulting, which specializes in identifying business gaps, implementing solutions and developing leaders



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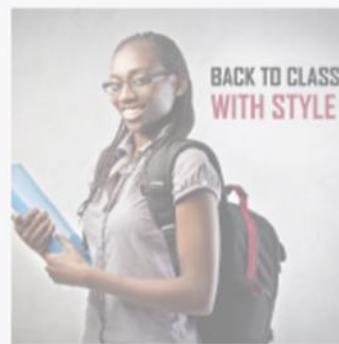
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FEBRUARY

MARCH

APRIL



JUNE

JULY

AUGUST

OPTOMETRY MARKETING CALENDAR			
PRODUCT ROLE	ACTIVATION & PLACEMENT OF TACTIC	METRICS REPORTING ON	OWNER
Product Role	Marketing, Advertising, Sales, Customer Support, etc.	Website Traffic, Lead Generation, Response Rates, Conversion Rates, ROI, Profitability	Marketing & Product Manager
Marketing & Product Manager	Marketing, Advertising, Sales, Customer Support, etc.	Website Traffic, Lead Generation, Response Rates, Conversion Rates, ROI, Profitability	Marketing & Product Manager
Social Media	Facebook, Instagram, LinkedIn, YouTube, etc.	Engagement Rates, Reach, Click-Through Rates, Conversion Rates, ROI, Profitability	Social Media Manager
Video Library	YouTube, Facebook, LinkedIn, etc.	Viewership, Engagement, Click-Through Rates, Conversion Rates, ROI, Profitability	Video Library Manager
Social Media Strategy	Facebook, Instagram, LinkedIn, YouTube, etc.	Engagement Rates, Reach, Click-Through Rates, Conversion Rates, ROI, Profitability	Social Media Strategist
Organic Performance Monitoring	Google Analytics, Social Media Metrics, etc.	Website Traffic, Lead Generation, Response Rates, Conversion Rates, ROI, Profitability	Marketing & Product Manager
Training Portal	Online Courses, Webinars, Workshops, etc.	Completion Rates, Engagement, Click-Through Rates, Conversion Rates, ROI, Profitability	Training Portal Manager
CRM System	CRM Software, Marketing Automation, etc.	Lead Generation, Conversion Rates, ROI, Profitability	CRM System Manager

Watch the recorded webinar and download the marketing calendar, playbook and social posts at marketing4ecps.com/2022-marketing-plan.

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HOW TO USE INSTAGRAM STORIES & REELS

... and what to share

By Cole Currie, Marketing4ECPs



Stories, posts, reels, live streams: there have never been so many options to share content with your audience on Instagram. But how do you know what kind of content to share? And which method should you use to share it?

Understanding how to effectively use content to support your marketing efforts and attract new patients is essential to growing your practice. Knowing the right channels to share your content gets you the best return on your investment and ensures you put your resources in the right places.

REELING IN YOUR AUDIENCE

Your reels live on your profile and usually appear when people scroll through their Instagram feed browsing content. Reels can be up to 60 seconds long and can be edited to create fun and engaging content for your audience.

Since reels are always accessible on your feed, it's essential to follow your brand styling, so that your content looks cohesive on your profile grid. These

UNDERSTANDING HOW TO EFFECTIVELY USE CONTENT TO SUPPORT YOUR MARKETING EFFORTS AND ATTRACT NEW PATIENTS IS ESSENTIAL TO GROWING YOUR PRACTICE.

styles, including colours and graphic elements, distinguish your brand and help your audience tell you apart from the rest of the content they see.

Reels are all about following trends, but also adapting them to suit your brand's personality and goals. As an eye care professional, you may put your own flair on a dance trend by styling different outfits with the sunglasses frames you carry, for example.

TELLING YOUR STORY

Instagram stories are smaller snippets of content people can access at the top of their feed. They typically disappear after 24 hours. Often, stories are photos or videos created directly when a user swipes right across their feed, taking them to a camera. However, Instagram stories can also be curated with specific colours and graphic elements to match your brand style.

