

OPTICAL PRISM

SEPTEMBER 2025 • VOL. 43 • NO. 9

Bill C-284 Countdown

Time is running out—
Canada's three Os need
to act together for change.

FROM FRAMES TO FORTUNE

How to boost profits
and avoid burnout in
your optical practice.

PASS IT ON!

The importance
of effective patient
handoffs in lane.

Luxury Reframed

Join us as we explore accessible luxury
eyewear—where exceptional design and
quality meet attainable elegance.

ODYSSEY UNVEILED

Next Gen
IOL arrives
in Canada.

The Power of One

Vision Expo makes
its biggest change
in decades—one
show a year.

STUNG BY STYLE

Honey-hued frames
bring golden glow to
this season's eyewear.



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September 2025



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Cover photograph featuring Ophy's Oblisco, courtesy of Eredità Eyewear — crafted for independents, with purpose.

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PHOTOGRAPHY BY JESSICA WAUGH

“A cohesive national eyecare strategy should be built on the three pillars of collaboration, innovation and equity. First, greater coordination across the eyecare ecosystem is needed — between opticians, optometrists, ophthalmologists...”

- BRUCE MILES, General Manager,
EssilorLuxottica Canada

Vision on the Line

September has always been a month of fresh perspectives—a time to return from the slower pace of summer, ready to re-engage and rethink. This issue of *Optical Prism* embraces that spirit, taking a closer look at how we define value in today's eyewear market. After all, “luxury” doesn't have to mean unattainable. In our Accessible Luxury Shopping Guide, we highlight brands offering exceptional craftsmanship, thoughtful design, and prestige—without the kind of price tag that makes your clients hesitate. It's proof that sophistication can be inclusive and within reach.

But value in eye care goes beyond what's on your frame boards. It's also about the health of the profession. Our main feature is a timely call to action on Bill C-284, legislation that could reshape how Canadians access eye care. The message is urgent: the three Os—optometrists, opticians, and ophthalmologists—must unite and advocate together if they want their voices heard where it matters most.

We're also marking milestones and spotlighting innovation this month. Sarah Braida, CEO of J.F. Rey Canada, shares her journey steering the iconic French brand to success in the Canadian market. As J.F. Rey celebrates 40 years, she reflects on balancing fearless design with Canadian insight.

In our Lens Tech feature, David Goldberg takes you inside the TECNIS Odyssey intraocular lens—a next-generation presbyopia-correcting technology expanding to new markets, including Canada.

We're also pleased to welcome Dr. Fallon Patel, OD, as a regular voice in our pages. Drawing from her experience running multiple practices, Dr. Patel will share practical business and management insights in her new column. And starting this September, she'll take those insights even further with *The Optical Accelerator*—a free, hands-on monthly webinar packed with actionable strategies to help you build and grow a thriving practice.

And because our industry never stops evolving, we follow up on Vision Expo's announcement that starting in 2026, the show will move to a single annual event—news already sparking discussion across the optical community.

As always, we round out the issue with the season's most exciting frames. September is looking sharp—let's make sure our vision for the future is even sharper.

SUZANNE LACORTE
Publisher/Editor-in-Chief

NEW

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essilor

*Euromonitor, Eyewear 2024 edition; worldwide retail value sales at RSP.

**Varilux® Physio® extensee™ - in-real life consumer study - Eurosyn - 2024 - France (n=79 progressive lens wearers)

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FRESH LOOKS

5155 by
Andy Wolf

Fresh LOOKS

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



5154



5155



4637

ANDY WOLF

This season, Andy Wolf proves you don't need to shout to make a statement. Embracing the art of "soft boldness," the collection pairs daring, character-rich silhouettes with an undercurrent of elegant restraint. Clean lines meet premium materials, with just the right hint of extravagance. The result? Frames that turn heads without overpowering, offering bold shapes that feel as effortless as they look. Colours whisper rather than scream—subtle, refined, and perfectly pitched to leave a lasting impression.

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

**J.F. REY**

J.F. Rey's LAYERS collection proves simplicity can be beautifully deceptive. Sleek and refined at first glance, each frame reveals precision engineering beneath the surface. Two-tone metal meets coloured acetate rings in a bold play of layers, creating rich textures, striking contrasts, and a fit that's as comfortable as it is durable. Marking 40 years of artistry and innovation, J.F. Rey once again turns eyewear into an experience—where form, function, and creativity meet.

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



JF3042



JF3062



Ascot



Bank

WILLIAM MORRIS

William Morris London captures the city's split personality in perfect style. East London's grit, colour, and creative buzz inspire playful frames bursting with personality, while West London's polished elegance shines in refined, timeless designs. The result is a collection as diverse and dynamic as the capital itself—whether it's bold laminated

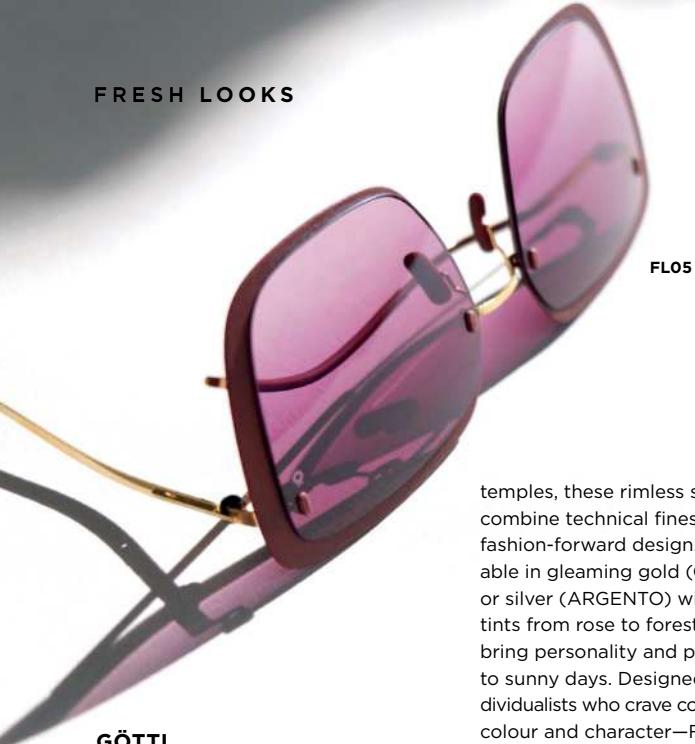
JDO

From its home in Montecchio, near Vicenza, JDO Eyewear has mastered the art of timeless design. Since 2012, the family-run house has transformed fine Italian craftsmanship into frames that feel as good as they look—handmade with sustainable precision and a jeweller's eye for detail. Led by Domenico and Stefania Concato with their three daughters, JDO's portfolio includes the coveted Jacques Durand collection, celebrated for its elegant minimalism and impeccable finish. Every frame tells a story of heritage, artistry and modern refinement—100% made in Italy.

**For more information,
contact your Jacques Durand
sales representative or visit:
jacquesdurand.com**

acetates in the Bethnal or sleek sophistication in the Black Label. Crafted with precision and brimming with British character, each pair is a love letter to London in motion.

**For more information, contact
your Design Eyeweargroup
sales representative or visit:
designeyeweargroup.com**

**GÖTTI**

Ultralight, oversized and boldly minimalist, Götti's FLO4 and FLO5 sunglasses channel carefree summer elegance. With screwless construction and gently curved

temples, these rimless styles combine technical finesse with fashion-forward design. Available in gleaming gold (ORO) or silver (ARGENTO) with lens tints from rose to forest, they bring personality and polish to sunny days. Designed for individualists who crave comfort, colour and character—FLO4 and FLO5 are made to be worn, noticed and loved.

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



Cairolí

RED ROSE

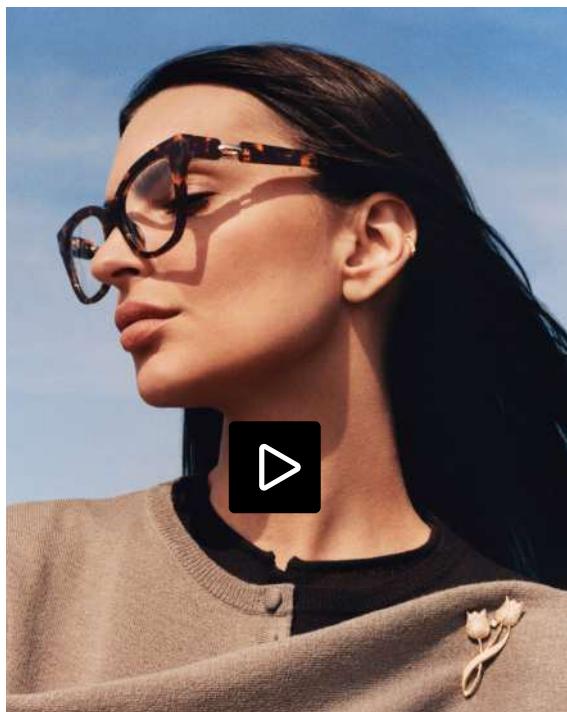
From the Red Rose collection by OGI, Cairoli is a modern butterfly frame that balances clean geometry with expressive depth. Bold yet refined, its softly sculpted lines and premium acetate construction make a subtle statement that endures. With a saddle bridge, 3-barrel hinge, and OBE safety screws, it's built for both elegance and ease. Available in Navy, Nude, and Raspberry, Cairoli offers minimalist sophistication with a distinct point of view. Quietly powerful. Effortlessly cool.

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

COSMOPOLITAN

Cosmopolitan Eyewear is made for the woman who's always in the know—the one with the best travel tips, the sharpest style advice, and a knack for making every room feel like her own. This season, three new designs—Dusty, Bryer, and Sullivan—bring effortless statement-making to everyday wear. Think bold crystal fronts, vibrant demi temples, and modern square silhouettes in colourways that pop. Fashion-forward yet easy to wear, these frames are pure cool-girl energy, crafted with the quality Match Eyewear is known for.

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

**TORY BURCH**

The Tory Burch Fall/Winter 2025 eyewear collection brings a bold twist to everyday frames with the debut of Pierced sunglasses and eyeglasses—worn by Emily Ratajkowski and captured by Grace Ahlbom in New York. The surreal signature detail? Sleek metal rings that mimic

the look of pierced temples, turning a classic accessory into a subversive statement. It's eyewear with edge—just the right amount of rebellion for the season.

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



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WOOW

WOOW turns eyewear into a game worth playing. Inspired by chess, cards and the thrill of a bold move, the French brand mixes confidence and whimsy with clever colourways, daring shapes and unexpected details. FAIR PLAY 1 pairs translucent acetate with subtle metal accents and sculpted "fins" for lightness and edge. HEART QUEEN 1, a bi-colour acetate showpiece, channels the drama of a playing card for women who

lead with style. With WOOW, every look is a winning hand.

For more information, contact your Design Eyeweargroup sales representative or visit: designeyeweargroup.com



Tribeca



Alma



LOWERCASE X TELLASON

Lowercase and Tellason unite Brooklyn-made eyewear with San Francisco's denim heritage in a capsule collection rooted in craft, culture and local manufacturing. Three bold silhouettes—Cassady, Ashe and Hustler—are handcrafted in NYC from rich blue marble acetate inspired by worn-in denim. Each frame is stylish yet grounded, with relaxed shapes and tonal depth. Built to last and made in small batches,



Ash

this collaboration celebrates individuality, timeless design and a shared love of quality without compromise.

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



Hustler



Cassady

LOWERCASE

Lowercase, the independent eyewear brand proudly made in New York, unveils its Summer25 Collection—a bold lineup of handcrafted frames inspired by the grit and creative pulse of the city. Designed, cut, and polished under one roof in Brooklyn's

Industry City, the collection features fresh silhouettes, richer palettes, and signature small-batch quality. Standouts include ALMA in Crystal, TRIBECA in Ivory Marble, and ST MARKS SUN in Espresso. Each style blends timeless appeal with modern edge, offering expressive, wearable design rooted in craftsmanship, transparency, and the unmistakable energy of NYC.

