

OPTICAL PRISM

A close-up, high-angle photograph of a woman with dark hair, wearing large, dark, wrap-around sunglasses with a thin gold frame. She is wearing a light-colored, possibly white or cream, button-down shirt. Her accessories include large, ornate, diamond-encrusted earrings and a matching necklace with a thick gold chain and large diamond-encrusted links. The background is a soft, out-of-focus mix of yellow and white.

SEPTEMBER 2024 • VOL. 42 • NO. 8

LASH OUT

The hidden dangers
of false eyelashes
and extensions

POWER MOVE

The power of
visual presentation

**BACK TO
THE FUTURE**
Sci-fi chic
eyewear

VOLUME OR QUALITY

Stay true to your
business model

FIT TIPS

Expert insights on
contact lens fitting

High & Mighty

Explore the high fashion luxury eyewear industry, where trends blend innovation
with timeless elegance, setting new standards in style and quality.

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September 2024

CONTENTS



features

18 HIGH AND MIGHTY
The Dazzling World of
High-End Luxury Eyewear
By Evra Taylor

22 STYLE EYES
Posh Peepers
By Suzanne Lacorte

columns

24 SPEC STYLE
The Power of Visual Presentation
in Selling Luxury Eyewear
By Wendy Buchanan

30 LENS TECH
The Right Fit: Expert Insight
on Contact Lens Fitting
By David Goldberg



CONTENTS



43

34 BIZ MED

The Pitfalls and Perils of False Eyelashes and Extensions
By Evra Taylor

38 PROFILE

Bruce Miles and Essilor Luxottica Canada help ECPs and patients thrive
By David Goldberg

40 OPTICIAN VISION

Unified Healthcare
By Robert Dalton

43 EYE OPENER

Stay True to Your Business Model
By Nancy Dewald

47 SUCCESS STORY

Dr. Sam Dhaliwal
By David Goldberg

50 OUTLOOK

Seeing Myopia Clearly
By Dr. Martin Spiro

51 MARKETING INSIGHTS

Influencer Marketing for Eye Care Brands
By Jeff Shermack

departments

6 EDITOR'S LETTER

8 FRESH LOOKS

26 IN THE FRAME

46 EYE LEVEL

54 EYEWEAR ASTROLOGY

next issue

- › Medal-Worthy Eyewear
- › Weight Loss Medication & NAION
- › The Latest in Sports Lenses

on the cover



COVER IMAGE: Swarovski Eyewear Collection by EssilorLuxottica

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Publisher/Editor in Chief

Suzanne Lacorte
289.678.1523 x 1
slacorte@opticalprism.ca

Associate Publisher

Nick Samson
289.678.1523 x 2
nsamson@opticalprism.ca

Advertising Sales

Kathleen Irish
289.678.1523 x 5
kirish@opticalprism.ca

Copy Editor/Translator

Lamia Ghezal
lamia.ghezal@opticalprism.ca

Feature Writers

David Goldberg
dgoldberg@opticalprism.ca

Evra Taylor

evra.taylor@opticalprism.ca

Art Director

Cathryn Haynes
cat.haynes@opticalprism.ca

Digital Content Manager

Samantha Budd
sbudd@opticalprism.ca

Contributors

Wendy Buchanan, Robert Dalton, Nancy Dewald, Jeff Shermack, Dr. Martin Spiro

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CHROMA

by **etnia**  BARCELONA

Photography by Zhong Lin

As I mark four years since acquiring *Optical Prism*, I find myself reflecting on an incredible journey of learning, growth, and inspiration. What started as a fascination with the unique intersection of medical health and fashion has evolved into a deep appreciation for an industry that is as dynamic as it is essential.

The optical industry has been nothing short of amazing in its support and innovation. Your passion, expertise, and commitment to both the health and style of your clients have made my journey all the more rewarding. Every day, I am reminded of the critical role that eyewear plays — not just as a tool for vision but as an expression of personal style and identity.

In this issue, we turn our focus to luxury eyewear, a segment where the blend of medical necessity and high fashion truly shines. Luxury eyewear isn't just about aesthetics; it's about craftsmanship, innovation, and a commitment to excellence that resonates throughout the entire industry. From cutting-edge designs to the latest trends, this issue is a celebration of what makes luxury eyewear a powerful statement of both function and fashion.

This month's Style Eyes showcases the most exquisite and sought-after eyewear pieces currently on the market. From limited-edition releases to bespoke creations, these frames exemplify the height of luxury and are sure to inspire both you and your patients.

As eyecare professionals, you have the privilege of helping your patients see the world more clearly and beautifully. By embracing luxury eyewear, you can offer them not just a vision correction tool but a piece of art that enhances their daily lives. It's about offering the best in quality, comfort, and style, ensuring that every patient feels valued and unique.

Eyewear image expert Wendy Buchanan writes about the role of luxury eyewear in your practice and how you can enhance the patient experience through the power of visual presentation.

“To me, eyewear goes way beyond being a prescription. It's like makeup. It's the most incredible accessory. The shape of a frame or the colour of lenses can change your whole appearance.”

- VERA WANG, American Fashion designer

Meanwhile, Nancy Dewald offers valuable insight into attracting and retaining the appropriate clientele for your practice by staying true to your business model.

In this month's Biz Med column, Evra Taylor tackles the pitfalls and perils of false eyelashes and eyelash extensions on ocular health.

Lastly, as contact lens technology is constantly advancing and changing, feature writer David Goldberg brings us the latest expert insights on fitting patients with the right contact lens.

I hope this issue inspires you to bring a touch of elegance and exclusivity into your practice and to appreciate the intricate world of luxury eyewear. Enjoy!



SUZANNE LACORTE
Publisher/Editor-in-Chief

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Andrea
Zampol

Fresh LOOKS

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

Lena
ShaposhnikovaOscar
Contreras**MOI AUSSI**

Etnia Barcelona, known for its commitment to art, quality, and colour, presents Moi Aussi by Etnia Barcelona, a global platform for artists led by Andrea Zampol D'Ortia. For over 20 years, Etnia Barcelona has integrated art into its brand DNA. With Moi Aussi, they blend art and optics, embodying their motto "BEANARTIST." The brand acquired Venice's Church Dell'Abbazia Della

Misericordia to further extend its commitment to art. The church has been transformed into the Moi Aussi Creative Laboratory, hosting 24 international artists and welcoming other artistic collectives each year.

For more information, contact your Etnia Barcelona representative or visit: etnibarcelona.com/ca/en

MOVITRA

MOVITRA introduces the APEX Titanium Collection, featuring cutting-edge frames made exclusively from titanium. This innovative design offers exceptional comfort, with unique features for optimal performance. A standout detail is the two-piece titanium bridge with a dual polished/brushed finish, adding refined contrast and finesse to each frame.

For more information, contact your Movitra sales representative or visit: movitra.it

**ANA HICKMAN**

Ana Hickmann Eyewear unveils its empowering Optical Spring/Summer 2024 collection in Lisboa, Portugal. This luxury eyewear line features stylish optical frames designed for women, blending elegance with practicality. Highlights include detachable clip-on sunglasses for sun protection and versatility. From timeless classics to bold, modern designs, each piece embodies femininity and luxury. Crafted with precision and luxury materials, the collection ensures comfort and durability. Discover the perfect fusion of fashion and function.

For more information about the Ana Hickmann Eyewear Optical Spring/Summer 2024 collection, please visit [@anahickmaneyewear.com](https://anahickmaneyewear.com)





PERSOL

A legendary style from Persol reimagined in a striking all-metal design, the 649 sunglasses continue to shift the cultural imagination. Born in 1957, the 649 style is now enhanced by archive-inspired details and never-seen-before colour combinations including black and polar blue, semi-transparent smoke gray and blue, and semi-transparent champagne and dark gray.

