

Your **FRONTLINE** Source of Canadian Optical Industry News

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 **News briefs**

Health Canada has approved the use of ranibizumab (**Lucentis**) to treat vision loss resulting from retinal vein occlusion. Such cases include both macular oedema caused by blockage of the retinal vein branches and blockage of the central retinal vein. This approval is based on two studies in which patients showed early and sustained improvement in vision after six months with monthly Lucentis treatment, and the visual gains were maintained for an additional six months. **F**

Georgian College recently inaugurated its brand new Centre of Health and Wellness, in Barrie, Ontario. The new building, which cost \$65 million to build, will house the department of optics and a new eye clinic. **F**

The **New Product Gallery** will offer some 13,000 attendees expected to visit the next **Vision Expo West** a look at the latest optical product lines in frames, accessories and technologies. This year's exhibitors will include **Bausch + Lomb, Classique Eyewear, FGX International, Hoya Vision Care, Kliik: Denmark, Marchon, Miraflex Glasses, Morel,** and **OOH LA-LA de PARIS.** **F**

The American consultants Forrester Research claims that "web-influenced sales" (or commerce 3.0) is taking over web-based sales. Consumers surf the net to compare products and find the best deals, then purchase the products in a store. Customers take advantage of the Internet (shop at home, quickly compare many prices, etc.), while avoiding the online annoyances, such as shipping fees, delivery delays, and the fear that the item will not fit their needs. **F**

Over 32,000 visitors and 750 exhibitors are expected to attend the **Mondial de l'Optique** from September 29 to October 2, at the Paris-Nord Villepinte exhibition centre. In the area of training, the **Silmo Academy** will focus this year on children, reading, and myopia. The **Merchandising workshop** will draw professionals who want to create traffic at their store and optimize their sales space. Visitors will also be able to browse the **Silmo Trends View**, an interactive digital magazine that presents major trends of the day, and, of course, check out the products from competitors at the famous Silmo d'Or. **F**

A recent **Vision Council** study conducted on 10,000 Americans indicates that a large majority (83%) of them view eyeglasses primarily as a medical necessity. Women, people under the age of 45, people from higher income households and eye-wear users who also wear contact lenses are all more likely than other people to place a higher value on the fashion qualities of their eyewear.

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 **Science box**

Nearsightedness gene finally identified

Israeli researchers have identified a genetic mutation that causes myopia. The defective gene, LEPREL1, was identified in a study conducted on a Bedouin tribe in southern Israel, which has a number of members with early-onset myopia. LEPREL1 encodes an enzyme that is essential for the final modification of collagen in the eye. In the absence of this enzyme, aberrant collagen is formed, causing the eyeball to be longer than normal. Light therefore enters in front of the retina rather than on the retina itself and myopia emerges. **F**

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References: 1. Dumbleton K, Richter D, Woods C, et al. Compliance with Contact Lens Replacement in Canada and the United States. Optom Vis Sci. 2010;87:1314-139. 2. Dumbleton K, Woods C, Jones L, et al. Comfort and Vision with Silicone Hydrogel Lenses: Effect of Compliance. Optom Vis Sci. 2010;87(8):427-432.
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New products and promotions

Viva has introduced four new women's ophthalmic styles in the **Skechers** fall collection. A graffiti pattern of the words "Peace" and "Love" decorates the temples of SK 2031 and 2032. The temples of SK 2037 and 2038 feature multi-coloured patterns.

www.vivagroup.com

In other news, **Zyloware** has released a new style for men in the **Stetson** collection, distributed in Canada by **Opal Optical**. ST 287 is a full rim, handcrafted zyl frame in an aviator shape. The temples feature a subtle metal plaque embellished with a stylized Stetson logo. This model can accommodate progressive lenses.

www.zyloware.com

David Samoil of Calgary is the grand prize winner of the **Transitions Optical** online minigolf championship. He played a round of golf with two guests and PGA Tour® professional **Graham DeLaet** at **Glenn Abbey** Golf Course in Oakville, Ontario. The second grand prize winner, **Jennifer Silverman** from Toronto, will attend the 2012 **Transitions Championship** with a guest, and will receive two pairs of eyeglasses with **Transitions** lenses.

www.transitions.com

Agreements and partnerships

Bausch + Lomb has acquired **Technolas Perfect Vision**, an ophthalmology laser company that B+L had established in 2009 as a joint venture with **20/10 Perfect Vision Ag**. The transaction is estimated at over \$600 million.