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

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[Learn more at eco-eyewear.com](http://eco-eyewear.com)





Rigel

Cristallo



Blaze



Pulse

IMMAGINE98

For Summer 2025, Immagine98 debuts sunglasses inspired by dream destinations—each frame capturing the essence of iconic locales like Kenya, Saint-Tropez, and Rio de Janeiro. From MIC's classic aviator Iberis in earthy Havana tones to X-Ide New Generation's graphic Blaze and starry-toned Rigel, Kenya sets the tone for wild elegance. Saint-Tropez brings vintage glamour with MIC's cat-eye Civetta

and '70s-style Cristallo. In Rio, bright hues and energy shine through Rigel's bold palette and Axton's yellow-gold mirrored lenses. Whether retro chic or post-industrial cool, each style transforms travel inspiration into wearable stories of light, colour and adventure.

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

OLIVER PEOPLES

Oliver Peoples and artist Alex Israel have launched a limited-edition Oliver Sun frame in support of Los Angeles wildfire recovery. Available in black, tortoise and crystal, the sunglasses feature Israel's etched Fin motif and a reimagined Oliver Peoples logo. All sales (\$675 USD) benefit Steadfast LA Foundation's Modular Housing Initiative, which helps underinsured residents

remain in their communities. The campaign features Miranda Kerr, Diplo and Eric Nam, photographed against Israel's iconic Sky Backdrop. This collaboration unites LA heritage, design and purpose—celebrating creativity while giving back to a city that inspires both brand and artist.

For more information, contact your Oliver Peoples sales representative or visit: oliverpeoples.com

TOMATO GLASSES

Tomato Glasses Canada introduces two new additions to its collection: the bold, clear turquoise TKDC26 in a classic wayfarer shape, and the sleek, clear blue TKBC28 in a round design. Both lightweight frames feature adjustable temples, customizable nose pads for a personalized fit, and non-slip ear tips—green for the TKDC26 and black for the TKBC28—ensuring all-day comfort.

For more information, contact your Tomato Glasses sales representative or visit: tomatoglasses.ca



TKBC28

TKDC26



Alex Israel special edition of the Oliver Sun frame.

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MOOD
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MANGO EYEWEAR

Optika Eyewear is excited to launch Mango's first eyewear collection in Canada, arriving August 2025. Known globally for its fashion-forward style, the Spain-based brand brings its signature aesthetic to 15 models for men and women, targeting ages 18 to 35. The collection bursts with youthful energy and

bold design, featuring oversized acetate and metal frames in aviator and square silhouettes. Rich demi-amber and rose acetates pair with intricate metal-core temples for a refined touch.

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



LAFONT

Maison Lafont's Fall/Winter 2025 collection spotlights SOPHIE, a bold yet versatile sunglass design born from the brand's signature creative upcycling. Designer Thomas Lafont reimagines leftover acetate from past collections, fusing 50% vintage colours with 50% new biomaterial through a thermo fusion process. The result is an

expressive, one-of-a-kind palette brimming with depth and vibrancy. Crafted entirely in France, SOPHIE blends artistic energy with a timeless silhouette—an eco-conscious statement piece as striking as it is wearable.

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



Fucecchio



Faenza



Norcia

ULTRA LIMITED

Ultra Limited introduces a new creative direction at SILMO Paris 2025, centring on lightness in design, structure and materials. The handcrafted Italian collection blends refined volumes, essential lines and layered transparencies for a subtler, more wearable take on the brand's bold, colour-driven identity. Highlights include the softly curved butterfly-inspired FAENZA, the geometric

NORCIA, double-bridge men's frame FUCECCHIO, versatile unisex models CORVARA and SPOLETO, and retro-chic ISERNIA. Each frame features unique acetate lamination, vibrant contrasts and transparent overlays—ensuring no two pieces are alike.

For more information, contact your Ultra Limited sales representative or visit: ultralimited.it

NEW
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MANGO

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Model B3

STRAK EYEWEAR

Known for its signature Japanese titanium frames, Strak Eyewear ventures into new territory with three bold new styles in high-density acetate. These contemporary silhouettes combine enhanced strength, durability, and hand-finished

craftsmanship. Deep tones and retro-inspired curves give this new release a confident, modern edge.

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



Gatekeeper

SCREAM

Scream Eyewear turns up the volume with a new collection that blends Italian craftsmanship with pure rock 'n' roll rebellion. Made from Mazzucchelli acetate and finished with antique detailing, each frame is a wearable piece of gothic art—snakes coil along temples, skulls and coffins make sly appearances, and the Grim Reaper himself lurks in the shadows. From the

scythe-wielding "Judgement" to the serpent-wrapped "Viper," these designs don't just frame your face—they tell a story. Dark, bold, and unapologetically different, Scream lives where luxury meets attitude.

For more information, contact your ESE Eyewear sales representative or visit: eseyewear.com



JAC 104

JAC 139



IM 36016

ISAAC MIZRAHI

Isaac Mizrahi New York's Summer/Fall 2025 men's eyewear collection blends classic American design with a modern edge, creating styles that suit every occasion. Hand-polished acetate and stainless steel frames come in rich blacks, warm browns, and subtle green accents, offering a refined yet contemporary feel. Whether

at a café, dinner party, or black-tie event, these versatile designs balance timeless sophistication with on-trend appeal—perfect for the man who values effortless style and confident presence in any setting.

For more information, contact your Charmant sales representative or visit: charmant.com/us



JAC 127

JACQUEMUS

Introducing Jacquemus, the iconic French fashion brand founded by visionary designer Simon Porte Jacquemus. Celebrated for its minimalist, innovative designs marked by clean lines, monochromatic palettes, and architectural silhouettes. Simon Porte

Jacquemus seamlessly blends Provençal influences with avant-garde aesthetics, creating elegant and functional pieces.

For more information, contact your 8-Agency sales representative or visit: 8-agency.com

Empowered by Lightness

Silhouette



**A Breakthrough in
Sustainable Eyewear –
Empowered by Lightness.**

Silhouette introduces the first-ever eyewear collection made with bio-circular material.



Bold & Beyond

How CEO Sarah Braida Shaped J.F. Rey Canada's Bold Journey

BY AMANPREET DHAMI



40 YEARS OF BOLD

As J.F. Rey celebrates its 40th anniversary, the brand continues to push its "Beyond Limits" vision while staying true to boldness, innovation and excellence.

In Canada, the milestone includes exclusive collections, trunk shows and curated events with top optical boutiques, all under the banner: **In Bold We Trust.**

This anniversary celebrates J.F. Rey's creative heritage and innovative future vision. The new collection strongly reaffirms the brand's core values of independent creativity, exceptional

craftsmanship, and bold style. Highlights include the flagship SLEDGE series (also now for women), the CARBON INSIDE collection with coloured wood veneers, and signature gradient colours in women's designs.



When you think of fearless, boundary-pushing eyewear in Canada, one name instantly comes to mind—J.F. Rey. But behind the brand's vibrant frames and design innovation lies a powerhouse who has quietly driven its Canadian success: Sarah Braida, CEO and Canadian sales agent for J.F. Rey.

With more than 25 years under her belt, Braida has done more than sell eyewear—she's built a culture of creativity and connection while preserving the brand's creative DNA.

"It's all about individual expression of creative identity and helping the wearer empower themselves through frames that challenge convention while remaining comfortable," she says.

J.F. Rey isn't just about seeing clearly—it's about being seen for who you are. The French brand has always stood for artistic expression, innovative materials and an independent spirit—values Braida embodies as a leader.

GROWTH AND GRIT

Founded in 1995 by Jean-François and Joëlle Rey, the brand thrives on craftsmanship, rebellious design and fearless use of colour. In Canada, Braida has been the face and force behind that vision.

"When Sarah started, hardly anyone knew J.F. Rey within Canada. Fast forward to today, and J.F. Rey is found in top optical boutiques from coast to coast. That didn't happen overnight."

Up Close with Sarah

What keeps you motivated after 25 years?

Passion. "I love how eyewear blends design, fashion and function—it's a powerful part of self-expression. Every frame tells a story."

What advice would you give to aspiring women in the industry?

"Don't wait for permission. Believe in your vision, trust your instincts and create your own space."

Three things most people wouldn't know about you?

"I love tennis—it keeps me active and energized. I'm passionate about travel, especially discovering new places and architecture. And I meditate daily to stay grounded and connected to what truly matters."

Over the years, she built a national sales team, launched high-profile collections and opened a Montreal-based office to offer personalized service and after-sales support—an often-overlooked but critical piece of long-term customer satisfaction.

"My biggest impact has been building a loyal, trusted network that reflects the brand's DNA—innovative, bold and distinctly French," she says.

Her efforts haven't gone unnoticed. Fabrice Albert, General Director at J.F. Rey International, credits her with creating not just a sales pipeline, but a full-fledged culture:

"What makes Sarah so special is her ability to connect: with clients, with our design team, with the spirit of the brand. She has translated our creative DNA into meaningful customer experiences."

In many ways, Sarah Braida is the embodiment of J.F. Rey itself: creative, independent and unafraid to stand out. Her imprint on the brand's Canadian story is both undeniable and inspiring. **OP**



J.F.
REY®

40 YEARS OF
INNOVATION



TEAR JERKER

Oversized teardrop aviators are having a moment, think retro drama, bold curves, and unapologetically big energy.

BY SUZANNE LACORTE

1. Carrera C Sport by Safilo. **2.** Drop Aviator Sunglasses by Bottega Veneta.
3. Talyn by Raen Optics. **4.** RB4376V Optics by Ray Ban. **5.** Ferragamo SF323S by Marchon.
6. Chart Topper by Quay. **7.** Sand by L.G.R. **8.** Lynn by Persol.

FIRENZE

ANGELINA KENDALL DIRECTED BY
ALICE ROHRWACHER AT CINECITTÀ, ROME



FERRAGAMO

BUZZ Worthy

From golden gradients to amber acetate, honey-inspired eye wear is creating quite the buzz.

BY SUZANNE LACORTE



1.



2.



3.





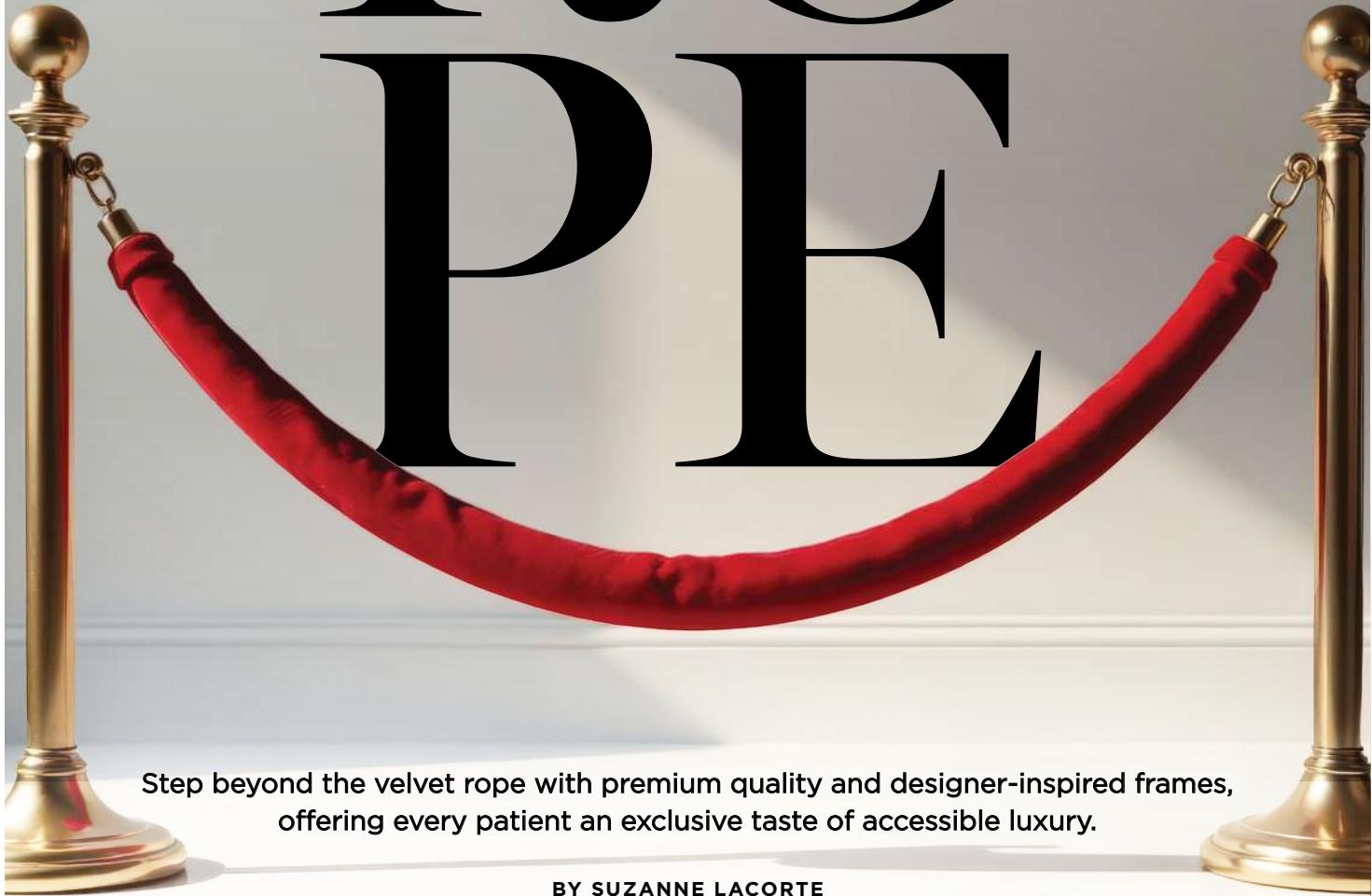
Style
TIP

Who says honey is just for tea? This fall, serve up serious glow with eyewear in syrupy shades—think butterscotch, amber, and golden caramel. These warm tones bring a cozy radiance that feels both modern and mood-lifting. Go sheer and glossy for a lightweight, fresh feel or lean into chunky acetates that make a statement. Honey pairs like a dream with denim, ivory, jewel tones, and earthier neutrals. Minimalist or maximalist, every client deserves a little buzz-worthy sweetness in their frame game.