For more information, contact your Essilor Luxottica sales representative or visit: my.essilorluxottica.com



ANDY WOLF

This season's new collection from independent eyewear brand ANDY WOLF highlights the brand's signature blend of vintage-inspired frames, detailed craftsmanship, and bold colour choices.

With cutting-edge technology and uniquely innovative designs, ANDY WOLF has once again crafted a luxury edition in exclusive new colours for fashion-forward women and men. Have fun discovering!

For more information, contact your Andy Wolf sales representative or visit: andy-wolf.com/en



Rising Dawn



1016-S

SILHOUETTE

Launching in 2024, Rising Dawn merges colour science and titanium. With 60s newsroom shapes and Mediterranean-inspired hues, it caters to the nomadic creative. The translucent colours and intricate Austrian craftsmanship make it a standout, unmistakably Silhouette.

For more information, contact your Canadian Optical Supply representative or visit: canadianoptical.com

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Silhouette



Rising Dawn: 1619, Color 4040, 2956, Color 4540



Seya

GOTTI

SEYA and SILDE bring visual lightness with their purist design and maximum comfort. Made from lightweight cotton acetate, these oversized glasses shine. Whether round or square, they feature translucent acetate that reveals delicate, finely chased temples. The repeating pattern of "Ö" dots adds sophistication. Hand-polished to a high shine, each pair's polisher's name is engraved inside the temple as a quality mark. Sunlight through SEYA and SILDE creates a shimmering play of light, enhancing their refreshing shades from sky blue to bordeaux red. Discreet yet special, these frames offer unique clarity.

For more information, contact your GOTTI sales representative or visit: gotti.ch/en/

Silde



Fabi



Urbino



Sarno

OGI

Red Rose by OGI is a capsule collection within the larger OGI brand. Radically minimal and effortlessly modern, these frames embrace the power of subtlety. Glimpses of OGI colours and quality laminations ground these sleek metal styles. On-trend shapes are given a light touch with barely-there lines, while hand-painted details elevate the pared-down aesthetic. Red Rose by OGI brings the ethereal beauty of the California coast to the industrial design of an artist's studio: spare, yet inspiring. Red Rose by OGI asks the question "Why look like everyone else when you can look like yourself?" Redefine confidence on your terms.

For more information, contact your OGI sales representative or visit: ogiewear.com

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FRESH LOOKS



Papillon



Paradis



Penelope

LAFONT

Tailored for the modern Parisian woman, this collection by Chief Designer Thomas Lafont balances family and professional life with practical, versatile designs. Drawing inspiration from Parisian spirit, Lafont incorporates unique elements and vibrant colours reminiscent of eye shadow and mascara, adding glamour and mystery.

For more information, contact your lafont sales representative or visit: lafont.com



Iris

AYA

AYA announces the launch of its latest collaboration, "Iris" – a striking new addition to its eyewear collection that honours the rich tapestry of Indigenous art with a distinct nod to fashion. Inspired by the late legendary style icon Iris Apfel, these bold round frames are poised to inspire the optical world to embrace their inner Iris, with this unique blend of fashion-forward style, craftsmanship and cultural significance.



For more information, contact your AYA sales representative or visit: claudiaalan.com/aya/



Rianne

WOODYS

Woodys presents "La Dolce Vita," a new campaign inspired by this famous lifestyle. In various locations across "Bella Italia," different characters live connected by the same feeling—a unique and unprecedented connection. They share the art of living without haste, savouring every moment, and enjoying the simple things in life.

For more information, contact your Mood Eyewear representative or visit: moodeyewear.com

lafont.
www.lafont.com



FRESH LOOKS

J.F. REY

SQUARE celebrates J.F. REY's iconic square, inspired by Daniel Buren's geometric designs. This women's optical collection blends metal and acetate for striking structural, colour, and transparency effects. The minimalist frames, designed without temple armatures, showcase refined patterns and glamorous thicknesses. With iridescent colours like the SCARLET 4430 model, these sculptural pieces

embody sophistication and captivating elegance, revealing new aesthetic perspectives.

For more information, contact your J.F. REY sales representative or visit: jfrey.fr/en/



Ruby



Scarlet



ALS-1009



ALS-1024

ALLSAINTS

WestGroupe unveils AllSaints' Autumn/Winter '24 optical collection, featuring bold eyewear that reflects the brand's rock'n'roll attitude. The collection showcases chunky acetates with intricate bevels, crystal-coloured laminations, and premium metal hardware, highlighting AllSaints' craftsmanship. Textured core wire details and brushed metal finishes echo the brand's industrial edge. The colour palette, true to AllSaints' aesthetic, includes khaki, camouflage, and shades of grey, offering versatile options for both men and women.

For more information, contact your WestGroupe sales representative or visit: westgroupe.com/CA

MYKITA

TOTO by MYKITA | 032c features an elongated oval shape with unisex appeal and a straight front for a timeless style. The acetate frame includes MYKITA's ENDURA hinge for durability. Available in Misty Green, Golden Havana, and Puddle colorways with corresponding lenses. TOTO debuts at Paris Fashion Week alongside ALPINE on June 21, 2024, in stores January 2025. Explore the full collection, including accessories, at MYKITA, 032c shops, and select global retailers, or online at mykita.com.

For more information, contact your Mykita sales representative or visit: mykita.com



Misty Green



Puddle



High The Dazzling World of High-End Luxury Eyewear *and* Mighty

BY EVRA TAYLOR

Luxury, le luxe, lusso, lujo. No matter what language you say it in, there's a commonality to luxury brands: They're global! The world of luxury eyewear transcends continents, language and cultural differences. In French parlance, "bon chic, bon genre" pays a classy nod to the concept of "good style, good taste," an expression of the redoubtable Parisian upper class whose inimitable style has given birth to such brands as Chanel and Dior.

Certain market sectors such as the top end of the luxury market that includes jewelry, shoes, eyewear and cosmetics, appear to be impervious to prevalent economic conditions. One factor that contributes to the continued growth of their consumer base is online channels. E-commerce platforms have boosted luxury eyewear sales, bolstered by increasing levels of consumer disposable income and fashion awareness.

The past few decades have birthed a movement toward eyeglasses being seen — and designed — as far more than simply a means of improving one's eyesight or providing protection from the sun's harmful rays. Eyewear is a major fashion statement and your frames are a reflection of how you view yourself, and how you wish others to view you. Creating a person brand means carving out a niche, a distinct look. In recent years this has led to some of the most envied frames featuring heavy, intrusive gold and gold-tone embellishments and sculptural shapes that rival entries at modern art museums and art galleries. This rise in self-consciousness is owed in large part to the purchasing power and fashion influence of Gen Z and millennial cohorts who have grown up on social media and pay homage to it daily, even hourly.

On a cultural level there are several hallmarks of a luxury brand that's truly "made it". When it slips into conversation, when

celebrities don it as an almost tattooed emblem of their style, or when it lands itself in popular movies and television shows. In an episode of the iconic *Sex and the City* TV series, lead fashionista Carrie Bradshaw embarked on a tirade with her granola boyfriend about the merits of a Roberto Cavalli outfit, a glamorous little number she hadn't sported in a while but that she resurrects by the time the episode ends.

