

Your FRONTLINE Source of Canadian Optical Industry News

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News briefs

The **Vision Expo West** trade show was held September 21–25 in (very!) hot and sunny Nevada. Over 450 companies and designers gathered in Las Vegas, exhibiting their top products for thousands of attendees eager to discover something new, who walked the halls of the Pavilions, the Galleria, and The Suites. Eyecare professionals also had access to over 388 continuing education hours, 80 more than last year. Rumour has it that some also took in the city, where there is no shortage of action...

In other news, **OLA** presented its awards of excellence at VEW. The **Randy Jackson** 1029 frame, by **Zyloware**, won the “Dress Frames” award, while **Hilco** (OG220S) and **Uvex by Honeywell** (**Trendsetters Titmus** TR312S) shared the honours for “Specialty Frames.” **Nickelodeon SpongeBob SquarePants** OB05, by **Nouveau Eyewear**, was chosen for best children’s frame. **Transitions** won the “Lens Treatments” and “Marketing” awards, and **Younger Optics** tied for the “Lens Materials” and “Lens Design” awards (ex-aequo with **Essilor**).

Essilor will open a new Innovation and Technology Center in Créteil, France, in 2013. Two additional facilities will open their doors in upcoming years in Asia and the U.S. (Dallas). These centres will combine most of the company’s R&D and Engineering teams. Essilor hopes that its presence in these markets will allow it to better understand the specific needs of these regions and to develop products that meet those needs.

The 111 member organizations of the International Agency for the Prevention of Blindness will hold over 300 events in 60 countries to mark **World Sight Day 2011** on October 13. Based on the most recent statistics from the World Health Organization, 80% of cases involving vision loss around the world could have been avoided, treated or cured by simple and inexpensive methods.

NEXT ISSUE: OCTOBER 14, 2011



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In a recent survey by the American Optometric Association, several generation Y respondents admitted suffering from eye or vision problems related to the intensive use of new technologies. However, baby boomers and the generation before them are better informed when it comes to the effects from diseases such as diabetes and glaucoma. Finally, over half of generations X and Y consider eyeglasses a fashion accessory compared to less than a third of the other generations. **F**



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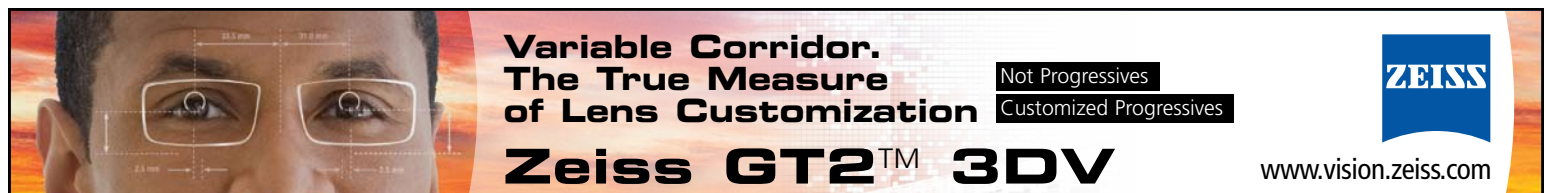
Appointments

Sheila A. Hopkins was named president of the vision care division at **Bausch + Lomb**, which includes such brand names as **Biotrue**, **PureVision**, and **renu**. She worked for 14 years at Colgate-Palmolive, where she contributed to the development of the Colgate and Oil of Olay brands. She held the position of vice president and general manager, professional oral care. **Steven Robins** has been appointed chief marketing officer for the same division, and **Peter Valenti III** will lead the North American sector.

At its 93rd annual general meeting on September 24, **CNIB** announced the appointment of **Jane Beaumont** as the new chair of the company’s national board of directors. As a member of the board since 2005, Jane Beaumont has chaired the programs and services committee. She also actively promotes the Initiative for Equitable Library Access. The CNIB has also launched its new slogan “seeing beyond vision loss”. **F**

Upcoming events

Vision Canada 2011
October 14, 15 & 16, 2011
Delta Vancouver Airport Hotel
Phone: 204-949-5952 or 1-866-377-3636
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New products and promotions

Coburn Technologies has released a new line of anti-reflective coating systems, the OAC 25. The **OAC 25** is an ion-assisted vacuum deposition AR coating system. It is specifically designed for lower volume environments that require the widest variety of AR coating options in the smallest device possible. www.coburntechnologies.com

Several new fall frames are available from **Le Groupe Optique Clip-On Plus**. The latest collection in the **You'S** family, **Tulipe Noire**, features floral motifs and neutral colours set against a black or dark-coloured background. You'S has also launched 40 new models, ranging in style from retro to techno chic, including wood imitations and animal motifs. The **Youpi** brand has released new frames for young girls (Y034 and Y035) and boys (Y036 and Y032), with temples of stripes, dots, stars and cartoons. www.eurovisie.com

Marie-Pier Lessard from À vue d'œil in Verdun, Quebec, was the winner of the recent **Transitions** eyecare professional promotion, whereas **Jenny Roiatti** and **Vlad Brecka** were the winners of the consumer promotion. All three won a trip for two to attend the Toronto Film Festival, as well as a prize package that included movie tickets, VIP passes, hotel accommodations, limousine service and spending money. www.transitions.com

Viva International has released three new ophthalmic styles in the women's **William Rast Eyewear** collection. All three are hand-made in acetate. Style WR 1012 has a cat-eye look and is available in black, brown, and purple. The 1039 model has a modified rectangle front and is available in translucent grey, crystal clear, black, olive, and tortoise. Style 1040 features a deeper rectangular front shape and is available in certain colour combinations, such as black and white horn. www.vivagroup.com

Sony introduces glasses that display subtitles

Sony has developed a prototype of eyeglasses that display movie subtitles for the wearer in a movie theatre. The device, developed by the Sony Digital Cinema division, was primarily created to help spectators with hearing difficulties. These glasses could also be used to view a foreign movie in its original language, with subtitles displayed in the language of the wearer. Eventually, the device could even contain a simultaneous translation system. **F**

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Agreements and partnerships

Richard Stortini, president of **Prisme Optical Group** has become co-owner of the Montreal eyewear company **Erlík Vision**, founded by **Alexandre Masse**. Erlík Vision eyeglasses and sunglasses are produced in Italy. They feature a flexible polymer hinge that was patented by the designer. They will be distributed in Prisme Optical's 1,500 sales outlets in America.

3rd annual

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Science box

Health Canada approves Lucentis for the treatment of diabetic macular edema

Health Canada has widened the use of Lucentis to the treatment of diabetic macular edema (DME). DME affects nearly 70,000 of the 2.5 million Canadians with diabetes. Patients can get laser therapy, which stabilizes vision, though rarely improves it. Lucentis is the first approved therapy to improve vision for some of these patients. **F**

New cases of Avastin causing eye infections in the U.S.

At least 21 people being treated in Florida, Tennessee, and California have developed eye infections after being injected with Avastin, and some of them have even been blinded in one eye. Avastin is approved for treating certain forms of cancer by intravenous injections, not for treating AMD by eye injections, as the manufacturer Roche reminded ECPs in 2008. At the time, several cases of infections had already been reported. **F**

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Publisher:

M2L Inc.

Translation

Tracy Pettit

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Classified Ads

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