— WENDY BUCHANAN,
Eyewear Image Expert

- 1. Ellis by Vint & York
- 2. Alona by Linda Farrow
- 3. 1396 by Cutler and Gross
- 4. Lautner by LeParc
- 5. Greta by Persol
- 6. 4445 in Matte Honey Fade by Andy Wolf
- 7. Meadow by Schwood
- 8. Eve by Etnia Barcelona

Beyond the
**VELVET
RO
PE**



Step beyond the velvet rope with premium quality and designer-inspired frames, offering every patient an exclusive taste of accessible luxury.

BY SUZANNE LACORTE

L

Luxury eyewear once conjured images of velvet ropes, champagne flutes, and sunglasses so expensive they needed their own bodyguards. Thankfully, we've entered a new era—one where accessible luxury reigns supreme. Today's eyewear market is more inclusive than ever, catering to diverse consumer tastes and budgets. Accessible luxury eyewear represents an exciting category that blends sophistication, quality, and affordability, offering Eye Care Professionals (ECPs) a unique opportunity to expand their clientele and enhance customer loyalty.

Accessible luxury doesn't diminish traditional luxury; rather, it complements it. Iconic heritage brands continue to define excellence, craftsmanship, and timeless appeal, captivating consumers seeking prestige and tradition. Meanwhile, accessible luxury eyewear introduces an additional dimension—providing consumers with high-quality, stylish options at more approachable price points.

What distinguishes accessible luxury eyewear? It's the combination of high-quality materials, superior craftsmanship, modern yet timeless designs, and reasonable pricing. These attributes make accessible luxury frames highly appealing to discerning consumers who seek value and style without compromising their budget.

In recent years, several brands have reshaped the eyewear industry through innovative, consumer-friendly approaches. These brands offer stylish frames crafted from premium materials such as cellulose acetate and titanium, demonstrating that sophisticated eyewear can indeed be both fashionable and financially sensible.

In Canada, accessible luxury eyewear has experienced significant growth, with various brands providing chic, contemporary designs at attractive price points. These frames particularly resonate with younger demographics, including millennials and Gen Z customers, who appreciate fashion-forward choices without overspending.

Canadian brands have successfully captured diverse consumer preferences by offering extensive selections of stylish frames and high-quality lenses. Their collections range from trend-focused designs to minimalist aesthetics, catering to various tastes and lifestyles. By merging contemporary style with affordability, these brands deliver frames characterized by clean lines, appealing colours, and practical price points, appealing to consumers seeking everyday luxury.

The direct-to-consumer (DTC) business model has significantly contributed to the growth of accessible luxury eyewear. By reducing traditional retail markups, DTC brands have revolutionized how consumers purchase eyewear, creating a sense of community and trust through direct, transparent customer relationships.

Additionally, the evolving definition of luxury—focused increasingly on individual expression, authenticity, and thoughtful consumption—positions accessible luxury eyewear perfectly for today's market. Consumers now view eyewear as an extension of their personality, choosing frames that reflect their individual style, values, and preferences.

“ Accessible luxury eyewear encapsulates a modern luxury ethos characterized by understated elegance and meticulous craftsmanship. ”

Internationally, accessible luxury eyewear is exemplified through precision engineering, minimalist aesthetics, and innovative materials. These frames strike an ideal balance between sophistication and practicality, appealing to consumers who value premium quality at attainable prices. Brands known for technically innovative, lightweight frames further enrich this market, recognized for superior comfort, durability, and timeless design, thus providing excellent long-term value.

The rise of accessible luxury eyewear can be attributed to shifting consumer priorities. Today's eyewear buyers are more informed and place greater emphasis on sustainability, ethical production, and genuine value rather than solely brand prestige. Accessible luxury brands meet these expectations through transparent manufacturing practices, ethical sourcing, and fair pricing structures.

Accessible luxury eyewear encapsulates a modern luxury ethos characterized by understated elegance and meticulous craftsmanship. These frames appeal to discerning customers who prefer subtle sophistication and quality over overt displays of wealth, aligning well with ECPs aiming to offer meaningful, well-crafted eyewear at attainable price points.

In conclusion, accessible luxury eyewear represents an important and growing segment in the optical market, providing significant opportunities for ECPs to diversify their offerings and attract a broader range of customers. Accessible luxury doesn't compete with traditional luxury eyewear—it expands it. It invites ECPs to offer comprehensive, versatile eyewear selections that meet diverse customer needs, ensuring every patient can experience the satisfaction of luxury eyewear suited to their personal style and financial comfort. **OP**

BeAnArtist

ELECTRA – RDHV



etnia  BARCELONA

Westgroupe/ Sunday Somewhere

STYLE: Retro-inspired, minimalist, aspirational

PRICE RANGE: \$250-\$450

WHY STOCK IT: With its clean 70s aesthetic and celebrity following, Sunday Somewhere brings an effortlessly cool, design-led vibe to your frame board. Handcrafted and globally recognized, it offers the cachet of a fashion brand with accessible luxury pricing.

ECP TIP: Leverage the brand's celebrity appeal and international lifestyle branding to attract fashion-forward clients seeking understated exclusivity.



Alexandria
by Spectacle
Eyeworks

Spectacle Eyeworks

STYLE: Eclectic, edgy, globally inspired

PRICE RANGE: \$300-\$450

WHY STOCK IT: Independent Canadian label with distinct, artistic designs.

ECP TIP: Share the designer's story—patients love supporting unique local brands with personality.

Etnia Barcelona

STYLE: Bold, artistic, expressive

PRICE RANGE: \$300-\$450

WHY STOCK IT: Strong visual appeal and retail shelf pop.

ECP TIP: Let the colours sell themselves—use front displays and natural light to highlight the acetates.

The SPEC Sheet

A style-forward shopping guide
for ECPs showcasing this season's
most display-worthy accessible
luxury collections.

BY SUZANNE LACORTE



Henryna
by Sunday
Somewhere

Western 3D Ring
by Ørgreen

Ørgreen Optics

STYLE: Minimalist, Danish, precision-engineered

PRICE RANGE: \$400-\$600

WHY STOCK IT: Lightweight titanium frames with impeccable fit and Scandinavian aesthetics.

ECP TIP: Position Ørgreen as a long-term investment in comfort and style—perfect for patients who value refined simplicity.

Rapp Eyewear

STYLE: Sculptural, rare, design-driven

PRICE RANGE: \$450-\$600

WHY STOCK IT: Handmade in Toronto with small-batch exclusivity.

ECP TIP: Treat Rapp like couture—present it as art and keep stock minimal to enhance exclusivity.

Rapp
Eyewear

CHRO20 by
Etnia Barcelona



Face à Face

STYLE: Sculptural, avant-garde, artistic

PRICE RANGE: \$400-\$550

WHY STOCK IT: Eye-catching designs that spark conversation and loyalty.

ECP TIP: Use high-contrast backgrounds to showcase unique frame architecture and create visual drama.



Panama by Lafont

Lafont Paris

STYLE: Elegant, timeless, Parisian-chic

PRICE RANGE: \$325-\$450

WHY STOCK IT: A heritage brand with a loyal following and consistent quality.

ECP TIP: Pair Lafont with understated lens packages and lean into the brand's French story during styling.

SALT. Optics

STYLE: Minimal, coastal, detail-driven

PRICE RANGE: \$350-\$475

WHY STOCK IT: Premium Japanese manufacturing meets West Coast cool.

ECP TIP: Emphasize fit, finish and comfort during the try-on, patients will feel the difference.



Amman by Bayria Eyewear



Devon-V by SALT. Optics

Ophy/Eredità

STYLE: Architectural, bold, editorial

PRICE RANGE: \$350-\$500

WHY STOCK IT: Gives independents something fresh and exclusive.

ECP TIP: Use with patients looking for fashion-forward frames that aren't mainstream. Limited-edition feel adds value.



Artsy by OGI Eyewear

OGI Eyewear

STYLE: Bold, architectural, trend-forward

PRICE RANGE: \$250-\$375

WHY STOCK IT: Indie vibe with standout design and Japanese craftsmanship.

ECP TIP: Highlight limited-run styles and seasonal drops to encourage return visits and impulse buys.



Charles by Ophy

THE OPTICAL FOUNDRY

est. 2002

Independence for Independents

Article One

I.a.Eyeworks

OGI

OGI Kids

Red Rose

SCOJO New York

SCOJO NYC 212

Seraphin

Seraphin Shimmer

theopticalfoundry.com



THE FINAL COUNTDOWN

Canada's fragmented eye care system is about to change.

Bill C-284 offers a national vision— if the profession is ready to unite.

BY EVRA TAYLOR

For the first time in Canadian history, eye health has a seat at the national table. With the passing of Bill C-284, Canada now has the framework for a unified, coast-to-coast strategy to detect disease earlier, prevent blindness, and ensure every Canadian—no matter where they live—has access to quality vision care. This is more than legislation; it's a rallying cry for opticians, optometrists, ophthalmologists, and industry leaders to work together, break down silos, and champion the right to sight. The opportunity to shape the future of Canadian eye care is here. Now it's up to our profession to seize it.

Bill C-284, a private member's Bill for the development of a national eye care strategy in Canada, was signed into law on November 7, 2024. The Bill is set to revolutionize the delivery of eye care in Canada.

The Bill highlights two elements that are currently lacking: a cohesive strategy for the provision of eye care and a program for the prevention of blindness. The Bill also designates the month of February as Age-Related Macular Degeneration Awareness Month.

Liberal MP Judy A. Sgro introduced the Bill in the House of Commons in honour of her grandmother who was blind when she passed away, as well as her aunt who developed blindness as a result of macular degeneration.

Bill C-284 addresses the need for a comprehensive, strategic approach to eye care in response to vision loss associated with a number of causes, including macular degeneration, cataracts, glaucoma and diabetic retinopathy. It states the need for coordination and information sharing between the federal and provincial governments to ensure new treatments are made available, to prevent and treat eye disease, and to prevent health inequities among people with vision loss.

The Bill fosters a cohesive approach that would harmonize the eye care services offered by “the three O's”—opticians, optometrists and ophthalmologists. Historically, the optical sector has been characterized by practice segmentation which has enormous repercussions for patient care and outcomes. The current examination, diagnosis and treatment landscape has resulted in treatment delays, in addition to confusion and frustration for patients seeking timely access to the vision care they need. Often, by the time people suffering with an eye condition receive treatment, they have advanced to a critical point.

There is expert consensus that the current landscape needs to be reconstituted based on principles that are patient-centric, reflecting the evolving Canadian demographic and healthcare needs.

The current examination, diagnosis and treatment landscape has resulted in treatment delays, in addition to confusion and frustration for patients seeking timely access to the vision care they need.