"The luxury market has seen growth in recent years and luxury eyewear remains strong in the aspirational category," states Alessandro Mariani, VP of Marketing at EssilorLuxottica. Mariani was born in Italy and grew up under the charm of what he describes as 'la dolce vita'. "So, naturally, Persol holds a special place in my heart. It's one of the most classic and iconic luxury brands in the EssilorLuxottica portfolio. It has perfectly represented the timelessness of Italian design since its inception in 1917," he says.

According to Mariani, buying eyewear is like choosing how to style your hair, beard or nails. It's an accessory that helps define your look. "The breadth of the EssilorLuxottica portfolio allows us to offer brands and styles to fit virtually any luxury consumer. Over the last two years, we've invested in expanding our luxury offerings. We launched Brunello Cucinelli last season, we're introducing Moncler eyewear and we're unveiling new designs by Alain Mikli this fall, with more exciting releases to come. Whether you're a fashion-focused customer or someone looking to enhance your athletic performance with brands like Prada Linea Rossa, we have something for everyone.

"There are a few trends we're currently witnessing in the market. First, there is a focus on enhancing products through unsurpassed craftsmanship, innovative design and top-of-the-line materials in glasses and sunglasses. Sport and luxury styles continue to gain popularity, with elevated frame constructions using precious metals and acetates, propelling sportswear to the next level. The quiet

“

The luxury market has seen growth in recent years and luxury eye-wear remains strong in the aspirational category,”

- ALESSANDRO MARIANI
VP of Marketing, EssilorLuxottica

luxury trend remains prevalent, with rich materials catapulting eyewear to the realm of collectible pieces. Brands like Brunello Cucinelli, for example, are using precious materials and unique constructions to create one-of-a-kind eyewear styles.

“We remain committed to our position in the luxury market by upholding high standards and exceptional design through our manufacturing capabilities in Italy and Japan. In Italy, we recently expanded our Agordo plant to produce Barberini lenses, and we further invested in Fukui Megane within Japan's prestigious Fukui eyewear district,” adds Mariani.

At the Eredità Eyewear Group, distributor of brands including Chopard, Roberto Cavalli and Zilli, Nicholas Longstaff, chief operating officer, has observed a general continuation of fashion-forward design in the luxury segment as consumers continually seek out-of-the-ordinary, high-quality frames to complement their style and personality. “Having long been the segment that sets the trend in the industry – think KameManNen’s introduction of titanium to the eyewear market in 1981 or the signature Manhattans worn by Audrey Hepburn in Breakfast at Tiffany’s – the luxury market defines individualism, cutting-edge design and in many instances, a burgeoning cool factor that has an almost star-quality draw.”

“

Some of our clients purchase this eyewear because they’re brand-conscious, but I think it’s moreso for the look and the uniqueness of these luxury pieces. These brands are not everywhere which adds an air of exclusivity to the purchase.”

- NICHOLAS LONGSTAFF

Chief Operating Officer, Eredità Eyewear Group



Longstaff notes the optical industry’s strong lean on sustainability, with the use of wood, horn, oxidizing materials and precious stones in conjunction with premium acetates and metals lending tasteful luxury to statement pieces. “The more bespoke, the better as savvy consumers are demanding hand-craftsmanship and limited edition models to set them apart from their peers.

“For sun, we’re seeing a lot more design focus on refractive sun pieces. This can be attributed to increasing concerns regarding UV radiation and consumers’ better overall understanding of eye health.”

Longstaff reports great success with famed jeweler Chopard and now Zilli, both French fashion houses that showcase high-end design and use extremely high-quality materials. Chopard has quite a few statement eyepieces with precious metals and semi-precious stones that have been featured on the red carpet at Cannes. Zilli, featuring frames predominantly for men/unisex, uses precious stones such as rubies and sapphires in conjunction with sustainably found leathers and beautifully cut lenses that have been very popular in Europe and Asia and now in North America.

“Some of our clients purchase this eyewear because they’re brand conscious, but I think it’s moreso for the look and the uniqueness of these luxury pieces. These brands are not everywhere which adds an air of exclusivity to the purchase,” explains Longstaff. In terms of demographics, Longstaff has witnessed a shift to a more youthful, more discerning eyeglass purchaser that demands the best.

“There is definitely a refinement in the production process as the market becomes increasingly competitive. Consumers are looking for details such as etching on the temples, fit and finish of the frames or the use of novel manufacturing techniques that offer innovation and enhanced quality.

Although boldly-branded items will continue to dominate the high-end eyewear market, says Longstaff, there is a discernable movement away from branded items to more understated, elegant designs with minimal logo presence, especially among independent manufacturers. Those seeking true luxury are looking for statement pieces that reflect their personal identity, so I think you’ll see manufacturers remove logos and focus on design in their top-tier products, making them more appealing to an ultra-luxury clientele.

“Style-wise, look for modern cat-eye shapes with angular details accenting the classic 1950’s aesthetic, for women. Top bar frames in metals and acetates will be strong along with retro-inspired modified aviators and shapes that exude fine detail and unusual colours. Nostalgia for the 1990’s-2000’s will also factor in prominently, with oversized shapes and shields making a resurgence for quite a few years to come.

“The future of eyewear is already here,” adds Mariani. “Future eyewear will increasingly integrate cameras and microphones, making this an incredibly exciting time for the industry.” **OP**



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Peepers

Discover the epitome of elegance with our curated selection of high-end luxury eyewear collections.

BY SUZANNE LACORTE



- 1.** Dolce & Gabbana DG Crystal sunglasses by EssilorLuxottica
- 2.** Longchamp SF3008 by Marchon
- 3.** Prada PR A25S by EssilorLuxottica
- 4.** Stuart Weitzman 10910301 by Safilo
- 5.** Cartier CT04940 by Kering Eyewear
- 6.** Dolce & Gabbana DG5078 by EssilorLuxottica
- 7.** Chopard SCHG68S by Eredità
- 8.** OHC5169 by Coach
- 9.** Swarovski OSK2025 by EssilorLuxottica

“

If you are going to wear something on your face, make sure it's awesome.”

- EDWARD STEVENS

Co-founder of Ed & Sarna Vintage Eyewear



4.



5.



6.



7.



9.

8.

Style TIP

Transform your client's fashion wardrobe with eyewear in soft colours, luxurious materials, and timeless black silhouettes. These choices will seamlessly elevate and complete their high-end look.

- WENDY BUCHANAN
Eyewear Image Expert

Power Move

The Power of Visual Presentation in Selling Luxury Eyewear

BY WENDY BUCHANAN,
Eyewear Image Expert



In the competitive world of luxury eyewear, the saying “You have 60 seconds to make a positive first impression” is more relevant than ever. With the rise of social media, this window has shrunk to mere seconds. Studies reveal that 55% of first impressions are visual, meaning clients begin forming opinions the moment they enter your optical gallery. Every detail, from your attire to the store layout, contributes to this first impression.

As an eye care professional, your visual presentation is a powerful extension of your brand. It’s crucial to polish this aspect of your practice to sell luxury eyewear with confidence and credibility.

Your Personal Style as a Brand Statement

You are not just a service provider; you are a brand ambassador. Your personal style and appearance set the tone for the entire experience. Dressing in a manner that reflects the luxury and sophistication of the eyewear you offer is essential. A polished, professional look not only boosts your confidence but also fosters trust and credibility with your clients.

Creating a Luxurious Ambiance

The environment of your optical gallery is pivotal. A well-designed, aesthetically pleasing space can make a world of difference. Consider elements such as elegant lighting, high-quality furnishings, and sophisticated

decor. Use a colour scheme that evokes luxury and exclusivity, and ensure that your gallery is well-organized and clutter-free. A clean, inviting, and stylish environment not only attracts clients but also enhances their shopping experience, making them more likely to invest in high-end products.

