

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

To kick off Eye Health Month, the **Canadian Association of Optometrists** launched an awareness campaign featuring television, newspaper, and online ads as well as a new consumer-oriented website and a Facebook page. The CAO is promoting the importance of regular eye checkups. **F**

Optik Innovision's fundraising campaign for breast cancer research, which we mentioned in our April 29 issue of DotClip, is going strong. With the purchase of one of eight frames from its **Allegro** and **Divia Petite** collections, presented in a display box, the company will donate part of the proceeds to help finance research into breast cancer. Each week, 445 new Canadian women get diagnosed with this disease.

According to the preliminary figures for **Vision Expo West**, 12,359 eyecare professionals attended the show, held September 21 to 25 in Las Vegas. That's 436 less individuals compared to last year. The show drew over 450 companies and creators. Over 4,000 professionals attended continuing education sessions. Next year's show will be held September 5 to 8, 2012. **F**

WestGroupe, a Gold National Sponsor for **Optometry Giving Sight**, pledged \$1.00 for every frame sold in Canada during World Sight Day week, held October 10 to 14. Eyecare professionals were invited to participate in the challenge by donating their eye exam fees from October 13, World Sight Day, making a personal or practice donation, or inviting patient donations.

The 44th edition of **Silmo**, held September 29 through October 2, was a tremendous success, based on comments heard onsite and official statistics on participation. The 34,671 professionals who walked the 80,000 m² of the trade show site, a 5% increase in numbers over last year, took in the 1,000 booths featuring brands and companies, 120 of which were new this year. Over half of this year's visitors came from countries other than France. The 2012 edition is scheduled for October 4 to 7. **F**

TRANSITIONS OPTICAL IS NOW ACCEPTING NOMINATIONS FOR ITS 2011 HEALTHY SIGHT AWARDS PROGRAM

Don't forget to submit your nominations for the "Eyecare Professional of the Year" award, through the 2011 Transitions Healthy Sight Awards program. The program honours eyecare professionals who promote healthy sight, offer superior vision care and display excellence in their communities.

To be considered, eyecare professionals must be part of an independent practice with no more than 10 locations and have at least a 15 percent share of Transitions® lenses. All nominees are evaluated on year-long sales growth, marketing initiatives and promotion participation, community involvement and employee education.

Eyecare professionals can be nominated by a lab, lens manufacturer or Transitions Optical representative – or can nominate themselves online at Transitions.com/HSAP.

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For the first time in 10 years, the number of optical stores in France has dropped, due to bankruptcy. In the first half of 2011, the number of optical stores in France decreased from 10,850 to 10,825. Eyewear sales, however, continue to grow in France, with an increase of 2.1% in 2010 and 1.6% since the beginning of 2011. **F**

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Appointments


Luxottica is reorganizing its North American division. All brands distributed in Canada are now under the direction of a North American organizational structure, whereas they previously evolved independently of their American counterpart. **Walley Lovejoy**, senior vice president, eyecare, and **George Minakakis**, senior vice president and general manager, will be retiring. Over 100 positions have been affected by the reorganization, which includes changes to store management at **LensCrafters** and **Pearle**, and at least 40 people have been laid off. **F**

At a meeting of the board of directors, **Vito Varvaro** officially became CEO of **Marcolin S.p.A.** on September 30, shortly after the board assigned him powers of attorney and the same powers previously assigned to the outgoing CEO, **Massimo Saracchi**. Vito Varvaro has been a member of the board since 2007.

Bjorn Jonsson has left his position as professor of marketing at the Vanguard University, in California, to join **Gunnar Optiks** as vice president of international sales. He previously held senior executive roles with **Oakley** and **Boost Mobile**.

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New products and promotions

Zeiss has recently introduced its **Photofusion** photochromic lenses, which, according to the German manufacturer, darken up to 20% faster than existing lenses and clear almost twice as fast. These lenses provide tint hue consistency when lighting conditions change. They are available in brown and gray. www.zeiss.ca

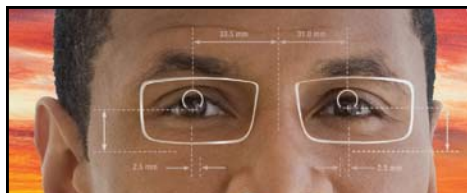
Marcolin recently introduced its new **Diesel** sunglasses collection, which is the result of a renewed collaboration with the Italian clothing brand. The collection includes 10 female, 7 unisex and 11 male styles. www.marcolinusa.com