“Canada needs a national eye care strategy due to the current fragmentation of provincial eye care systems, which leads to inconsistent standards and access, particularly for rural, remote, and marginalized communities,” said Robert Dalton, executive director, Opticians Association of Canada (OAC). “This fragmentation contributes to an alarming rate of unattended eye diseases and conditions, despite 75% of vision loss being preventable or treatable through proper preventative measures like comprehensive eye exams. The economic burden of vision loss is substantial, estimated at \$32.9 billion in 2019, projected to increase by over 70% to \$56 billion by 2050. Bill C-284 will unite the battle for vision care services by highlighting collaboration and the strategic importance of the circle of care,” Dalton continued.

According to Stanley Woo, OD, Clinical Professor, School of Optometry & Vision Science at University of Waterloo, one of the Bill's drivers is chronic eye diseases and the basic fact that early detection saves sight. “Eye health is a public imperative, yet we've been using a piecemeal approach

The Road to Vision

With the clock ticking toward 2026, Bill C-284's path through Parliament shows how close Canada is to a unified National Eye Care Strategy—and how much is at stake before it takes effect.

1st Reading (HoC)

June 14, 2022

Introduced by MP Judy A. Sgro. No debate. Bill text made public.

2nd Reading (HoC)

June 7, 2023

Unanimously approved. Referred to HESA committee.

Committee (HoC)

June 20-21, 2023

Hearings and stakeholder input. Minor amendments: clarified timelines, added 'Indigenous', emphasized evidence-based reporting.

THE ROAD TO VISION CONTINUED**Report Stage (HoC)**

Sept 28, 2023

Strengthened implementation timelines. Incorporated Senate feedback.

3rd Reading (HoC)

Oct 25, 2023

Passed unanimously.
No new changes.

1st Reading (Senate)

Oct 26, 2023

Introduced in Senate.
No debate.

2nd Reading (Senate)

May 29, 2024

Passed and sent to Senate committee.

Committee (Senate)

Oct 23–31, 2024

No amendments. Reported back unchanged.

to managing it. Also, the Indigenous community doesn't have adequate access to eye care and often has to travel great distances to receive the help they need. One of the challenges we're facing is, 'How do we get people the right care at the right place at the right time?'"

GAPS IN CARE AFFECT HEALTH OUTCOMES

According to François Couillard, CEO of the Canadian Association of Optometrists (CAO), eye care professionals face several systemic and operational challenges:

- Low public awareness of the importance of routine eye exams, leading to delayed diagnoses of preventable conditions like glaucoma and diabetic retinopathy
- Inconsistent access to care in rural and remote communities
- Delays in the approval and availability of new treatments and technologies
- Uneven distribution of professionals across regions
- Underfunding by both the public and private (insurers) sectors
- Limited integration of eye care into broader primary care systems. Optometrists are the primary caregivers for the eyes. They can play a pivotal role in reducing healthcare system costs

and improving outcomes through oculomics—the use of retinal imaging and AI to detect systemic diseases. This would enable earlier intervention, reducing the need for costly treatments later. It would also improve chronic disease management, by integrating vision care into primary care pathways. And it would reduce the burden on hospitals and specialists, through community-based screening and monitoring.

Bruce Miles, general manager, EssilorLuxottica Canada, described the

key eye care challenges as rising demand, workforce capacity and increasing complexity of patient needs that are putting pressure on the system. He highlighted the need to strengthen collaboration across roles, improve referral pathways and enhance data sharing to support more connected patient care. "In some regions, access to services—particularly surgical care—can be limited, especially in rural and remote communities," he stated.

Without a coordinated care approach, patients often lack a clear path through the eye care system, and minor issues can progress to more serious, long-term vision loss. "Myopia management is one example where earlier intervention could make a difference both in the short term and in reducing longer term risks associated with high myopia and axial length. Although rates of childhood myopia are increasing, fewer than 15% of affected children in North America receive proactive treatment," continued Miles.

Public awareness of routine and comprehensive eye care is one of the greatest concerns facing the optical industry, according to Alison Scott, OD, President of the Canadian Association of Optometrists (CAO). "Eye care is an important part of healthcare, so educating other health providers about the important role that eye care has in the overall wellbeing of a patient is crucial," she said.

Without a coordinated care approach, patients often lack a clear path through the eyecare system, and minor issues can progress to more serious, long-term vision loss.

In addition, new treatments and medications can sometimes take a long time to receive approval in Canada. As a result, patients aren't able to access the newest technology that may be available in other countries which may impact their treatment plan or rehabilitative supports.

While most healthcare is delivered at the provincial level, there are federal programs like NIHB (Non-insured Health Benefits program for First Nations and Inuit), IFHP (Interim Federal Health Program)s, and DVA that are delivered at the national level. "Eye care often lacks research funding and this bill can

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increase the amount of Canadian-led research into eye care that we see," said Scott.

BUILDING BRIDGES, NOT SILOS

"A cohesive national eye care strategy should be built on the three pillars of collaboration, innovation and equity," stated Miles. "First, greater coordination across the eye care ecosystem is needed — between opticians, optometrists, ophthalmologists, professional associations, public health authorities, and industry partners. Second, we should leverage emerging tools to optimize care delivery and resource use. Advancements in AI, big data, wearable devices, and tele-optometry are introducing new possibilities for earlier diagnosis, remote monitoring and personalized treatment. Supporting professionals in adopting and managing these technologies will be key to future-ready care. Third, access to care must be consistent across geography, income level and age group," he added.

Christine Misener, OD, said that Bill C-284 is about "making things fairer, smarter and more connected. It's pushing for better training for providers, better communication between provinces and the federal government, and better tools to collect and use data. The Bill also seeks to speed up the regulatory process for new treatments and devices to get innovations into clinics faster and help people sooner. The Bill aims to implement national training standards to help bridge the gap. It also seeks to improve data collection on eye disease so we can see where the biggest needs are across the country." Meisner commented that currently, there isn't a good system for collecting and sharing information nationally, so it's hard to know where the biggest needs are or how well we're actually doing.

Dalton stated that while optometrists and ophthalmologists are frequently mentioned as key healthcare providers, a closer look at the broader context of Bill C-284 reveals where opticians fit in, including key mentions in the Bill and implications for opticians:

- **"Improving Access to Vision Health Services":** Affordable access to vision care, which includes coverage for eye exams, treatments, specialized glasses

and contact lenses, and assistive devices and technologies under provincial and territorial health plans.

- **"National Assistive Device and Technology Program":** Ensuring access to and affordability of assistive devices. The broader definition of "assistive technologies" and the discussion of "specialized glasses and contact lenses" implies the involvement of opticians in the provision and fitting of these devices.
- **"Workforce Shortages and Training":** Funding of specialized training and address workforce shortages in eye care. A comprehensive eye care strategy would logically extend this to opticians, as well.
- **"Collaboration with Stakeholders and Rightsholders":** Ongoing collaboration with key stakeholders and rightsholders, including healthcare providers to develop and implement best practices in eye care. Opticians would be included in this collaborative effort.

STRATEGIES FOR A NATIONAL EYE CARE PLAN

Couillard recommended that to realize the vision of a cohesive eye care plan, Canada should:

- Establish a national leadership structure — a "Vision Desk" — to coordinate efforts
- Invest in public education campaigns and provide training to other professionals
- Fund research and data infrastructure to track outcomes and workforce trends
- Support innovation and integration in care delivery, including telehealth and AI integration
- Ensure Indigenous and marginalized communities are meaningfully included in planning and service design

In the optometry sector, Woo emphasized that while the approach to nearsightedness used to be based on vision correction through glasses, early detection and treatment of myopia are now available to prevent progression. "Having early intervention, particularly for children, would mean not only correcting their vision, but arresting the development of the condition.

THE ROAD TO VISION CONTINUED

3rd Reading (Senate)

Nov 5, 2024

Passed final reading.

Royal Assent

Nov 7, 2024

The Minister of Health is required to table a 'National Eye Care Strategy' in Parliament by May 2026.

Implementation

June 2026

Bill C-284 will be in force.

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Canada's Vision for Vision

Bill C-284 sets the stage for a national eye care strategy that tackles prevention, treatment, and access head-on.

WHAT THE BILL ADDRESSES

- Promote prevention, early diagnosis, treatment, and rehabilitation of eye disease (including age-

- related macular degeneration (AMD), glaucoma, cataracts, and diabetic retinopathy)
- Improve coordination among federal, provincial/territorial governments, Indigenous groups, researchers, clinicians, and stakeholders
- Advance public awareness (designating February as AMD Awareness Month, for example), data collection, research, and training of health professionals

WHAT'S AT STAKE?

- Vision loss in Canada is associated with a number of causes, including macular degeneration, cataracts, glaucoma and diabetic retinopathy
- Millions of Canadians live with eye disease that could lead to vision loss or blindness if not treated
- It is estimated that vision loss costs Canadians billions of dollars every year, both in financial costs and in loss of well-being
- The loss of central vision can severely impact a person's independence and quality of life
- Coordination and information sharing between the federal and provincial governments is needed to ensure new treatments are made available, to prevent and treat eye disease and to prevent health inequities among people with vision loss

- Parliament considers that it is desirable to be proactive in the fight against vision loss and to implement a national strategy on eye care

HOW THE BILL DELIVERS

The national strategy must describe the various forms of eye disease and may include measures to:

- Identify the needs of health care professionals and other professionals in relation to training and guidance on the prevention and treatment of eye disease and on vision rehabilitation
- Promote research and improve data collection on eye disease prevention and treatment and on vision rehabilitation
- Promote information and knowledge sharing between the federal and provincial governments in relation to eye disease prevention and treatment and to vision rehabilitation
- Ensure that the Minister is able to rapidly examine, in accordance with the Food and Drugs Act, certain applications and submissions in respect of devices and drugs, as those terms are defined in section 2 of that Act, that are intended for use in relation to eye disease, including macular degeneration, cataracts, glaucoma and diabetic retinopathy

Being able to make the public aware of the importance of regular eye exams would help delay the onset of life-threatening symptoms," he explained. Low vision rehabilitation, which is highlighted in the Bill as part of a national strategy, would enable patients to enhance their quality of life and maintain their independence for a longer period of time, rather than accepting vision impairment as a natural part of ageing, which represents the previous attitude.

"We're hoping that by having a national strategy there will be a concerted effort to raise public education throughout their lives about the important role of eye exams, along with treatment pathways to help them live healthy lives," said Woo.

"Taking action now can improve outcomes for patients and create a more sustainable future for vision care in Canada," concluded Miles.

Bill C-284 gives us the framework, but it will take persistent advocacy, cross-sector collaboration and accountability to bring its promises to life. The cost of preventable vision loss—financially, socially, and personally—is too great to ignore. Eye care professionals have the expertise, the reach and the responsibility to push for action at every level. With a united front, we can ensure this legislation leads to measurable change, improved outcomes and a stronger, more equitable eye care system for all Canadians. **OP**

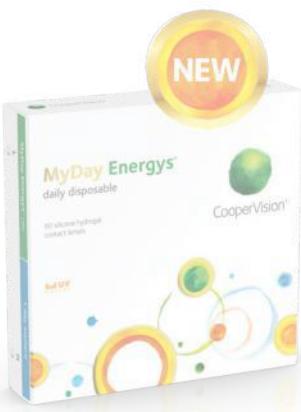
NOW or NEVER

Eye care professionals should treat Bill C-284 as a living opportunity, not a finished victory. By actively shaping the national strategy, maintaining unified messaging across the three O's, and keeping the government accountable, the profession can ensure this law becomes a real turning point for vision care in Canada.