Becoming an Expert Stylist

Elevate your role from a mere order taker to a revered expert stylist. This shift is a game-changer for boosting your sales of luxury eyewear. Dive deep into understanding your clients’ wardrobe choices and accessory preferences. Offer tailored recommendations that not only enhance their look but also help them craft the image they aspire to project.

Leveraging Social Media to Amplify Your Brand

Social media is a powerful tool for showcasing your expertise and the luxury eyewear you offer. High-quality images and videos of your team and clients wearing your frames can significantly enhance your brand’s visibility and appeal. A strong social media presence can attract new clients, reinforce your brand’s image, and drive traffic to your optical gallery.

Pioneering Continuous Improvement

Staying ahead of the curve is essential. The market is constantly evolving with fresh trends, cutting-edge technologies, and innovative styles. To maintain your competitive edge, actively participate in industry events, stay informed about the latest fashion developments, and consistently expand your product knowledge. Innovate with new display techniques and marketing strategies. By pioneering continuous improvement, you uphold a standard of excellence and inspire confidence and loyalty in your clients.

The power of visual presentation in selling high-end luxury eyewear is truly transformative. Every detail—from your personal style and the ambiance of your gallery to how you showcase and sell your frames—plays a pivotal role in shaping clients’ perceptions and driving sales. By refining your visual presentation and embracing the role of an expert stylist, you can present luxury eyewear with unparalleled confidence and credibility. Turn every client interaction into a dynamic showcase of your stylistic brilliance, reinforcing your status as the ultimate fashion authority. Elevate your practice, captivate your clients, and make your optical gallery the premier destination for luxury eyewear. **OP**

Wendy Buchanan is a renowned styling expert, and the founder and visionary of the Be Spectacular sales training program. An award-winning optician and business entrepreneur, Wendy partners with optometrists to transform practices into destinations with her innovative approach to styling eyewear and the powerful combination of personal branding and team empowerment. bespectacular.com/optical



LONGCHAMP



Back to the Future

Step into tomorrow with these stylish, futuristic glasses that blend sci-fi chic with cutting-edge tech!

BY SUZANNE LACORTE

1. TMA Cosmic by Silhouette 2. AMG 13 by ic! berlin 3. Medusa Horizon Maxi Sunglasses by Versace 4. Shield by Neubau 5. Fendi First Crystal by Fendi 6. TL Warrior-5 by Coco Leni 7. Pheonix by Neubau 8. Plazma by Oakley



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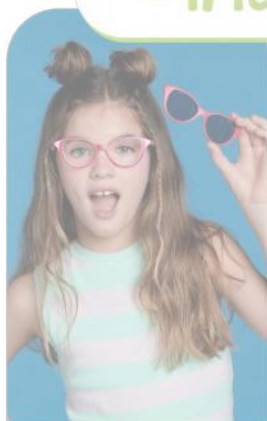
Nano Vista is an expert in children's visual health, present in over 60 markets and a leader in many of them. Nano's frames are truly designed for kids: from babies to teenagers, made with Nano's patented unbreakable material, **Siliflex™**.

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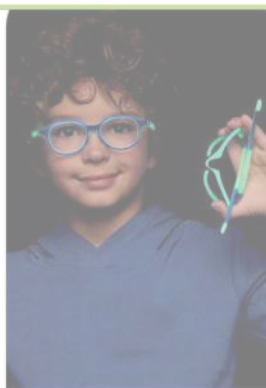
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#indestructible

The Right Fit

Expert insight on contact lens fitting

BY DAVID GOLDBERG

How do you determine the right type of contact lenses for someone's eyes?

Dr. Michelle Baron, a professional relations consultant and optometrist at Eyes on Sheppard in Toronto, says the priority is to identify your patients' goals, including when and why they want to wear contact lenses. Age, refractive error and occupation also need to be considered.

"I want to establish my patient's history with contact lenses; are they brand new to contact lenses, have they had poor results in the past, or are they looking to upgrade to newer technology," says Baron.

And when a lens is finally selected for a patient, it's critical to communicate the rationale.

"Contact lenses are not all created equal, and by sharing the features and benefits, patients can understand why a particular lens is the best one for them," says Dr. Christi Closson,



optometrist and associate director of professional education at Johnson & Johnson.

Finally, don't forget to ask about the patient's budget. Compassion can build customer loyalty.

"When a patient has concerns regarding their budget, I will work with them to find a lens that can still deliver the health and vision standards every patient deserves," says Baron.

What factors should be considered when choosing between daily, bi-weekly, or monthly lenses?

According to last year's Contact Lens Institute report, 48% of contact lens wearers in North America use daily lenses while only 33% wear monthly lenses. People sometimes have particular reasons for choosing the lenses they do — but what's the best guidance that ECPs can offer their patients?

"Evidence shows us that the shorter the wear cycle, the better," says Closson. "Daily lenses are the top choice in terms of providing the safest, healthiest and most comfortable contact lens experience."

"As an eye care practitioner, my first choice will always be a daily disposable silicone hydrogel lens," says Baron. "This is particularly the case for children, teens, patients with a history of contact lens overwear, dry eye disease, as well as systemic diseases such as diabetes."

How can I tell if a contact lens is fitting correctly on my patient?

Fitting a soft contact lens is easier than ever before, says Baron.

"Once the lenses have settled onto my patient's eyes, I ensure the lens is both centered on the cornea and provides the appropriate corneal coverage, ideally draping beyond the cornea by 1mm all the way around.

"If the lens is centered with full coverage, I proceed to assess its movement during blinking and with a push-up test, ensuring that the lens moves adequately but not excessively."

"When fitting toric lenses, I must also assess the alignment and rotation of the lenses. I still rely on the LARS mnemonic to remember my adjustments, Left- Add, Right - Subtract to adjust for any axis rotations observed during the contact lens fit.

"Once I confirm a proper lens fit, I will then assess the vision and determine if there is any residual over-refraction before finalizing the patient's prescription and sending them home with trial lenses."

Another must-do for any ECP, adds Baron, is to set appropriate visual expectations for the patients.

"There are times when a contact lens will provide superior vision compared to spectacle correction, for example with a

What are the signs that a patient might need a re-evaluation of their contact lens prescription or fit?

Communication skills can play a big role in this part of the patient's journey. It's important to ask great questions and phrase them the right way, explains Closson.

"If we ask closed-ended questions, we may not be revealing whether a patient is happy, comfortable and seeing well in their contact lenses," she says.

"An example is asking a patient 'How are your contact lenses?'. The answer we most commonly receive to that question is 'Fine'. But if we ask an open-ended question such as, 'When do your contact lenses become less comfortable during the day or the wear

The priority is to identify your patients' goals, including when and why they want to wear contact lenses.

high astigmatism that now has enhanced peripheral vision. However, there are also instances when patients feel contact lenses compromise their vision," she says.

How to help new patients get used to contact lenses

ECPs like Baron know how stressful and overwhelming it can be for new patients adjusting to life with contact lenses.

At her own clinic, Eyes on Sheppard, Baron talks about goals, expectations and hygiene with every patient. But she takes it one step further, pairing each new patient with a member of the optical team, ready to take a call until their one-week check-up.

cycle?', we often will get a much different and revealing answer.

"Often patients don't realize there is a different experience they could have with contacts and therefore don't ask or report to their doctors."

Contact lens technology is constantly advancing and changing more than just the products ECPs carry on their shelves.

"The new lenses on the market are revolutionizing our role as eye care practitioners," says Baron.