The **Jones Group** has entered into a worldwide license agreement with **Marchon Eyewear** for the creation, production, marketing and distribution of ophthalmic eyewear frames and sunglasses under the **Nine West** brand. The Nine West collection will be available in 2012.

Sight restored thanks to miniature telescope

Some patients who have gone blind from AMD have a better quality of life thanks to an intraocular miniature telescope, according to the online scientific journal *Ophthalmology*. The study involved 76 patients who all received a 3X model implantable miniature telescope (IMT). The IMT magnifies images so that the retina can relay better visual information to the optic nerve. After two years, vision improved on average from 20/326 to 20/141. Most patients could once again see people's faces rather than just blurry outlines and could get around the market or their back yard on their own. **F**

Upcoming events

International Vision Expo West 2011

September 22 to 24, 2011
The Sands Convention Center, Las Vegas, NV (USA)
Phone: 203-840-5610 or 1-800-811-7151
Email: inquiry@vision.reedexpo.com
www.visionexpowest.com

SILMO 2011

September 29 to October 2, 2011
Paris Nord, Villepinte (France)
Phone: +33 1 76 77 11 11 • Email: info@silmo.fr
www.silmoparis.com

Vision Canada 2011

October 14, 15 & 16, 2011
Delta Vancouver Airport Hotel
Phone: 204-949-5952 or 1-866-377-3636
Email: convention@vision-canada.ca
www.vision-canada.ca

Seva Canada Society events:

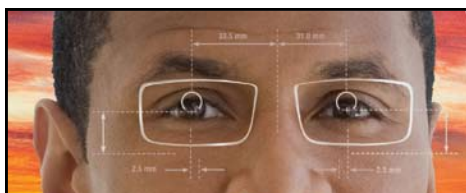
September 17 on Vancouver Island - Bike for Sight (cyclists still needed!)
September 22 in Edmonton - Dr. Larry Louie being honoured with U of A Alumni Award
February 2012 - Seva donor trip to Guatemala
For more info: Tel: 604-713-6622 www.seva.ca



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Career Opportunities

Transitions®

Transitions Optical, Inc. is seeking a **SENIOR ACCOUNT REPRESENTATIVE for the Quebec & Eastern Canada Territory**. The Senior Account Representative is responsible for driving volume and share growth of Transitions Lenses through all business channels within this assigned territory. This can include labs, regional retail, independent eye care professionals, support of our Lens Manufacturer partners and support of industry school programs within this territory. **Requirements:** The incumbent must have 3-5 years outside sales experience and a bachelor's degree (BA/BS) or College Diploma in business or another relevant discipline. Incumbent must also be fluent in both French and English, written and oral. Optical Industry Experience an asset. The incumbent must be able to effectively and professionally represent the Transitions Optical image to customers, have excellent planning, thinking, and analytical skills, communication and presentation skills, and demonstrate the ability to act independently and proactively. It is critical that this individual demonstrates consistent follow-through in their work activities. The incumbent must be a self-starter who will interface with the sales, customer service, marketing, IT departments to provide the best service to our customers. He/she must foster teamwork in developing solutions and systems that are workable among the various internal departments. Additionally, it is imperative that the representative communicate in a professional, courteous, and sensitive manner. Computer skills and ability to learn new systems is required. The position requires the ability to travel up to 50%. The normal working hours will be Monday through Friday, and will include various overnight and weekend travel to effectively cover territory, attend company functions, meetings and trade events. Serious applicants please send resume to humanresources@transitions.com.

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