

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

The news items identified with **F** were covered more in-depth on the ClipInfo Portal, www.clipinfo.ca

 **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.

WHEN IT COMES TO REUSABLE CONTACT LENSES
HAVING A FRESH LENS MATTERS MOST

- EXCEPTIONAL COMFORT EVEN AT THE END OF THE DAY
- CLASS 1 UV PROTECTION



A FRESH LENS IS A BETTER LENS WWW.JNJVISIONCARE.CA

 **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**

4 Great Reasons to order with

STOCK CLUB
THE LENS WAREHOUSE

www.stockclub.ca

- 1 **Competitive Prices**
- 2 **Next Day Delivery***
- 3 **Easy to Order**
- 4 **Wide Range of Products**

* to most centers in Canada



NEXT ISSUE: SEPTEMBER 30, 2011

3rd annual **Transitions Healthy Sight Awards**
FOR EYECARE PROFESSIONALS
be a part of it in 2011!

Log onto transitions.com/HSAP



Up to **2.6** times greater compliance rate** than 2-week replacement SiHy lens wearers!




Discover the power of one-day and one-month replacement contact lenses from CIBA VISION®


Order your free trial lenses today. Call 1-800-268-3968

*AIR OPTIX® AQUA (RevealFlow®) contact lenses. Dk/t = 138 @ -5.00D. Other factors may impact eye health. **Compliance with manufacturer-recommended replacement frequency. Important information for AIR OPTIX® AQUA (RevealFlow®) contact lenses: For daily wear or extended wear up to 6 nights for near/bifacial wearers. Risk of serious eye problems (i.e., corneal ulcers) is greater for extended wear. In rare cases, loss of vision may result. Side effects include discomfort, mild burning or stinging may occur. 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. AIR OPTIX, DAILIES, AquaComfort Plus, CIBA VISION, the AIR OPTIX logo, the DAILIES logo and the CIBA VISION logo are trademarks of Novartis AG. © 2010 CIBA VISION Corporation, a Novartis AG company. 2010-12-13ZTE mycibavision.com




Spot the icon on ClipInfo.ca
Your chance to win the HD prize of your choice



INFO CLIP 

See details on www.ClipInfo.ca/contest.

Your FRONTLINE Source of Canadian Optical Industry News

The news items identified with **F** were covered more in-depth on the ClipInfo Portal, www.clipinfo.ca



Crizal SAPHIRE™
The clearest lens ever created!
www.crizal.ca

Essilor

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:

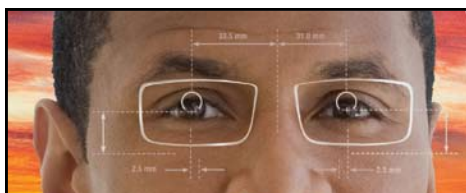
September 17 on Vancouver Island - Bike for Sight (cyclists still needed!)
September 22 in Edmonton - Dr. Larry Louie being honoured with U of A Alumni Award
February 2012 - Seva donor trip to Guatemala
For more info: Tel: 604-713-6622 www.seva.ca



Silmo YOUR AMBITIONS IN ACTION
29 SEPT - 02 OCT 2011
PARIS NORD VILLEPINTE
Mondial de l'Optique
silmoparis.com



Brendel individual eyewear
RONOR INTERNATIONAL INC. | 1 800 363 6704
www.ronor.com



Variable Corridor.
The True Measure
of Lens Customization

Not Progressives
Customized Progressives

Zeiss GT2™ 3DV



www.vision.zeiss.com

ONTARIO EDITION

This section is dedicated exclusively to optical industry professional needs.
The ads will also be posted on www.clipinfo.ca

Career Opportunities

New Look Eyewear, a leader in the Canadian optical industry, has now nine locations in the National Capital Region. The company is proud to be able to count on over 600 employees, including 150 opticians. The vision of New Look Eyewear is to develop and expand within the Canadian optical market, particularly in Ontario. New Look Eyewear is looking for full-time and part-time **STORE MANAGER, SALES CONSULTANTS, and ASSISTANT-OPTOMETRISTS** to join its growing team in the National Capital Region. Registered student opticians are invited to plan their careers while interning or waiting for provincial licensing. New Look Eyewear's mandate in offering career opportunities emphasizes premium customer service and optical care as priorities for interested candidates. We offer competitive salary packages, excellent benefits, and promising careers. If you are an enthusiastic team player and would enjoy working in a professional environment, we encourage you to forward your resume to Human Resources department by fax: 418-624-6140 or e-mail: emploi@newlook.ca. Confidentiality guaranteed. For more information about New Look Eyewear, visit our website at www.newlook.ca.

Services

OPTICAL MANAGEMENT SOFTWARE – MY VISION EXPRESS FREE TRIAL – Patient, Invoicing, Inventory, Marketing, Reporting. Visit our website at www.myvisionexpress.com or call 1-877-882-7455.

NOMAD®

LONDON
ORIGINAL
UNCONVENTIONAL

1.800.361.5045 WWW.RLANCTOT.COM



Lanctôt
design | service | passion

Be seen where it counts!

Target your industry

NEW SERVICE FOR ONTARIO



classified ads



File your classified ad by fax at **1.866.990.4422**
or through www.dotclip.ca
Be seen in upcoming issues

Only \$1.30/word (minimum 20 words) plus applicable taxes. Add your logo or frame to your ad at an additional cost. Capsule DotClip is distributed by fax and email every two weeks. Payment by credit card (Visa or MasterCard). Deadline for submission: 3 days before publication date.

For inquiry **1.877.990.4422** x 223



The content of Capsule DotClip's advertising and advertorial is that of the advertisers and does not necessarily reflect the opinion of the editor. All rights reserved, including the right to reproduce Capsule DotClip or portions thereof in any form whatsoever.

Publisher:
M2L Inc.

Translation:
Tracy Pettit

Fax:
1-866-990-4422

Editor-in-chief:
Danielle St-Jean
(dstjean@M2L.ca)

Classified Ads:
1-877-990-4422 x 223
(data@M2L.ca)