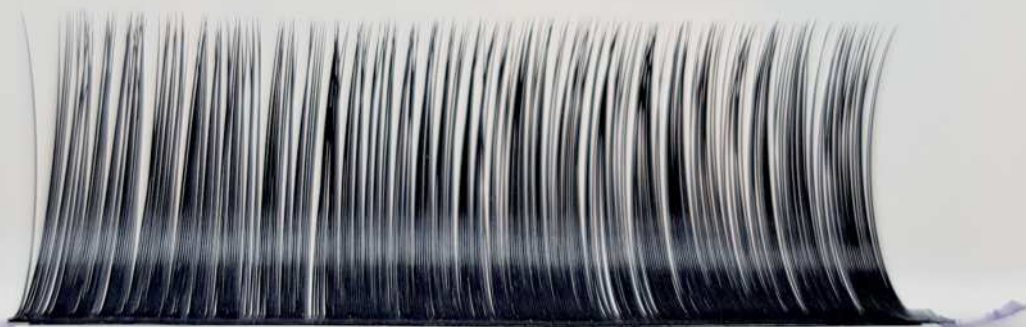
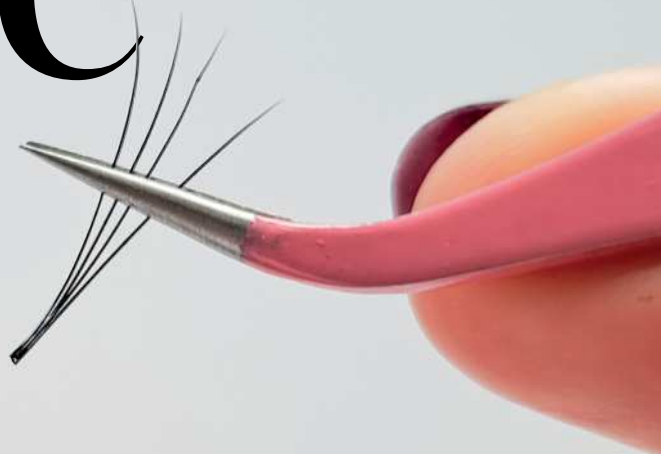
"Our ability to liberate patients from glasses cannot be overstated."

All of the critical thinking that goes into lens selection for visual acuity, athletics and aesthetics are yet another example of the pivotal role optometrists play in enhancing patient quality of life. **OP**

True *or* False

The Pitfalls and Perils
of False Eyelashes
and Extensions

BY EVRA TAYLOR



With the proliferation of social media platforms, there's no doubt that we live in an increasingly visual society in which outer beauty has eclipsed inner beauty and a person's style has become more important than their substance.

However, beauty comes at a cost. In the optical field, many professionals would liken eyelash extensions and false eyelashes to spikey high heels: gorgeous yet hazardous. While the key demographic affected is Gen Z and millennials, high-fashion models and others seeking to "up" their drama quotient have been using these products for decades. The history of false eyelashes is painful to read.

The use of false eyelashes dates back to the 1800s, when looks-conscious women sought fuller and longer-looking lashes. In the late 1800s a technique was developed to sew human hair into the eyelid. Alternatively, lash extensions made of human hair were glued onto the eyelids overtop the natural lashes. Fast-forward to 1902 when a German hair specialist created false eyelashes in a crescent shape containing tiny hairs that could be stuck onto the eyes. The 1950s saw more widespread use of these embellishments by a rising middle-class enjoying the relative prosperity of the post-war era. And who could forget the ultra-dramatic look sported by Twiggy in the 1960s when it became popular to don false upper and lower lashes!

Today's false eyelashes and extensions are made of nylon, silk or mink. While they add thickness, lushness and an extra touch of glamour, they also cause multi-factorial problems well-documented in the scientific literature, and witnessed by ECPs who are frequently called upon to manage their adverse ophthalmic effects. The Canadian Association of Optometrists (CAO) points out that this remains an unregulated industry, leaving Canadians unprotected in the event of complications that can equate to a metaphoric toxic petri dish.

With both products, the problems are two-fold: The application of a foreign sub-

stance to the lashes, and the glue applied. Covering the eyelashes with a foreign substance can interfere with the natural airflow over the eyeball. These products can cause a litany of ocular conditions including dry eye, mites, infections resulting from bacteria collecting under the eyelash glue and on the lash, allergic reactions, eye injuries, dry eye, lid swelling, burning, redness, pain, heavy eyelids, and damage to the natural lashes. Left untreated, this can lead to mild-to-severe contact dermatitis, blepharitis, conjunctival erosion, and keratoconjunctivitis. False eyelashes and lash extensions can cause temporary or perma-

nent madarosis resulting from weakening and breakage of the natural eyelashes that occur upon removal. Infections and styes can also occur if the eyelid isn't properly cleaned following lash removal, or if lashes or glue are shared, which can cause cross-contamination. Damage to accessory oil and water glands on the margin of the eye may occur, reducing tear volume leading to dryness.

According to a 2019 study on eyelid cosmetic enhancements, lash extensions also cause mechanical issues including lagophthalmos during sleep which increases corneal exposure and dryness, constraints to physical hygiene and cleansing of the lids leading to infection, and calcification of the lash base causing scratching of the corneal surface.¹ The study states that gel pads are often applied under the lower lash line to hold down the lower lashes and protect the sensitive skin under the eyes. The pads have been shown to contain the preservative methylisothiazolinone which can also irritate the periorbital area and cause mild-to-severe allergic reactions.

Today's false eyelashes and extensions are made of nylon, silk or mink. While they add thickness, lushness and an extra touch of glamour, they also cause multi-factorial problems well-documented in the scientific literature.



Corneal scratching can take place if glue particles thicken and fall into the eye. There is also the risk of bacteria and dirt entering the eye if the lash is dropped before application, or if it comes into contact with a dirty substance, for example, an unclean make-up table. In addition, the glue used is traditionally primarily cyanoacrylate-based and contains latex and ammonia, which can be formaldehyde-emitting. Furthermore, glue that comes in contact with the eye surface or eyelid can cause chemical burns or an allergic reaction.

There is also the risk of bacteria and dirt entering the eye if the lash is dropped before application, or if it comes into contact with a dirty substance.

Patient education and counselling

While the allure of luxurious false lashes and lash extensions is tempting, particularly to younger consumers, and it would be easy to accept their use as normalized practice, ECPs can play a key role in educating and counselling their patients on the dangers of their use. If patients aren't willing to completely forego lash enhancement, perhaps they can at least be encouraged to limit their use of these products and to employ proper lid and lash hygiene to mitigate the risks involved. This is particularly important at a time when the incidence of dry eye has reached unprecedented proportions. **OP**

REFERENCE:

- Masud M, Moshirfar M, Shah TJ, et al. Eyelid cosmetic enhancements and their associated ocular adverse effects. *Medical Hypothesis Discovery and Innovation in Ophthalmology*. 2019 Summer; 8(2):96-103.

Eyecare Solutions

for Today's Savvy Consumer

Martine Breton, president of MyEyesMesYeux Cosmetics, has developed a line of products specifically for sensitive eyes and contact lens users.


"False eyelashes purchased at the pharmacy are generally not very damaging to the eyes unless they are used improperly. An example of this is when glue gets in the eyes. Eyelash extensions, however, can be more harmful," she explains. "The glue can be toxic to some individuals causing styes that develop at the hair follicle producing an eyelash at the edge of the eyelid.

"MyEyesMesYeux Cosmetics has developed an outstanding mascara that provides a triple effect: definition, length and volume." It contains no parabens, perfumes, paraffin, mineral oils, lanolin, or lanolin derivatives. Its antioxidant effect helps regenerate

the lashes as it's rich in phospholipids, minerals and vitamins."