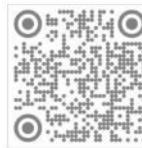


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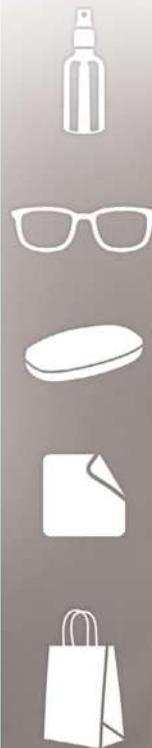
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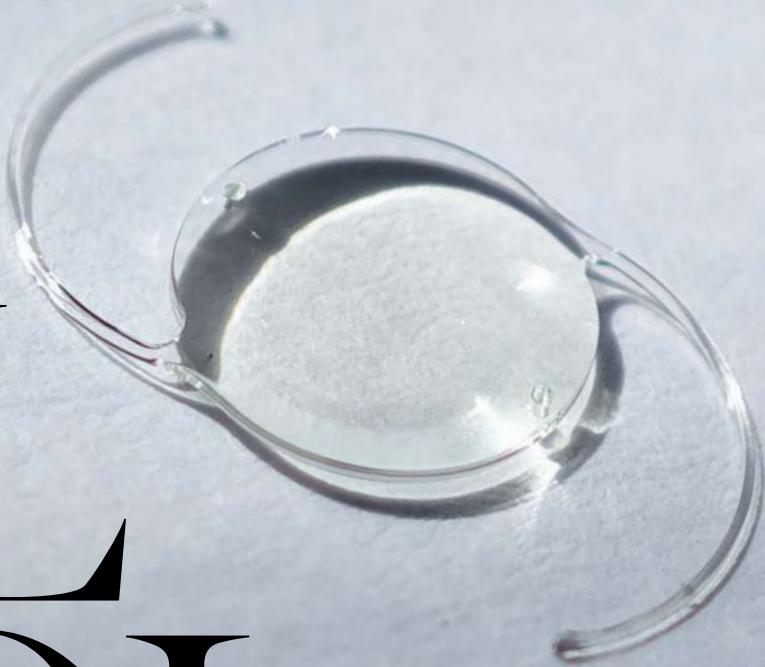
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The DL on the IOL



TECNIS Odyssey intraocular lens coming to more markets, including Canada. What ECPs need to know.

BY DAVID GOLDBERG

JOHNSON & JOHNSON

announced this week that its TECNIS Odyssey intraocular lens (IOL) will be available in Europe, the Middle East, and Canada, expanding access to what the company describes as the fastest-growing presbyopia-correcting IOL in the United States.

“Cataract surgery gives patients a once-in-a-lifetime opportunity to improve their sight and minimize their use of spectacles. More than 50,000 eyes have already benefited from TECNIS Odyssey in the U.S.,” says Dr. Patricia Piers, head of R&D for ophthalmic implants at Johnson & Johnson Surgical Vision.

The technology enters a market where presbyopia-correcting IOLs have evolved to address longstanding visual quality limitations. Dr. Ike Ahmed, ophthalmologist and chief innovation officer of the Prism Institute in Brampton, Ont., notes these historical challenges.

“One of the things that we continue to push and raise the bar on is the limitations we’ve had with this technology, which has been visual quality, difficulty in low contrast conditions, complaints of waxy vision, lack of clarity and then also the issues around halos and dysphotopsia,” says Ahmed.

“We are thrilled to continue enhancing the future of cataract surgery.”

- DR. PATRICIA PIERS,
Head of R&D for Ophthalmic Implants,
Johnson & Johnson Surgical Vision.

The TECNIS Odyssey uses what Johnson & Johnson calls a “freeform diffractive profile” designed to provide continuous vision across all distances while achieving 95 per cent light utilisation.

Clinical data showed patients experienced fewer visual disturbances compared to his-

torical trends with presbyopia-correcting IOLs. According to one-month postoperative data from a U.S. study, nearly all patients reported no or mild halos, glares, or starbursts after completing cataract surgery in their first eye.

“We respond to surgeons’ evolving needs, empower them to elevate their practices, and provide opportunities for education and engagement,” says Piers. “We are thrilled to continue enhancing the future of cataract surgery.”

However, surgeons emphasize that careful patient selection remains crucial for success. “We really look for eyes that are pristine, with really no serious comorbidities,” says Ahmed. “We need the optical performance of the eye to be at a high level to maximize the value of this approach.”

Setting appropriate expectations also remains essential. Ahmed noted that informed decision-making involves understanding trade-offs.

“It’s important to mention that there’s always a downside. There’s no ‘free lunch’ in optics — there’s always some compromise in any system. Any choice you make involves trade-offs, whether that means wearing glasses and being dependent on them, or accepting the low risk of halos or glare.”

Despite these considerations, surgeons report high satisfaction levels when patients can ditch their spectacles altogether. Piers shared feedback from one

“It’s a different order of gratification when it’s someone you love receiving the lens you helped work on.”

— DR. PATRICIA PIERS,
Head of R&D for Ophthalmic Implants,
Johnson & Johnson Surgical Vision.

surgeon who, after implanting TECNIS Odyssey in hundreds of patients, noted he wasn’t hearing about the typical “gaps” between distance, intermediate and near vision because patients were experiencing continuous vision.

“What was most intriguing was looking at the bench testing, the preclinical work, and then some of the clinical studies. That was quite promising, and that seems to have translated reasonably well into the real world,” says Ahmed.

The personal impact of IOL innovation goes beyond clinical outcomes for Piers, whose mother received cataract surgery with a different TECNIS lens that Piers had helped develop. Watching her mother’s vision improve following surgery brought the work full circle.

“I find it hard not to cry when I talk about my mom and her experience,” says Piers. “I’ve talked to a lot of surgeons and patients, and it is gratifying to hear their feedback about the products we’ve developed. But it’s a different order of gratification when it’s someone you love receiving the lens you helped work on.” **OP**

Timeline of Intraocular Lens Technology

1949

THE BEGINNING

Sir Harold Ridley implants the first intraocular lens using PMMA material inspired by WWII aircraft canopy fragments



1967

SURGICAL REVOLUTION

Dr. Charles Kelman introduces phacoemulsification, enabling modern small-incision cataract surgery



1980s

FOLDABLE INNOVATION

Foldable silicone IOLs dominate the market, allowing much smaller surgical incisions

2003

ACCOMMODATING TECHNOLOGY

CrystaLens becomes the first accommodating IOL approved in the U.S., attempting to mimic natural lens movement

1987

FIRST MULTIFOCALS

3M Company introduces the first diffractive multifocal IOL, launching the presbyopia correction era

2016

EXTENDED DEPTH FOCUS

TECNIS Symfony becomes the first EDOF (Extended Depth of Focus) IOL approved by the FDA

2025

NEXT GENERATION

TECNIS Odyssey expands internationally, representing the latest evolution in presbyopia-correcting technology with 95 per cent light utilisation and full visual range



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INDICATIONS AND IMPORTANT SAFETY INFORMATION

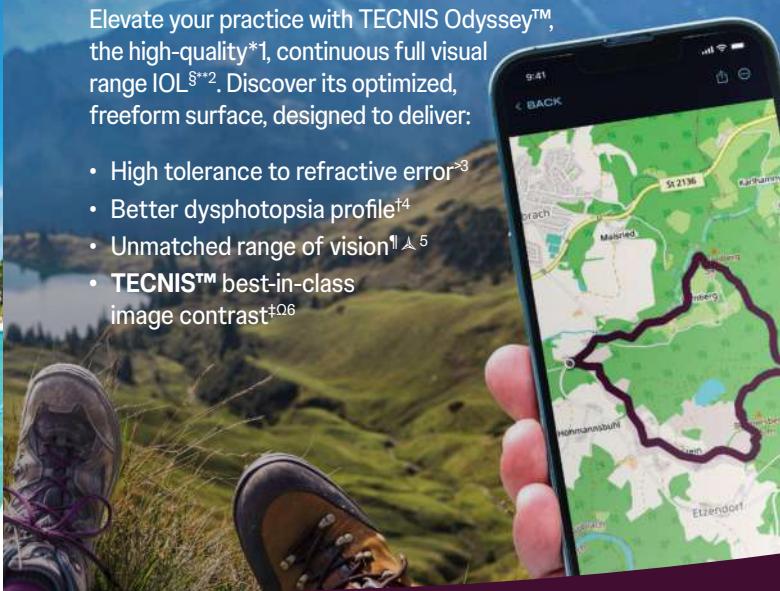
The TECNIS PureSee™ IOL, which is indicated for primary implantation for the visual correction of aphakia, in adult patients with less than 1 diopter of preexisting corneal astigmatism, in whom a cataractous lens has been removed. Patients should be informed of the possibility of visual disturbances. The lens may cause a reduction in contrast sensitivity under certain conditions, compared to an aspheric monofocal IOL; fully inform the patient of this risk before implanting the lens. Special consideration should be made for patients with macular disease, amblyopia, corneal irregularities, or other ocular disease. Inform patients to exercise special caution when driving at night or in poor visibility conditions. The lens is intended for capsular bag placement only. Reference the Directions for Use for a complete listing of Indications and Important Safety Information.

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- Better dysphotopsia profile⁴
- Unmatched range of vision^{1,5}
- **TECNIS™** best-in-class image contrast^{6,7}



* According to ISO 11979-7:2024, based on the clinical study of the parent IOL

§** continuous 20/25 or better based on pre-clinical bench testing

> Compared to TECNIS SYNERGY™ and TECNIS™ Multifocal IOLs based on pre-clinical bench testing

† Compared to TECNIS SYNERGY™ based on bench testing

** Continuous 20/25 or better based on pre-clinical bench testing for TECNIS Odyssey™

† Compared to PanOptix® based on bench testing and head-to-head clinical studies of parent lens

▲ Compared to PanOptix® based on bench testing (white light MTF at 50 c/mm measured for 3mm & 5mm pupil in the ACE model)

‡ Compared to TECNIS SYNERGY™ based on bench testing (white light MTF at 50 c/mm measured for 3mm and 5mm pupil in the ACE model)

§ Compared to PanOptix® based on bench testing (white light MTF at 50 c/mm measured for 3mm & 5mm pupil in the ACE model)

¶ Compared to PanOptix® based on bench testing (white light MTF at 50 c/mm measured for 3mm & 5mm pupil in the ACE model)

RECENT STUDIES: 1. Data on File. 2024DOF4002 (prospective, multicenter, randomized, three-way-masked clinical study comparing subjects bilaterally implanted with TECNIS Synergy IOL (n=132) vs TECNIS 1-Piece Monofocal IOL (n=131) at 6-months post op) 2. Data on File. DDF2023CT4023 3. Data on File. 2024DOF4003 4. Data on File. 2024DOF4005 5. Data on File. DDF2023CT4023 Data on File. DDF2020CT4014 – Forte I: A Comparative Clinical Evaluation of a New TECNIS™ Presbyopia Correcting Intraocular Lens Against a PanOptix® Intraocular Lens - DEFOCUS CURVES AND VISUAL ACUITY RESULTS. 6. Data on File. DDF2023CT4007. Data on File. DDF2019TH4002. Data on File. DDF2019TH4003

INDICATIONS AND IMPORTANT SAFETY INFORMATION

Rx only. The TECNIS Odyssey™ IOL is indicated for primary implantation for the visual correction of aphakia in adult patients in whom a cataractous lens has been removed. Patients should be informed of possible visual effects, which may be expected in nighttime or poor visibility conditions. Confirmation of refraction with maximum plus manifest refraction technique is strongly recommended. Patients with a predicted postoperative astigmatism greater than 1.0 D may not be suitable candidates for implantation with the TECNIS Odyssey™ IOLs and some patients may still require glasses. The lens is intended for capsular bag placement only. Please reference the Directions for Use for a complete listing of Indications and Important Safety Information.

Thriving on Your Terms

**Thriving in the Age of Consolidation:
How Independent Optical Practices
Can Stay Competitive in 2025**



As consolidation continues to reshape the health care and optical landscapes, independent eye care professionals and optical business owners are facing a pivotal question: how can we stay competitive without losing our independence?

Big-box retailers, corporate chains and vertically integrated networks are gaining ground. They promise convenience, aggressive pricing and one-stop solutions. But what they can't offer is the one thing today's consumer increasingly values: personalized, community-rooted care—something only independents can truly deliver.

The challenge for independent practices in 2025 isn't about matching corporate giants feature for feature. It's about leveraging the unique strengths of independence, while adopting the smart strategies and support systems that level the playing field.

Join forces without selling out: the power of buying groups

In a consolidated market, scale matters. That's where buying groups like The Optical Group come in, offering independents access to collective purchasing power, exclusive vendor pricing and strategic business

tools—without requiring a loss of ownership or autonomy.

Whether it's frame and lens discounts, marketing support or practice management resources, a strong buying group empowers practices to compete on price and efficiency, all while preserving their individuality.

Tech is no longer optional, it's essential

Patients expect digital convenience at every step of their health care journey. Online booking, automated reminders, digital prescription storage and even tele-optometry are fast becoming standard.

Independent practices must embrace practice management software, AI-driven diagnostic tools and patient communication platforms to meet these expectations. The good news? Many of these tools are now accessible and affordable—particularly with support from a buying group that can vet and negotiate on behalf of members.