The ideal way to use Instagram stories is to casually show off your personality. Showing small snippets of life in your practice or answering questions from your audience might allow you to connect with them on a more personal level and build trust.

One of the most innovative features of Instagram stories is called highlights. Highlights are featured stories you can pin to your profile based on categories. Let's say you create a few stories about contact lenses over the course of a month. You can bundle them together in one place for users to refer back to. This gives you longer-term value for the content you create.

REELS AND STORIES ARE EXCELLENT WAYS TO ENGAGE YOUR AUDIENCE AND ADD A BIT MORE PERSONALITY TO YOUR BRAND.

WHAT MAKES THEM SO USEFUL?

Reels and stories are excellent ways to engage your audience and add a bit more personality to your brand. Getting the most out of them by putting together a cohesive social media strategy is vital to supporting your business goals and connecting with your audience.

While reels do engage audiences, making them can take a lot of time. You must find the right trends, think of creative ways to adapt them, and then actually

film and edit your content. For this reason, it's unreasonable to expect your entire feed to consist of reels, although occasionally posting them can add an elevated flair to your content.

POSTING RELEVANT AND ENGAGING CONTENT CAN FURTHER SUPPORT YOUR BUSINESS GOALS AND ELEVATE YOUR BRAND.

You can also add webpage links to your stories. One of your content goals could be to convert engagement into sales or bookings. You can occasionally post a call to action in a story encouraging your audience to visit your website, book an appointment or order contact lenses, for example.

PUTTING IT ALL TOGETHER

Some content ideas to get you started on posting reels and stories might include:

-  AN INFORMATIVE VIDEO ABOUT EYE DISEASES;
-  AN ON-TREND REEL SHOWING OFF YOUR PRACTICE INTERIOR;
-  A STORY SERIES ANSWERING USER-SUBMITTED QUESTIONS ABOUT SOMETHING LIKE DRY EYES.

Posting relevant and engaging content can further support your business goals and elevate your brand. Instagram stories and reels are great ways to show off your unique personality and proficiency in your field. As your audience interacts with this more personalized content, they can connect with you even before booking an appointment. **OP**

Cole Currie is a content writer at Marketing4ECPs, where he helps eye care professionals reach their patients in new and creative ways. His passion for building connections through stories comes from his background in journalism and literary theory. Find out more at marketing4ecps.com



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September 27 | Connect Alberta | Calgary

September 28 | Connect Alberta | Edmonton

October 2 | Connect Saskatchewan | Regina

October 3 | Connect Ontario | London

October 4 | Connect Ontario | Kitchener

October 5 | Connect Ontario | Kingston

October 15 & 16 | Western Conference | Burnaby, BC

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EVENTS CALENDAR

SEPTEMBER

September 14-17, 2022

Event: Vision Expo West
Place: Las Vegas, Nevada
Website: west.visionexpo.com

September 23-26, 2022

Event: SILMO Paris
Place: Paris, France
Website: silmoparis.com

OCTOBER

October 16, 2022

Event: Optifair Canada
Place: Vaughan, Ontario
Website: aoece.com

October 19-21, 2022

Event: Vision Plus Expo
Place: Dubai, United Arab Emirates
Website: vpexpodubai.com

NOVEMBER

November 11-13, 2022

Event: Dry Eye Innovation Summit
Place: Toronto, Ontario
Website: dryeyesummit.ca

2023 JANUARY

January 27-29, 2023

Event: Opti 2023
Place: Munich, Germany
Website: opti.de

2023 MARCH

March 16-19, 2023

Event: Vision Expo East
Place: New York, New York
Website: east.visionexpo.com

2023 SEPTEMBER

September 8-10, 2023

Event: 4th World Congress of Optometry
Place: Melbourne, Australia
Website: worldcouncillofoptometry.info



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PEARLS *of Wisdom*

BY JANET LEES

Carolina Herrera HER 0080 is an oversized butterfly-shaped optical frame in injected plastic with metal accents, subtly embellished with a pearl on each temple and a half-pearl on the temple tips for a sophisticated touch. Designed and manufactured by Safilo, these modern frames convey a classic yet contemporary idea of femininity in three colour choices.





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