"False eyelashes can lead to dry eye disease by disrupting the tear film and increasing the eye's exposure to allergens and bacteria," says Laura Baldassare, senior director of marketing at I-MED Pharma. This can lead to an increased risk of eye infections, among other complications. I-MED Pharma's I-DROP® viscoadaptive artificial tears can help maintain eye lubrication, while I-LID 'N LASH® ocular hygiene cleansers can help keep the lids and lashes clean by removing ocular debris. Awareness is essential in preventing infections and long-term damage to the ocular surface to ensure overall eye health."





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Going the Extra Miles

Bruce Miles and EssilorLuxottica Canada help ECPs and patients thrive

BY DAVID GOLDBERG

Bruce Miles and EssilorLuxottica have been the perfect match for 17 years and counting. “I’ve always been on the lookout for the next big challenge in life,” says Miles, general manager of professional solutions at EssilorLuxottica Canada. “And I think it’s vital to find a career and an organization that aligns with your values.”

Miles takes EssilorLuxottica’s mission to eliminate poor vision in a generation very seriously. As GM, he ensures that eye care partners across the country are aware of, and have access to, the latest innovations in diagnostics and treatment.

“Our goal is to educate our customers on how these products can enhance their businesses and the well-being of their patients,” says Miles.

Every product launch or awareness campaign is another step towards the EssilorLuxottica goal of eliminating refractive errors worldwide. That includes products like Stellest lenses which slows down myopia progression by 67% on average. Or the Varilux XR series, the first progressive lens powered by AI. Other exciting innovations include Ray-Ban Meta, a classic sunglass design with artificial intelligence, a camera, and more. And anticipation is high for the upcoming launch of Nuance Audio, a hearing aid fused with stylish eyewear frames.

“I think the market in Canada is changing as new players are making inroads in a way that commoditizes eye care and eyewear,” says Miles.

When Miles was named GM last year, he also retained his role as head of HumanWare, a division of EssilorLuxottica that designs assistive devices for visually impaired and blind individuals. HumanWare’s mandate is to address the 3% of the population that mainstream optical care cannot. Talented research teams have developed GPS units, digital Braille displays, and magnifiers.

“HumanWare’s products are life-changing, helping blind and visually impaired people level the playing field with their sighted peers, allowing them the same chances at advancement and development as anyone else,” says Miles.

Working at EssilorLuxottica has inspired Miles and enabled him to give back through the organization’s many philanthropic endeavours.



Miles takes EssilorLuxottica’s mission to eliminate poor vision in a generation very seriously. As GM, he ensures that eye care partners across the country are aware of, and have access to, the latest innovations in diagnostics and treatment.

One year, Miles was part of a program that provided essential eyewear to Special Olympics athletes. Another time, he supported an expedition to the Dominican Republic for the purpose of providing locals with glasses and free eye exams. Miles has also championed Braille literacy programs, attending the Braille challenge where the world’s best students compete.

“Presenting awards to the finalists and their proud parents was a moment I’ll always cherish,” he said.

Miles attributes much of his professional success to the support of his loved ones.

“A significant reason I’ve made it this far in my career is thanks to the unwavering support I get from my family,” he said. “I would be remiss if I didn’t point out that my wife of 36 years and four children are my biggest success in life.”

The industry’s future is exciting, and Miles knows he’s in the right place to help the most people possible.

“EssilorLuxottica is a company with a compelling mission and a big heart, placing innovation at its core and empowering its employees to be bold leaders. What more could I ask for?” **OP**

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Unified Healthcare

BC's Bold Move to Merge Health Profession Regulators Sparks Debate

BY ROBERT DALTON, OAC

The amalgamation of regulated health professions' colleges in British Columbia is a complex and nuanced topic that has garnered attention and debate within the healthcare community. This process involves bringing together multiple separate regulatory bodies that oversee different healthcare professions into a single, unified entity. The rationale behind this decision is multifaceted and driven by several key factors aiming to improve regulatory efficiency, enhance collaboration, and ensure high standards of practice across various healthcare disciplines. The College of Opticians of British Columbia is being amalgamated with the College of Dietitians of B.C., the College of Occupational Therapists of B.C., the College of Optometrists of B.C., the College of Physical Therapists of B.C., the College of Psychologists of B.C. and the College of Speech and Hearing Professionals of B.C. into one college.

One of the primary reasons for the proposed amalgamation is the need to streamline regulatory processes and eliminate redundancies. Previously, each healthcare profession in the province was overseen by its own regulatory college, which could lead to fragmentation, duplication of efforts, and inefficiencies in the regulatory framework. By consolidating these colleges into a single regulatory body, resources, expertise, and oversight can be centralized, leading to a more cohesive and streamlined regulatory system.

Amalgamating the regulated health professions' colleges can foster greater collaboration and interprofessional practice among healthcare providers. As healthcare becomes increasingly multidisciplinary and complex, having a unified regulatory body oversee multiple professions can help facilitate communication, teamwork, and coordination of care. This can lead to improved patient outcomes, enhanced quality of care, and a more integrated approach to healthcare delivery.

Another key benefit of amalgamating the regulated health professions' colleges is the potential for improved consistency and standardization in regulatory processes and practices. By establishing common guidelines, standards, and practices across different healthcare professions, the amalgamated regulatory body can



ensure that all regulated health professionals adhere to uniform expectations and requirements. This can help uphold high standards of practice, protect public safety, and promote accountability within the healthcare sector.

Consolidating of regulated health professions' colleges can lead to more efficient governance, administration, and resource allocation. The new amalgamated entity can streamline decision-making processes, optimize resource utilization, and enhance operational effectiveness by reducing the number of separate regulatory bodies. This can result in cost savings, improved regulatory oversight, and a more agile and responsive regulatory framework.

In conclusion, the Opticians Association of Canada recognizes that the process of amalgamating regulated health professions' colleges is complex and requires careful planning, collaboration, and stakeholder engagement. Healthcare providers, regulatory bodies, government officials, and the public all have a vested interest in ensuring that the amalgamation process is carried out thoughtfully and transparently to address concerns and mitigate potential challenges. Will this become the trend across Canada? Time will tell. **OP**

Join the OAC to have some control of your profession.

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



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Specsavers is proud to be named in Canada's Best Workplaces™ in Retail/Hospitality for 2024 by Great Place To Work®. The honour highlights Specsavers' dedication to cultivating an exceptional workplace culture that prioritizes its people and ensures outstanding service and care for all.

Since entering the Canadian market less than three years ago, Specsavers has swiftly emerged as a leading optical retail employer, setting high standards in both retail service and optical care. This recognition marks a significant achievement for the company, reflecting its commitment to fostering an inclusive environment where colleagues belong and thrive.

"This achievement would not have been possible without the passion and dedication of our team," said Bill Moir, Managing Director of Specsavers Canada. "Ranking in the Best Workplaces™ in Retail/Hospitality list reflects our ongoing efforts to listen to and support our colleagues and partners, providing the resources to empower them to deliver excellence in both retail service and eye care. This recognition validates our approach."

Earlier this year, Specsavers was also recognized as one of Canada's Best Workplaces™ as well as one of Canada's Best Workplaces™ for Women by the same awarding body.



"Specsavers has always been a company with its people at the heart of the organization. The recognition reflects our ongoing effort to build a supportive and inclusive workplace that drives excellence in both service and care."