Carve out a niche to stand out

In a market crowded with sameness, specialization is a competitive advantage. Independent practices can thrive by focusing on underserved areas or developing niche services

such as paediatric eye care, dry eye clinics, myopia control, sports vision or luxury optical.

These services not only boost revenue but also create differentiation, giving patients a compelling reason to choose a local expert over a national chain.

Build a brand that feels local

Even the best services can be overlooked without strong branding. Corporate chains are masters of consistency and recognition. Independents need to match that level of professionalism while emphasizing their local identity and patient-first approach.

Invest in a clean, modern website, cohesive visual branding and active community engagement—whether that's sponsoring local events or showcasing patient stories online.

Never compete alone

In a consolidating market, collaboration is key. Whether it's knowledge-sharing with peers, staying ahead of regulatory changes or negotiating better terms with suppliers, no independent practice should be an island.

That's why many successful independents consider The Optical Group not just a vendor partner, but a strategic ally helping them stay informed, efficient and future ready.

Independence is a strength

The health care world may be consolidating, but there's still plenty of room and demand for independent optical practices that combine clinical excellence with personalized care.

With the right support system, smart technology and a clear value proposition, independent practices can not only survive—they can lead the way in a changing industry. **OP**

To learn how The Optical Group supports more than 700 independent practices across Canada, visit theopticalgroup.ca





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From Frames to Fortune

How to Build a Profitable Optical Business Without Burning Out

BY DR. FALLON PATEL, OD
Owner, PulseIQSolutions

If you're like most optical business owners, you know the feeling of being stuck—long hours, endless effort poured into appealing displays, top-notch customer service, yet somehow, the numbers barely budge. Your optical might feel busy, but the revenue stays flat. Does this sound familiar?

Imagine turning your frame board into a fortune board. The truth is, many optical businesses hit a growth ceiling because they're focused on one-off transactions. You can only sell so many single pairs of glasses before you plateau. To achieve sustainable growth—and avoid burnout—you must transition from simply providing products to delivering comprehensive, solution-based offerings.

Let's explore how.

Why Optical Businesses Hit a Plateau

The signs of stagnation are easy to spot: flat revenue per patient, inconsistent capture

rates, and an unhealthy reliance on the business owner or a single superstar optician. Without scalable systems and compelling bundled offers, it's almost impossible to grow sustainably without exhausting yourself and your team.

Unlocking Hidden Revenue Through Bundled Services

One of the most effective strategies to boost your bottom line—and serve patients more holistically—is the use of bundled services. Rather than offering products and add-ons piecemeal, bundled packages create a more seamless and appealing experience for patients while increasing average revenue per visit.

For example, bundling common lens enhancements—like anti-reflective, blue-light blocking, and hydrophobic coatings—into a convenient "Clarity Package" can add value without overwhelming patients with too many decisions. Offering tiered optical packages (think "Good," "Better," "Best") provides clear, easy-to-understand pricing and feature comparisons. And subscription models for contact lenses, which include perks like free shipping and annual adjustments, help build predictable revenue while reinforcing long-term loyalty.

These kinds of strategic bundles not only increase profitability but also support patient satisfaction. When presented with clarity and confidence, patients feel they're being offered solutions, not upsells.

Scale Through Your People, Not Just Your Products

While service bundles can lift your margins, it's your team that ultimately brings those solutions to life. Scaling a profitable optical business means empowering your people to perform consistently at a high level—without your constant oversight.

Training staff to confidently present bundled services, track key metrics, and engage patients with enthusiasm creates a self-sustaining growth engine. Role-playing common scenarios and using scripts can help your team speak with clarity and conviction. Encouraging them to monitor KPIs such as capture rate, multi-pair sales, and warranty purchases instills a sense of accountability and progress. Recognizing strong performance with incentives and shout-outs helps keep morale high and staff invested.

This people-first approach not only multiplies your impact—it frees up your time and energy. A well-trained, motivated team ensures that every patient receives a consistent, high-value experience, even when you're not on the floor.

Small Shifts, Big Results

The path to a thriving optical business doesn't require a complete overhaul—just a shift in mindset and systems. By transitioning from single-sale thinking to solution-based selling, and by investing in your team as drivers of growth, you create a business that's not just profitable, but sustainable.

The result? Higher margins, happier patients, and a renewed sense of purpose—for you and your staff. With the right tools and support, your frame board truly can become your fortune board. **OP**

Dr. Fallon Patel, OD, is the founder of Fallon Vision Group and PulseIQSolutions, an AI-powered training and KPI platform for health care teams. With a proven track record in business strategy and myopia management, she helps modern clinics drive growth, efficiency, and innovation with purpose.



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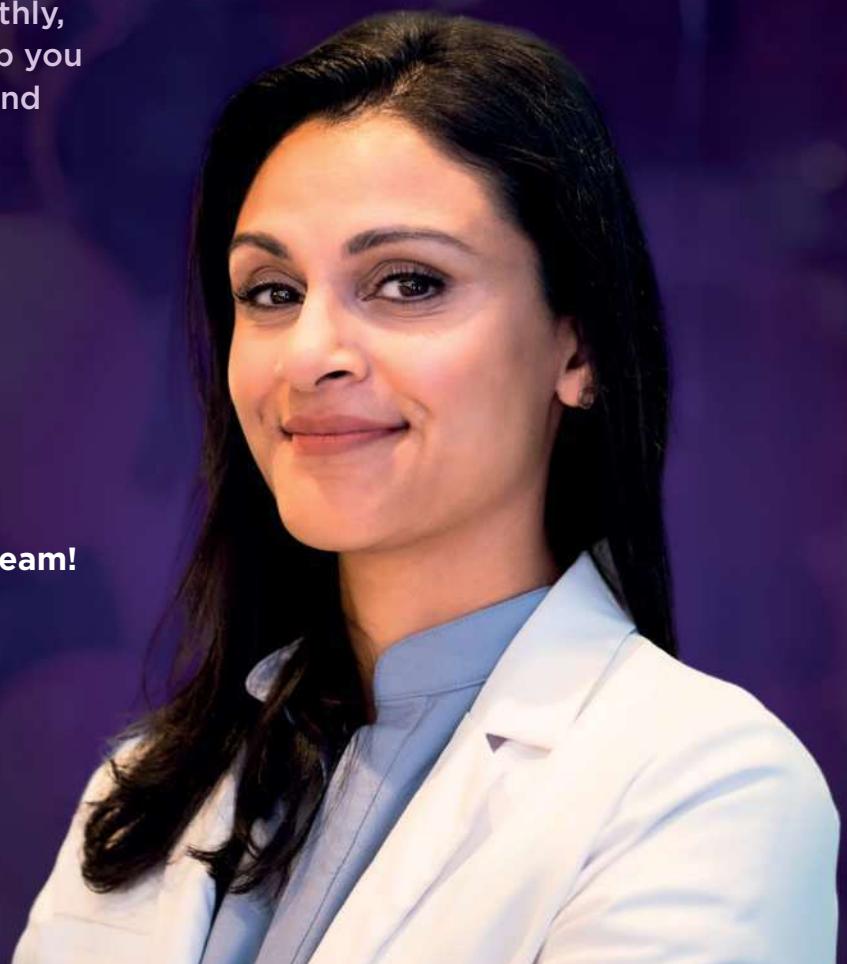
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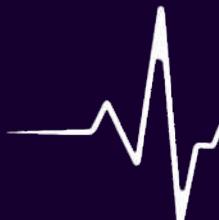
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“Best Thing We Ever Did”

The Importance of Effective Patient Handoffs in Lane

BY NANCY DEWALD

A client recently called to state that the implementation of the in-lane handoff procedure, which we began two weeks ago, was “the best thing they ever did.”

What I am referring to is when the optometrist (OD) hands off the patient to a team member in a structured manner to help with next steps in the patient journey. This is done for all patients regardless of what is needed.

WHY IS THIS SO IMPORTANT?

Privacy: Traditional handoffs often occur in public areas, which may compromise patient privacy. Given we live and breathe it every day, we may have become desensitized to how patients might feel about changes or prescribed treatments.

To mention a few examples that can be very upsetting to patients – prescription change, a child needs glasses for the first time, first progressive, dry eye treatment.

Comprehension: Patients may feel overwhelmed by the exam’s end. A focused handoff between the OD, patient, and team member can improve understanding and address patient needs more thoroughly.

Patient loyalty: When patients feel seen and heard, their loyalty increases.

Conversion: When patients’ concerns are addressed and their comprehension is ensured, adherence to recommendations tends to increase. In marketing terms, these are known as Moments of Maximum Impact (MMI), where individuals are receptive to information affecting purchase decisions. Research indicates these moments often occur during the exam lane recommendation phase.

Staff satisfaction: The handoff process underscores the importance of staff roles, potentially enhancing team engagement and a sense of purpose.

HOW SHOULD YOU PROCEED?

- Clearly explain the process and its objectives to the entire team.

- Establish a paging system, which could range from internal communication platforms like Slack, dedicated apps such as Bluenote, to budget-friendly pagers.
- Set clear expectations and conduct practice runs before full implementation.

Recommended OD steps:

- Inform the patient a team member will assist them.
- Introduce the team member upon arrival.
- Summarize the exam and provide recommendations.
- Thank the patient for their visit.

This protocol applies to all scenarios, including contact lens, pre-appointment, dry eye, special testing, adjustments and more.

TALK IS CHEAP – WHERE IS THE PROOF?

In a large office where transitions already occurred in the exam room, the focus shifted to refining recommendation delivery and ensuring transition to all advisors. Over a two-month period, the conversion rate increased by 4.7% (measured as total eyewear sold/total eye exams).

In a smaller office that previously lacked in-lane transitions, adoption of the process led to a 6.8% conversion rate increase over two months.

These examples illustrate the measurable outcomes associated with implementing a structured in-lane handoff process.

So, what are you waiting for? It could be the best thing you ever did.

Reach out with any questions you may have. **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. In addition to her work at Lead Up, Nancy also serves as a consultant with Kleinman Performance Partners. To find out more, visit leaduptrainingandconsulting.ca



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Bridging the Digital Divide

Smart strategies to meet the needs of both digital natives and traditionalists.

BY ROBERT DALTON

In today's rapidly evolving world, technology has become deeply ingrained in our daily lives, influencing everything from how we communicate to how we access health care. For opticians, this presents a unique challenge and opportunity: how do we effectively serve both the tech-savvy patient who lives on their smartphone and the tech-averse individual who prefers traditional methods? Navigating this "digital divide" is crucial for ensuring comprehensive, patient-centred care and the sustained success of your practice.

The digitally native patient, often younger or comfortable with online interactions, expects seamless digital experiences. This

includes easy online appointment booking, virtual try-on tools for frames, automated recall reminders via text or email, and access to their patient records through a secure online portal. For these individuals, convenience is paramount. They appreciate the ability to research lens technologies before their appointment, receive digital receipts, and even engage with your practice's social media presence for updates and promotions. Ignoring these digital touchpoints means potentially losing a significant segment of your patient base to practices that readily embrace technological solutions.

The human touch, empathy, and clear, in-person explanations remain irreplaceable...

However, a substantial portion of our patient demographic still prefers, or even relies on, traditional methods. This includes many seniors, individuals in rural areas with limited internet access, or simply those who value face-to-face interaction above all else. For them, a phone call to book an appointment, a mailed recall card, or a personal conversation about lens options is not just a preference — it's a necessity. They might feel overwhelmed or alienated by an over-reliance on digital

tools, leading to a diminished patient experience or even a decision to seek care elsewhere. The human touch, empathy, and clear, in-person explanations remain irreplaceable for these patients.

So, how do opticians effectively bridge this gap? The answer lies in a balanced, hybrid approach. Practices should invest in and promote digital tools, but always with a robust traditional alternative readily available. For example, while offering online booking, ensure your phone lines are adequately staffed and welcoming. If you use digital recall systems, offer a postal mail option for those who prefer it. Virtual try-ons are fantastic, but nothing replaces the hands-on experience of trying frames in person with the guidance of a knowledgeable optician.

Ultimately, successful opticianry in the digital age is about meeting patients where they are.

Furthermore, patient education is key. For those who are hesitant about technology, offer gentle introductions and clear instructions. Show them how easy it can be to use a patient portal or explain the benefits of digital reminders. Conversely, for the tech-savvy, highlight the advanced diagnostic equipment and innovative lens technologies you offer, demonstrating your practice is at the forefront of modern eye care.