Rodenstock has launched the **Aveo** option, a Latin word meaning "to feel well." **Aveo** is designed for wearers under 45 years of age whose eyes have to deal with frequently changing vision distances in their day-to-day activities. Offering accommodation assistance of +0.5 diopters at the bottom of the lens, Aveo helps the eyes when they adjust to different distances, thus reducing eye strain. All Rodenstock lenses may be equipped with this option. www.rodenstock.ca

At the request of Italian magazine LFY, **FACE à FACE** has created the **BOCCA** frame, inspired by the famous Mae West sofa, by Salvatore Dali. The temples are in the form of a woman's legs, which cross and uncross. The proceeds from the sale of this frame, exhibited at **Silmo**, will be donated to charity to combat trachoma, a very painful eye disorder. www.faceaface-paris.com

Wescan Optical launches **Evatik Sunwear**, an encore to its **Evatik** line. Revealed at **Vision Expo West**, the official launch is slated for February 2012. The collection includes 18 models in stainless steel and acetate, with diverse eye shapes ranging from the modern rectangle to the vintage aviator style. The temples feature various designs and two-toned colouring. All models have 6-base lenses and are available with CR-39 or polarized options. www.evatik.com

The **American Academy of Ophthalmology's** Basic and Clinical Science Course (BCSC) is now available in the iBook format. It can be purchased and used on an iPad, iPhone or iPod Touch. No Internet connection is necessary after the BCSC has been downloaded. The iBook contains over 5,000 pages and 3,000 colour images. Many of its sections have been recently revised. <https://secure.aao.org/EbusPPROD/AcademyStore/ProductDetail/tabid/55/Default.aspx?ProductId=23219>



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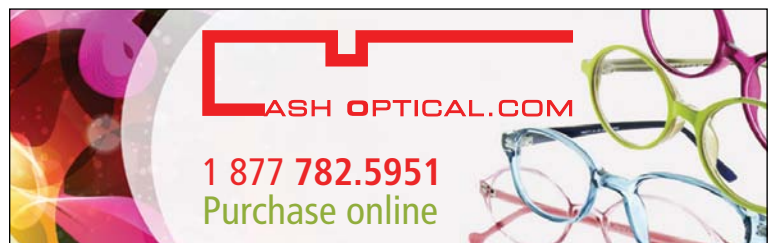
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Agreements and partnerships

Marcolin has renewed its licensing agreement with **Montblanc**. The Italian eyewear manufacturer will continue to design, produce, and distribute Montblanc optical frames and sunglasses until 2016.

Novagali Pharma has acquired **Santen Pharmaceutical**, a \$1 billion global leader in ophthalmology headquartered in Osaka, Japan. Upon the announcement of this acquisition, Novagali's shares soared by more than 70%. Earlier this year, Novagali signed an exclusive agreement with **Ardeo Health** for the distribution in the United States and Canada of its formulation for the treatment of dry eye symptoms (Nova23041).



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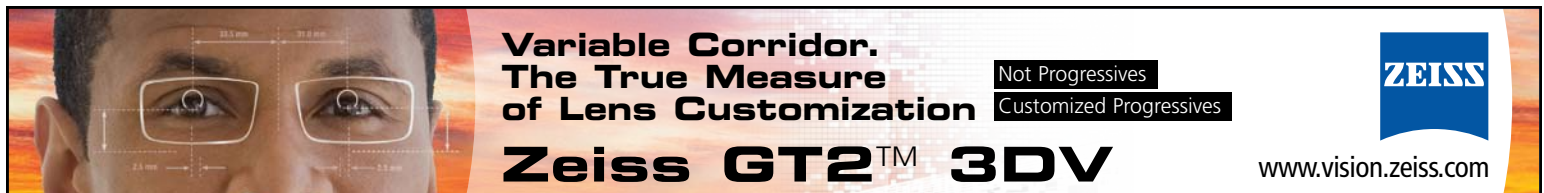
The American company Genevolve Vision Diagnostics, Inc. has developed a diagnostic test for major forms of hereditary colour blindness, which is marketed under the Eyedox brand. This test can be used by ophthalmologists and optometrists and can be used to test children as young as six months of age. It involves collecting buccal epithelial cells from the patient, then analyzing them in a laboratory. Colour genes, which are present in all human cells, are analyzed, and deficiencies can be identified. **P**



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

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