– SHIAH BAZELEY, People Director, Specsavers Canada



The Great Place To Work® Best Workplaces™ lists are compiled based on extensive employee feedback, emphasizing trust in management, camaraderie among colleagues, and overall workplace satisfaction. To be eligible for this list, organizations must have Great Place to Work Certification™ and have exceptionally high scores from employees on the Trust Index survey.

As Specsavers expands its services in the Canadian market and remains on track to care for 1 million customers and patients by 2025, this recognition reaffirms its commitment to its people during its rapid growth. **OP**



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Stay True to Your Business Model

BY NANCY DEWALD



Is your business model built on volume or quality? You would not expect to pay \$2 for a latte at Starbucks or to pay \$7 for a latte at Tims.

Why not? Because they have done an excellent job staying true to their business model.

Tim Hortons business model is built on a volume model whereas Starbucks business model is built on a quality model. Our industry is no different your business should fall into one of the two categories and all that you do should support that model.

Being consistent with your model attracts the appropriate client base and builds trust with them.

There is an opportunity to move away from the thinking that we can be everything to everybody.

How can you accomplish this:

1 Start by identifying your target audience by creating a persona, a virtual representation of your target audience that allows you to tailor your marketing and customer experience efforts.

A persona attributes include:

- Background (job, family, education)
- demographics (age, gender, income, location)
- needs and pain points
- where and how to communicate with them
- buying behaviors

* Feel free to reach out if you would like a copy of a Persona worksheet to get started.

2 You may want to be in the value category and base your business on volume.

Ways to communicate this strategy.

- Promotions/marketing based on price point – key to negotiating low pricing usually happens when you can buy in volume.
- Physical space's layout would be simple, dark colors and often price points are displayed
- Product mass merchandised – lots of supply sends the message that the price is low.
- Brands are less important- customers want to look good but are less interested in brands or unique independent product
- Limited lens selection-volume in fewer lens types allows for competitive pricing
- Scrubs or casual dress code
- Transactional approach to patient care – simplified efficient flow

3 You may want to be in the luxury category and base your business on quality.

Ways to communicate this strategy:

- Physical space – nice clean and clutter free décor with lighter colors and attention to details.
- Marketing focused on specialty/brand products, team, services, education.
- Product Assortment – licensed brands or unique independent products. Product brand names displayed versus price points.
- Displayed more sparsely – when there is less of something the assumption is that it costs more.
- Business dress code, scrubs could be worn at reception and pretest but not in the Optical gallery
- Consultative approach to the patient experience – spend time understanding the patients needs and making

recommendations. Ensure your team is well educated about your products and services.

- Follow up on transactions such as first-time eyewear, progressives, dry eye treatments, Myopia treatment plans etc.
- Showcase certifications and standards and highlight credentials of the team
- Provide specialized lens options – convey the feeling of custom eyewear, use visual aids such as high-resolution images, videos
- Collect and share customer feedback that highlight the quality of your offerings
- Offer guarantee and warranties to build confidence among your customer bases.
- Specialized and up to date equipment

There is no right or wrong business model, our industry needs both, the key is to stay true to the model you choose.

Here is an example of how your business model sets expectations with your patient base.

I recently switched to a small new pharmacy, the pharmacist knows my name and does follow up calls on new medications. Likely the dispensing fee is more than the last place and I am happy to pay it in exchange for the quality service she provides. The previous pharmacy was very busy, efficient, didn't have a lot of time for me, at that location it was important to me that I was not overpaying.

We train our patients with our business model, be sure to avoid sending mixed messages. I know what to expect at Tim Hortons and what to expect from Starbucks and choose what best suites my needs. **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. To find out more, visit leaduptrainingandconsulting.ca.



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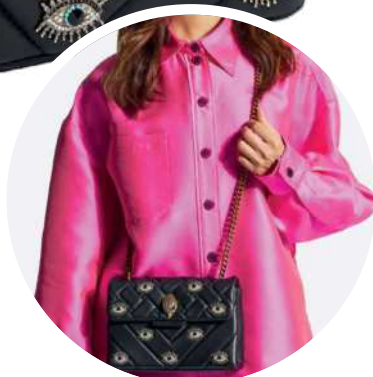
A selection of stylish, unique, and innovative eyewear products that have caught our eye this month.



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Kurt Geiger's Medium Kensington Evil Eye bag features soft lambskin leather with weave and chevron patterns.

An antiqued silver eagle head, and pearl and crystal evil eye motifs adorn it. Includes a brass chain strap, magnetic snap closure, gold foil logo, internal pocket, and monogrammed lining. Fits phones up to 7 inches. kurtgeiger.mx



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THE LENS CASE

London-based startup TheLensCase has introduced the first luxury contact lens case for reusable lenses. Partnering with UK design agency Morrama, TheLensCase reduces plastic waste by 75% with ultra-thin inserts and includes reminders for insert replacement to enhance eye health. It's a stylish, sustainable accessory and a new revenue stream for optometrists. thelenscase.com



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Visionary Ventures

How Dr. Sam Dhaliwal grew an optical business

BY DAVID GOLDBERG

Since high school, Dr. Sam Dhaliwal knew he wanted to work in health care, but he also had this deep-seated desire to be an entrepreneur. He found a way to do both jobs really well.

“Optometry checked both boxes. It was the perfect fit for me and I’m happy with my decision,” says Dhaliwal. “I haven’t looked back since.”

As the owner of Dr. Sam Dhaliwal and Associates, Dhaliwal runs seven practices across Alberta, including four LensCrafters locations in Edmonton. Early in his career, he recognized the important role

ECPs will continue to play as the population ages, giving way to more cases of myopia, dry eye disease and cataracts.

“Our doctors are focused on medical optometry, this is what brings patients back, knowing the doctors provide a thorough health exam not just a prescription for glasses or contacts,” says Dhaliwal.

Early on in his studies at the Illinois College of Optometry, Dhaliwal was intrigued by the idea of treating complex corneal diseases. During his fourth-year placements, he picked clinics with that specific medical focus. However, it took several years before he could treat these types of patients as a practicing optometrist. And not only treat them but do it his way.

AN ECP’S PATHWAY TO SUCCESS

Having grown up in Alberta, Dr. Sam Dhaliwal knows a few things about providing high quality eye care for Canadians. He shares his tips for aspiring optometrists and entrepreneurs:


- Always put patient care first. It’s not just about treatment; it’s about making each patient feel valued and understood.
- Keep up with professional development. Optometry is always evolving, and staying current will keep you ahead.
- Build a strong, dedicated team. Invest in ongoing training. Their skills and passion can truly set your practice apart.
- Embrace change. See every new challenge as an opportunity for growth.
- Once you have a business model that works, it is easy to scale!



SUCCESS STORY

“The chair time and complexity really require someone to truly focus, and I am not one to dabble,” he says. “I am someone who jumps in with both feet, and I saw this as a chance to make a real difference for those patients. It was also an opportunity to grow my practice and stand out from the crowd.”

Managing chair time isn't a problem anymore for Dhaliwal. He's assembled a talented team of technicians so there is always someone to work one-on-one with every scleral lens patient. Managing workflow without sacrificing care was non-negotiable for Dhaliwal.

 Our doctors are focused on medical optometry, this is what brings patients back, knowing the doctors provide a thorough health exam, not just a prescription for glasses or contacts.”

Nothing gives Dhaliwal more joy than helping his patients regain their quality of life and maintain their independence. He reminisces about the many success stories of patients who received their first custom scleral lenses and could finally enjoy simple hobbies like painting and cycling, activities most people take for granted.

“I often see tears of joy,” says Dhaliwal. “I am sure many optometrists have experienced this, it's always a great feeling.