Ultimately, successful opticianry in the digital age is about meeting patients where they are. By offering a spectrum of options — from cutting-edge digital conveniences to comforting, familiar traditional methods — we can ensure that every individual, regardless of their digital comfort level, receives the highest quality of care, fostering trust and loyalty for years to come. The future of opticianry isn't about choosing one path over the other; it's about seamlessly integrating both to serve all. **OP**

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

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Myth-guided

What if everything you thought about investing was wrong? A veteran expert breaks down the myths—and the way forward.

BY TIM PAZIUK

Over the next three editions, I'll be discussing investing. No matter how you're investing your money today, you may be surprised to learn that many of you are being misled. What you believe is secure may not be, and what you think is safe may be anything but.

If you're currently investing in index funds, ETFs, mutual funds, bonds, term deposits, segregated funds, precious metals or cryptocurrencies, you may be on the wrong path. Failure could be just around the corner. But if you follow what I'm about to share, you can greatly increase your chances of long-term financial success. Let's begin close to home.

I'm often asked what the best investment is. The answer is simple: you. Invest in yourself—whether it's through education, equipment or staff—anything that improves your efficiency and productivity. The reason? These are things you can control.

The problem for most people is that they invest in things where they have little or no control. Whether you're a do-it-yourself investor or not, most people fall short of their potential because they rely on outdated investment theories that should have been buried decades ago.

Over the past 45 years, I've seen thousands of investment strategies, but today, there's only one I recommend—because I know it works.

Let's start with a one-question quiz to test your investment knowledge:

Which investment is the riskiest: a term deposit, a Government of Canada bond (held to maturity), or common shares in, say, Royal Bank of Canada?

If you chose anything other than Royal Bank of Canada common shares, I'd give you a failing grade.

If you're 45 years old, the investment industry's rule of thumb (ROT) says you should have no more than 55 per cent in equities. At 65, that drops to 35 per cent. If you want to risk retirement failure, follow that ROT.

The most important lesson I've learned is this: every investment should be assessed

for both income and capital appreciation. If it falls short in either area, take a pass.

Let's look at what many consider "safe" investments: term deposits and bonds. Both provide income but offer zero potential for appreciation. If held to maturity, both are virtually guaranteed to lose value to inflation. If your portfolio includes term deposits or bonds—either directly or through mutual funds or ETFs—my advice is to get rid of them. They won't serve you well in the future.

Another idea we've been programmed to focus on is rates of return. What did your portfolio earn last month, last year, or since inception? My response: I don't care. It's not real. It never was, and it never will be.

If there's one takeaway here, it's this: until you act—sell, reinvest, use the money—your rate of return is meaningless.

I recently spoke to someone who claimed they'd made over \$250,000 investing in cryptocurrencies. When I asked when they sold, they said they hadn't. So, what have they actually made? The answer is obvious: nothing.

If you believe indexing is the best way to invest, you're fooling yourself—just in a different way.

Many still think the path forward lies in ETFs, mutual funds, segregated funds or other managed products. To them, I say: good luck. You have no way of knowing what your retirement will look like. It all depends on the value of your investments at the time of sale. Selling assets for income may be fine when markets are up—but it can be devastating when they're down.

So, if I'm telling you what not to invest in, what should you be investing in?

We'll explore that in the next issue. **OP**

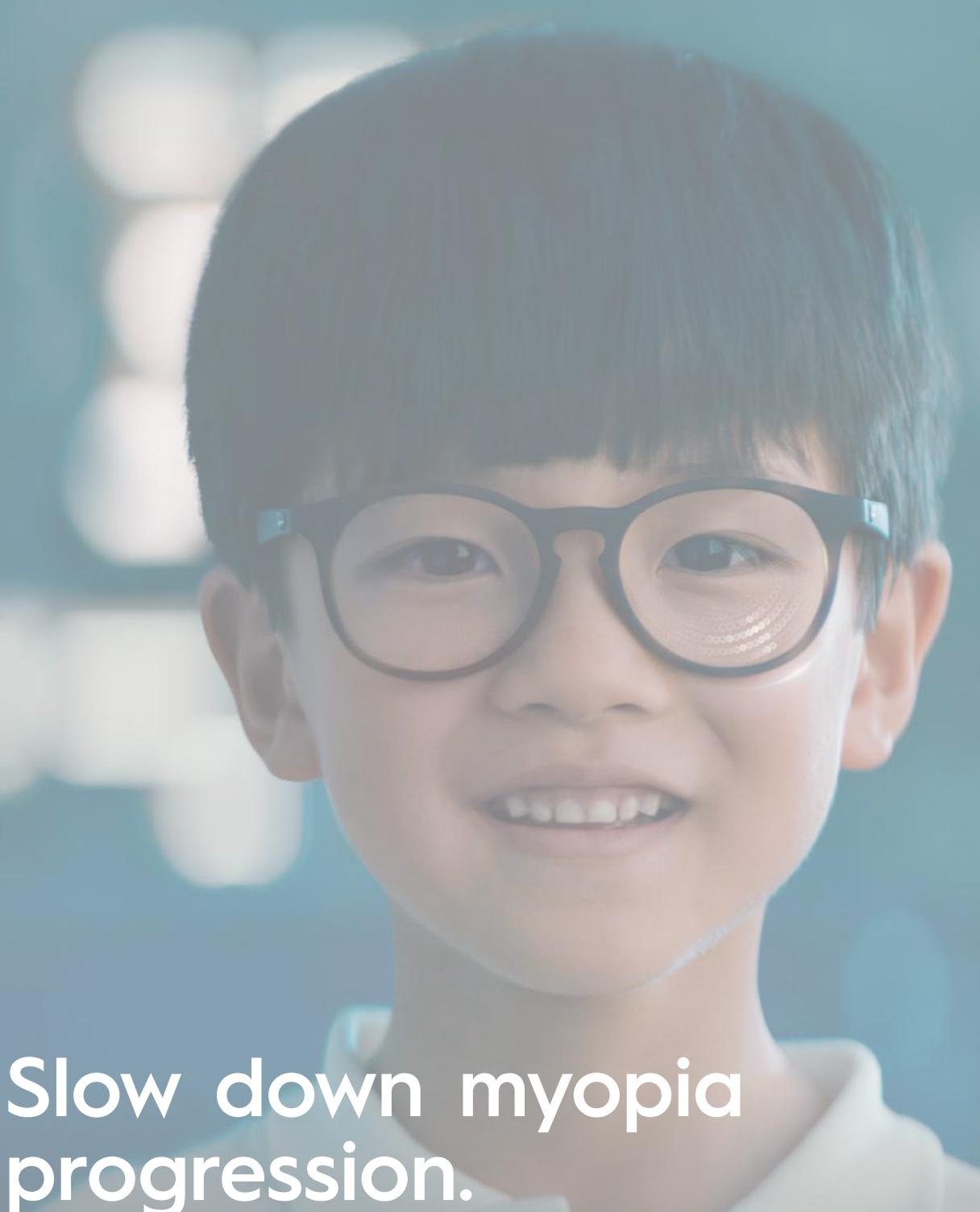
Tim Paziuk has been in the financial services industry for over 45 years. He is the author of two books on the Incorporation of professionals and has been featured in the *Financial Post*, *Huffington Post*, *MoneySense magazine*, and numerous other publications. He is currently the Chairman of TPC Financial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

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**Compared to single vision lenses, when worn by children at least 12 hours per day every day. Bao, J., Huang, Y., Li, X., Yang, A., Zhou, F., Wu, J., Wang, C., Li, Y., Lim, E.W., Spiegel, D.P., Drobe, B., Chen, H., 2022. Spectacle Lenses With Aspherical Lenslets for Myopia Control vs Single-Vision Spectacle Lenses: A Randomized Clinical Trial. *JAMA Ophthalmol.* 140(5), 472-478. <https://doi.org/10.1001/jamaophthalmol.2022.0401>

Start them Young

Remove obstacles early for Lifelong Eye Health

BY DR. ALLISON SCOTT, CAO President

Dental health is a regular part of most families' health routines, with parents taking their kids for regular check-ups as a preventive measure. Unfortunately, eye health often doesn't get the same level of attention. Many parents assume they would know if their child was struggling to see, and they often delay seeking eye care themselves until they experience an eye injury or vision problem.

Many are also surprised to learn that we regularly perform eye exams on infants as young as six months. Some assume a child needs to be able to read before an eye exam is useful. But while exams for our youngest patients look different than those for adults, they are highly informative. We can detect visual impairments and congenital conditions that, if left untreated, can hinder visual development, motor skills and even social interaction.

With the passage of Bill C-284, An Act to establish a national strategy for eye care, Canada now has an unprecedented opportunity to prioritize vision health

In our practices, we frequently encounter "invisible" eye issues like amblyopia, myopia, colour deficiencies and problems with eye coordination. These aren't rare, but they often go undetected—not due to a lack of care, but rather a lack of awareness. Parents are often surprised when we diagnose their child with an ocular issue. I always reassure them, explaining that these things aren't always obvious, which is why regular comprehensive eye exams are so important.

It's important to emphasize all the benefits of regular eye exams for children. Detecting conditions like myopia early on means we can take measures right away to halt or slow the progression. With amblyopia, it's crucial to address it as early as possible to ensure it can be treated and that there is no permanent vision loss. Even in cases of simple refractive error, vision correction can lead to better behaviour and performance in school. Establishing regular eye exams as

We can build a system where early detection and timely treatment of vision problems are the norm, not the exception.

part of a child's overall health routine sets the foundation for lifelong eye health.

With the passage of Bill C-284, An Act to establish a national strategy for eye care, Canada now has an unprecedented opportunity to prioritize vision health. The federal government's development and implementation of this strategy could be a transformative step forward, particularly for vulnerable populations—including children, seniors, Indigenous Peoples and those living with vision loss.

While eye exams offer an opportunity to engage with families and educate them about eye health, we must ensure they get to the exam room in the first place.

With the right framework, we can build a system where early detection and timely treatment of vision problems are the norm, not the exception. By ensuring frequency guidelines are highlighted and followed, improving access to services, launching broad public education initiatives, and investing in vision research, an effective national strategy can help bridge the gap between aspiration and reality.

As the strategy is shaped, it's essential that eye care professionals are involved in its development to ensure the best possible outcomes. I'm hopeful this work will build on the decades of effort by eye doctors, eye care professionals, eye health advocates and vision champions—bringing us closer to the goal of healthy eyes and clear vision for all. **OP**

Dr Allison Scott is the President of the Canadian Association of Optometrists (CAO). The CAO is the national voice of optometry, providing leadership and support to more than 8,400 members (optometrists, students and optometric assistants) to enhance the delivery of healthy eyes and clear vision for all Canadians.



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ONE SHOW, ONE VISION

Vision Expo consolidates to single annual event as industry embraces unified approach

BY DAVID GOLDBERG

Vision Expo is marking its biggest strategic shift in decades. Starting in 2026, the optical industry's premier trade event will consolidate multiple annual shows into a single, unified experience rotating through major North American cities.

The move is a reimagining of how the optical community gathers, learns and does business. Starting March 12-14, 2026, in Orlando, Florida, Vision Expo will bring together the entire industry once a year before moving to Las Vegas in 2027 and New York in 2028.

"Vision Expo was created to serve the industry, and this move reflects a strategic investment in its future," says Ashley Mills, CEO of The Vision Council, which produces the event alongside RX. "By uniting the industry in one powerful annual moment, we create space for greater innovation, stronger partnerships and long-term growth."

The decision comes after much consultation with exhibitors, attendees, industry partners and board members across the optical community. Stakeholders were clear in their message: they wanted a single, comprehensive annual event that delivers greater value and strengthens the optical community.

"The Vision industry deserves a catalyzing and engaging moment each year that strengthens optical businesses," says Mills.



"The Vision industry deserves a catalyzing and engaging moment each year that strengthens optical businesses."

— Ashley Mills, CEO of The Vision Council

This feedback aligned with post-pandemic realities that have reshaped business travel and event participation. Tighter budgets and more selective travel have forced companies to make strategic choices about which events deliver the greatest return on investment.

Jamie Shyer, co-CEO/COO of Zyloware, sees the consolidation as creating immediate value for both exhibitors and attendees.

"Focusing our efforts into one event allows us to go bigger, stand out more and deliver a stronger experience," says Shyer.

The March timing reflects careful consideration of industry launches and business needs. Mills and her team analyzed product launch cycles, continuing education requirements and seasonal buying patterns to identify the optimal window.

