




Your FRONTLINE Source of Canadian Optical Industry News

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## News briefs

Medical specialists and the **Government of Quebec** have hammered out an agreement on fees paid to ophthalmologists treating macular degeneration with **Lucentis**. Specialists will receive a lump sum of \$175 for each medical procedure, with the government adding on \$115 more to purchase and use medical devices and equipment required for treatment. Starting on June 12, 2012, the injections will be performed in hospitals rather than in private ophthalmologist offices. 

**Randolf Rodenstock**, member of the supervisory board of **Rodenstock** Group, will be in Calgary on June 21 and in Ottawa on June 23. The German entrepreneur will speak about the development and the future of the Canadian optical industry. **Florian Zwink**, an optical engineer from Rodenstock, will speak about the current state and future of digital technology. To attend these events, contact Janet Babic, at [babic@rodenstock.ca](mailto:babic@rodenstock.ca) or at 780-660-6930 (for Calgary), or Martin Bell, at [mbell@rodenstock.ca](mailto:mbell@rodenstock.ca) or at 647-238-1390 (for Ottawa). 

Three Canadians were among the winners of the 2011 **Students of Vision** scholarship from **Transitions**. **Yusufali Pirmohamed**, from **Georgian College**, was the winner in the Activity/Event category, and **Avin Kishore** and **Jermi Santos**, from **Douglas College**, were winners in the Multi-media category. Each student won a \$1,000 scholarship. This year's entries had to demonstrate a multicultural theme.

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## Appointments

**Dave Cole** has been appointed president of **Transitions Optical**, effective immediately. Named chief operating officer in October 2010, Dave Cole has been with Transitions since 1990. In his expanded role, he will oversee all activities at Transitions; he will be responsible for regional and global leadership team management as well as for business strategy development and execution.

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## Upcoming events


### 32<sup>nd</sup> CAO Congress

Canadian Association of Optometrists  
July 21-23 2011 / Winnipeg, MB (Canada)  
888-263-4676 / [info@opto.ca](mailto:info@opto.ca)  
[www.opto.ca/en/cao-2011-congress.html](http://www.opto.ca/en/cao-2011-congress.html)

## News from France

Frames made in France will now carry the "**Origine France Garantie**" label. Presented on May 19 to the National Assembly, this new label applies to all sectors of the French industry, including eyewear. It certifies that France is where the product was made (manufactured, assembled, etc.), and that at least half of its value added is the result of production activities in France. 

In other news, French finance minister **Christine Lagarde** introduced the bill establishing a framework for the online sale of optical products. Customers who buy glasses on the Internet will be able to return them within seven days and obtain a refund or an exchange. As for contact lenses, suppliers will have to allow customers to obtain advice from a qualified optician and will have to obtain a prescription upon the initial delivery.

On an entirely different note, we have learned that **Jacques Morel**, the 3<sup>rd</sup> generation owner of the **Morel** Corporation and well known in the European industry, passed away May 21 at the age of 83. We send our condolences to the Morel family, particularly to his three children, **Amélie**, **Jérôme** and **Francis**, who are presently running the company. 

## REWARD YOUR PATIENTS AND YOURSELF THROUGH THE TRANSITIONS ONLINE REWARDS PROGRAM

By the time they pick up their eyewear, many consumers don't remember what lens features they purchased, reinforcing a need for eyecare professionals to spend extra time with their patients during this last step in the dispensing process. Through the Transitions Online Rewards Program (TORP), Transitions Optical makes it easy – and rewarding – for you to help your patients recognize the extra value they are receiving with their eyewear purchase.

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[Transitions.com/RegisterMyLenses](http://Transitions.com/RegisterMyLenses) – they will be entered for a chance to win back the purchase of their glasses, or could win eyeglasses for life. Don't forget that with each registration, you will receive valuable points that you can redeem for prizes including gift cards, Transitions Optical-branded merchandise and point-of-sale materials for your office.

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online **R**ewards  
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**NEXT ISSUE:  
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**Agreements and partnerships**

**Danica Patrick**, the American pilot well known among IndyCar series racing fans, is the new face of **William Rast**, distributed by **Viva International**. This agreement coincides with the launch of the **William Rast Eyewear** line, which includes frames for women and men. Not only does the brand, founded by **Justin Timberlake** in 2005, have this lucrative endorsement, but the William Rast car, piloted by **Dan Wheldon**, also won the most recent edition of the prestigious Indy 500 race, which was celebrating its 100<sup>th</sup> anniversary.



*Thierry Mugler*

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**Science box**

**Glare and halos bother people wearing glasses or contact lenses**

The NSIGHT study, commissioned by Bausch + Lomb, showed that people who wear glasses or contact lenses often experience glare and halos, which are very bothersome to them. These problems are especially present in the evening or at night and are particularly associated with bright lights and headlights. Conducted by an independent research team, the study surveyed 3,800 subjects wearing glasses and contact lenses from China, Korea, Japan, France, Italy, the United Kingdom and the United States. **F**

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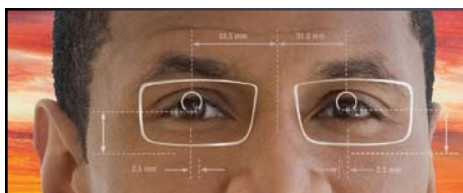
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