“At the end of the day, it's all about making a positive impact in our community. Being able to do that through the work I love — across multiple clinics now — is a true achievement.” **OP**

HOW IMPORTANT WILL MEDICAL EYE CARE SERVICES BE IN THE FUTURE?

71.6% of seniors aged 65 to 79 indicated they had visited an eye care professional in the past year.*

In 2022, almost **20%** of the Canadian population was over 65 years old.**

According to population projections, **21 to 29%** of Canadians could be aged 65 or older by 2068.*

SOURCES:

*Statistics Canada

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Seeing Myopia Clearly

BY DR. MARTIN SPIRO, CAO PRESIDENT

The media has taken more notice of the increased prevalence of myopia in recent years, and CAO's public education campaigns regularly focus on myopia in children to curb this concerning epidemic.

The rising prevalence of myopia means more children need corrective lenses earlier, but it isn't just about vision correction. No level of myopia is "safe" as it increases the risk of serious eye conditions like glaucoma, cataracts, retinal detachment, and myopic maculopathy that can cause vision loss. Addressing the rise in myopia must be treated as a public health concern requiring attention and proactive measures.

The development of myopia often involves a combination of genetic predisposition and environmental factors. Notably, increased near work, reduced outdoor time, and extensive digital device use can play a significant role in both onset and progression.

The symptoms of pediatric eye conditions often differ from those in adults, complicating diagnosis. Children's symptoms are typically inferred from behavior and performance, requiring keen observation and a thorough understanding of developmental norms. Early detection is crucial in managing myopia progression. Parents should schedule comprehensive eye exams for their children starting at six to nine months, again between two and five years, and annually thereafter until 19 years.



A diagnosis can make parents anxious, so it's important to outline available treatments and explain the best approach for their child based on individual needs and risk factors. A supportive, empathetic approach can make a significant difference in pediatric eye care.

Myopia control treatments such as specific contact and ophthalmic lenses, orthokeratology, and pharmaceutical interventions, like atropine eye drops, have shown promising results in slowing down myopia progression.

Discussing ways to lower the risk or slow myopia progression through outdoor time can be reassuring and gives patients some

Successful myopia management requires commitment from both parents and children. The importance of adhering to prescribed treatments and attending regular follow-up appointments to monitor progress should be part of the education process.

To better serve our patients, we must prioritize our own education to stay abreast of the latest research and advancements in myopia management. Continuing education ensures that we can offer patients the most effective and evidence-based treatments.

Eye care professionals alone can't address the full scope of the problem. Addressing ris-

Addressing the rise in myopia must be approached as a public health concern that requires attention and proactive measures.

control. Encourage parents to incorporate outdoor activities as part of their children's daily routine. Even an extra hour outside daily can make a significant difference.

Managing screen time empowers parents. Part of the discussion with patients should include educating parents about recommended screen time guidelines for children and encouraging regular breaks.

Another helpful point of discussion is visual ergonomics, like keeping a proper reading distance, positioning screens at eye level, and using adequate lighting. These habits promote eye health and reduce strain from prolonged near work.

ing myopia in children requires a multifaceted approach with education, early detection, proactive management, and community engagement. By collaborating—ECPs, parents/caregivers/guardians, educators, and policymakers—can make significant strides in reducing myopia's prevalence and impact, ensuring a brighter future for children's eye health. **OP**

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

Influencer Marketing for Eye Care Brands

BY JEFF SHERMACK, MARKETING4ECPS

Influencer marketing can leverage creativity, trust, and expertise to elevate your brand and, with the right campaign, increase your revenue. This type of marketing can be particularly effective if you are already using social media to your advantage.

The catch? You must be open and willing to collaborate with others who want to help build your brand. The potential benefits? Increased brand awareness, revenue, and trust with your patients or clients.

Understanding Influencer Marketing

Influencers leverage social media platforms like Instagram, YouTube, and TikTok to build an audience and make money through partnerships. They are often experts in their industries and highly trusted by their followers.

Benefits of Influencer Marketing for Eye Care Brands

Influencers excel at fostering authentic connections with people. Through their ability to influence their audience's purchasing decisions and opinions, they can help:

Increase Your Brand Awareness: Boosting brand awareness helps people learn more about what makes your eye care practice or business unique and ensures you are the first choice when your audience needs eye care services or products.

Increase Trust with Your Audience: By working with highly trusted influencers, you can enhance your authority and trustworthiness in the eyes of your audience and local community.

Increase Potential Conversions: Depending on the type of influencer partnership and marketing campaign, influencers can help increase website traffic and drive sales through promotions for your services and products.

Types of Influencers

There are four categories of influencers that different brands rely on:

Mega-Influencers: Generally, celebrities and other famous people with one million or more followers.

Macro-Influencers: Minor celebrities or major industry figures with 100,000 to one million followers.

Micro-Influencers: Often local celebrities and industry experts with 10,000 to 100,000 followers.

Nano-Influencers: Niche, local industry experts with 10,000 followers or fewer.

For most local eye care practices and brands, micro and nano influencers are the optimal choice for reaching the right audience and creating an effective campaign without high costs. Mega and



For most local eye care practices and brands, micro and nano influencers are the optimal choice for reaching the right audience and creating an effective campaign without high costs.

macro influencers can benefit larger brands but are more costly. The average cost of influencer marketing is typically \$10–\$20 per 1,000 followers for each post.

The influencers you work with don't have to be directly from the eye care industry. For example, consider working with parenting influencers, health and fitness influencers, or local fashion influencers.

Types of Influencer Partnerships

Sponsored Content: Sponsored content is typically a post or video promoting a specific product or service. In eye care, this could be a paid review of a specific brand or type of lens, a video tour of an eye care practice highlighting their technology, or an educational video made in collaboration with an eye doctor or eyewear brand.

Giveaways: Giveaways and contests are partnerships where an influencer gives their audience free products or services that you provide. These giveaways often require participants to perform actions on social media that expand your outreach and increase brand awareness, such as following the business's accounts, tagging others, and sharing contest details.

How to Get Started with Influencer Marketing

Effective influencer marketing starts with active involvement on social media. Visit the accounts of your favourite micro and nano influencers or look for influencers you would like to work with.

Be aware of local advertising regulations for eye care, especially any rules regarding testimonials, results, expectations, giveaways, and free products or services. Ensure the influencer you choose to work with is also aware of these regulations.

Not sure if influencer marketing is the right next step for you? Consider reaching out to a marketing partner who can help you decide and might even recommend the right influencer for your goals. **OP**

Jeff Shermack is passionate about creating engaging content that helps people. As a writer, editor, and content strategist, he helps businesses tell their story and make a difference in the lives of others.



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Read the CAO position statement on Myopia management, as a standard of care for all-at-risk patients

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VIRGO



AUGUST 22 - SEPT 22

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

Virgo, an earth sign, is known for its practicality and attention to detail. When it comes to fashion, Virgos tend to prefer classic and sophisticated styles. They gravitate towards tailored pieces, clean lines, and effortless elegance. Virgos often favour muted and earthy colors such as beige, navy, and olive green, reflecting their grounded nature. They also appreciate neutrals and pastels, as these colours emphasize their refined taste. In general, Virgos opt for chic and timeless outfits that exude professionalism and grace.

Famous Virgo celebrities embody this refined aesthetic. Beyoncé, a Virgo, often opts for sleek, tailored outfits that highlight her impeccable taste and attention to detail. Keanu Reeves, another Virgo, is known for his minimalist, effortlessly cool style, often seen in simple yet stylish ensembles. Zendaya, also a Virgo, showcases a blend of classic and modern elements, always looking polished and put-together. **OP**



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