"Holding the show in early spring sets the tone for the year and allows attendees

to preview and purchase new collections, technologies and services at the start of the business calendar," says Mills.

Attendees can expect new exhibits, larger product showcases and curated activations that highlight the latest fashions and trends, and expand into emerging categories like smart eyewear and practice management tech.

The enhanced format will feature over 200 hours of available continuing education credits, new formats for hands-on learning and access to thought leaders shaping the future of vision care.

The rotating city model addresses a fundamental challenge in the industry: geographic accessibility. Mills acknowledges that requiring travel to the same location annually creates barriers for many optical professionals, particularly independent practices and regional groups with limited travel budgets.

"By rotating across major U.S. cities, we're making it easier for more members of the optical community to attend in person and feel represented," says Mills.

This fall will mark the final event under the old format; Vision Expo West will take place September 17-20, 2025, in Las Vegas. For Mills, Orlando 2026 represents the ultimate test of whether concentrated resources can deliver the transformative experience the industry is seeking.

"This transformation is about creating a catalyzing moment — one built around The Vision Council's mission to advocate for and promote growth for our industry's success," says Mills. **OP**

	
Vision Expo West*	
Las Vegas	September 2025
Vision Expo	
Orlando	March 2026
Las Vegas	2027
New York	2028
<small>*Final show under old format</small>	



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Banking on Vision

RBC and AOE Team Up to Support Eye Care Professionals

What do you get when Canada's largest bank partners with one of the country's most dynamic education platforms for vision care? A growing alliance that's about more than just business—it's about empowering eye care professionals, sharing insights, and helping practices thrive in a fast-evolving healthcare landscape.

RBC's collaboration with the Academy of Ophthalmic Education (AOE) continues to gain momentum following a successful event hosted on May 21. Designed as a touchpoint for eye care professionals and RBC advisors, the session offered meaningful conversations and real-world insight into the needs of today's vision care community.

Led by its dynamic CEO, Yavar Ali Khan, AOE is a well-established leader in continuing education for optometrists, ophthalmologists and other professionals. Beyond CPD credits and training, AOE fosters community, mentorship, and forward-thinking. From in-person events to virtual sessions like MBA in a Day, AOE is

where Canadian ECPs go to stay informed and future-ready.

For RBC, this partnership is more than a seat at the table—it's a front-row view into the opportunities and challenges shaping the industry. At the May event, RBC advisors met with clinic owners, independent practitioners, and emerging professionals to better understand their needs. Whether it was succession planning, cash flow, or operational growing pains, the message was clear: listen first, support second.

For RBC, this partnership offers more than a seat at the table. It's a front-row view into the challenges and opportunities shaping the vision care industry.

Those conversations have already sparked action. Discovery meetings are underway, helping RBC co-develop financial strategies tailored to each practice. That might mean structuring a partnership plan, financing new AI-enabled equipment, or streamlining billing workflows to free up time for patient care.

Behind the scenes, RBC continues to tap into its relationship with AOE and Khan to better understand the broader ecosystem—

centres of influence, shifting regulations, and the balance between clinical and business excellence. These insights are helping RBC evolve its offerings, not just as bankers, but as long-term partners in practice success.

And this is only the beginning.

This fall, RBC will host its second Advice Event, building on May's momentum. The session will tackle high-impact topics like business planning, operational efficiency, and how to professionalize practice management. Experts will explore whether to hire a fractional or full-time CFO, how to modernize clinic structure, and what it takes to run a sustainable operation in today's climate.

Also on the agenda: financing options for diagnostic tools, tech leasing solutions, and banking services designed specifically for healthcare practices. RBC will also showcase its "beyond banking" solutions—billing optimization tools, business advisory support, and other resources that go well beyond deposits and loans.

Later this year, RBC will join the speaker lineup at AOE's MBA in a Day on

December 14, offering expert advice on leading a successful practice—no business degree required.

Whether you're a solo practitioner or managing a multi-location clinic, RBC is showing up with the right advice, resources, and relationships to help you thrive.

From the exam room to the boardroom, RBC is proud to walk alongside Canada's vision care professionals—one conversation, one solution at a time. **OP**

Ready to take your practice to the next level?

Connect with an RBC healthcare specialist to explore tailored solutions, expert advice, and opportunities that support your long-term success in vision care.

RELATIONSHIP MANAGER CHIRAG UPPAL:
chirag.uppal@rbc.com

RELATIONSHIP MANAGER LAURA DAVIS:
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KATE VIRZI

THE ABCS OF MARKETING:
SIMPLE STRATEGIES
WITH SERIOUS IMPACT

8:30AM – 9:30AM



TYLER KEMP

HOW TO BUILD A
PERSONAL BRAND
THAT SHINES

9:45AM – 10:45AM

METRICS THAT MATTER:
STOP GUESSING,
START MEASURING

11:00AM – 12:00PM



WADE HORB

FROM CLICK TO CLINIC:
MAPPING THE MODERN
PATIENT JOURNEY

1:00PM – 2:00PM



LILA SWIATYLO

LIGHTS, CAMERA, CONVERSION:
MASTERING VIDEO
MARKETING IN EYE CARE

2:15PM – 3:15PM



ALEX PAISLEY

FUTURE FOCUSED:
AI AND MARKETING
TRENDS IN EYE CARE

3:30PM – 4:30PM



Referral Ready

How to Create a Successful Patient Referral Program

BY ASHLEY PFEIFER

In today's competitive healthcare market, a multi-channel marketing strategy is essential, and one of the most effective tools in that mix is a well-executed patient referral program. When patients feel genuinely cared for, they are often eager to share that experience with others. A structured referral system makes it easier for them to do so, helping practices attract new patients while reinforcing relationships with existing ones.

Unlike loyalty programs, which focus on encouraging repeat visits, referral programs centre around acquisition—bringing in new patients through the advocacy of those already engaged with the clinic. When implemented strategically, referrals can significantly amplify other marketing efforts, including digital advertising and community outreach.

The Value of Patient Referrals

Referred patients tend to arrive with an established sense of trust. This foundation can lead to greater long-term engagement, higher satisfaction rates, and increased spending on services such as eyewear, specialty contact lenses, and follow-up care. From a business perspective, referral-based growth typically offers a strong return on investment, with lower acquisition costs and high conversion potential.

More importantly, referrals help reinforce a practice's presence within the local community. Positive word-of-mouth from existing patients, combined with digital visibility, allows clinics to build both reputation and reach.

What Makes a Referral Program Successful?

An effective referral program should be easy to understand, quick to participate in, and rewarding for all involved. When patients are clear on how it works and what the benefits are, participation naturally increases.

CLARITY IS ESSENTIAL: Explain the program at multiple touchpoints—your website, reception desk, aftercare emails, and social media posts.

EASE OF SHARING: Provide digital referral codes, printable cards, or QR links that patients can easily forward.

MEANINGFUL REWARDS: Offer incentives that align with your patient base. These might include discounts on eyewear, complimentary services, or gift cards. A 2-sided reward—something for both the referrer and the new patient—often yields better results.

For example, offering a \$25 clinic credit to both parties after the new patient completes an eye exam can be an effective motivator and creates a positive introduction to the practice.

Creative Ways to Promote Referrals

Personalizing the referral experience can increase engagement. Consider options such as:

FAMILY INCENTIVES: Offer savings when multiple family members book exams or purchase glasses together.

QUARTERLY DRAWS: Enter referring patients into a prize draw for eyewear, eye care products, or gift cards.

PARTNER PROMOTIONS: Collaborate with local businesses to cross-promote services and offer shared rewards.

COMMUNITY GIVE-BACK: Donate a portion of each referral reward to a local charity or health initiative. This adds a philanthropic dimension that many patients appreciate.

Staff Engagement Is Key

For a referral program to thrive, staff must be equipped and empowered to support it. Receptionists and clinical teams should be trained to identify ideal moments to mention the program, such as when a patient expresses satisfaction or compliments the service.

Provide clear, friendly scripting that helps staff communicate the program naturally. For example: "If you know someone who might benefit from our care, feel free to pass along this referral card—they'll get a welcome offer, and you'll receive a thank-you gift."

This simple, proactive approach can significantly increase patient participation.

Embracing Digital Tools & Social Media

Digital platforms enhance referral reach and make management more efficient.

Consider integrating referral options within appointment reminders, post-visit emails, or your patient portal. A strong social media presence can further boost awareness. Posting about the program, sharing patient testimonials (with consent), and offering digital promotions encourage patients to engage and share with their networks, thereby increasing awareness and promoting the program.

Referral-friendly content, such as short videos, educational tips, or before-and-after eyewear photos, can also be shared by patients, amplifying your clinic's online visibility.

Measuring Success & Adjusting

Like any marketing initiative, a referral program should be tracked and refined over time. Monitor key metrics, including referral volume, conversion rates, and patient retention rates. Use this data to adjust your messaging, timing, or incentive structure for the best results.

Building Growth Through Trust

A referral program is more than just a reward system—it's a reflection of patient satisfaction and the trust built through consistent, quality care. When aligned with broader marketing strategies, referral programs can drive sustainable practice growth while strengthening community ties.

By making it easy and rewarding for patients to refer others, eye care professionals can turn everyday appointments into long-term opportunities for connection, growth, and care. **OP**

Ashley Pfeifer is an editor at Marketing4ECPs with over six years of optical experience and a bachelor's degree in Digital Media and Journalism. Her passion for storytelling drives her to improve content quality and write narratives that resonate with the audience. Ashley can be reached at marketing4ecps.com.

Live Webinar

MGD: Always Be Preventing

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presented by Dr. Richard Maharaj, OD



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Beyond the Frame

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



1.



1. THE DRUGGIST EYE TRINKET TRAY

Add a touch of modern style to your practice or retail space with the Druggist Eye Trinket Tray by Jonathan Adler. This chic porcelain piece, featuring a stylized blue and gold eye, makes a perfect gift or point-of-sale item for design-savvy patients and eye care enthusiasts alike.

williamashley.com

2. EYES ON THE GO KIT: PARENT EDITION

Support your patients' eye health, especially busy parents—with the Eyes On The Go Kit: Parent Edition. This curated kit includes trusted products like hypochlorous spray, lid wipes, and hydrating drops to cleanse, soothe, and protect tired eyes. It's a practical, retail-ready option for eye care on the move. eyedropshop.ca

3. CHESHPMA EYE SPY CLEAN EYES MAKEUP REMOVER

Offer your patients a premium eye care solution with CHESHPMA Eye Spy Clean Eyes Makeup Remover. Developed by a Canadian optometrist, this gentle, botanical-rich formula is ideal for dry, sensitive eyes. It removes makeup while hydrating and soothing—perfect for recommending as part of a daily eyelid hygiene routine. eyedropshop.ca



5.

4. MEN'S GOLD EVIL EYE RING

Add a meaningful accent to your clinic display or retail offering with this striking Evil Eye Ring. Featuring turquoise enamel and a clear CZ diamond, it blends bohemian charm with luxury. The ancient symbol is believed to offer protection—making it a thoughtful gift or personal talisman for wellness and style. wolfandbadger.com

5. EYE CARE ART PRINTS

Elevate your clinic space or find the perfect gift for a colleague with Eyellustrations.com's ophthalmic art prints. Designed by a medical illustrator, each museum-quality print blends scientific accuracy with artistic beauty—ideal for patient education, professional milestones, or simply celebrating the complexity of the human eye. eyellustrations.com



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VIRGO



AUGUST 23 – SEPTEMBER 22

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

Oh, Virgo—ever polished, forever particular. Known for their precision (bordering on perfectionism), Virgos have eyewear standards that could rival a Swiss watchmaker's. Style-wise, think streamlined, sharp and flawlessly fitted: subtle cat-eyes, neat rectangles or sleek aviators crafted with clean lines and understated flair. Colour? Earthy elegance, please—olive greens, caramel tortoiseshells, and tasteful taupes that speak volumes without screaming. Celebrity Virgos like Zendaya, Beyoncé and Keanu Reeves know the power of details, rocking frames that whisper sophistication rather than shouting it. Virgo's eyewear choice is always about quiet confidence: frames so effortlessly refined they almost seem accidental—but we know better. For Virgo, eyewear is a precision instrument of chic, every millimeter intentionally measured to maintain their impeccable reputation. After all, perfection isn't optional—it's essential. **OP**



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