

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

Lots happening online at **Transitions**. From June 13 to July 29, the company is inviting Canadians to play nine holes of mini-golf online as part of a contest designed to keep sports vision top of mind among consumers and industry professionals. Participants can enter to win a trip (Transitions.com/ChampionnatMiniGolf). In other news, Transitions recently launched its new eLearning portal, which we covered in our February 18, 2011 issue of our Newsletter, and which provides eyecare professionals a central source for continuing education.

(www.transitions.com/learn). **F**

After ecommerce, mobile commerce is growing in popularity. A Demandware survey conducted on 450 consumers in France, Germany, Great Britain and the United States shows that 38% of consumers use their smartphone to check on the availability of products and that 52% intend to do so in the future. Only 23% use a mobile shopping app, but half intend to do so in the future.

Marcolin has officially launched its 50th anniversary celebrations. Among other things, the Group inaugurated a contemporary art exhibition entitled "La Visione oltre lo Sguardo," a multimedia and multisensorial experience consisting of drawings, sculptures, videos and installations by artists such as Grazia Toderi, Elisa Sighicelli and Marcus Schniwald. Furthermore, a number of celebrities wore Marcolin eyewear at the recent Cannes Festival, including **Isabelle Huppert (John Galliano)**, **Brad Pitt (Tom Ford)** and **Gong Li (Swarovski)**. **F**

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

Upcoming events

32nd CAO Congress

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



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

Science box

The gene behind glaucoma has been identified

Glaucoma is not only caused by intraocular pressure, but by the PRSS56 gene, according to the results of a study recently published in the journal Nature Genetics. This gene is a serine protease, which is a type of enzyme that cleaves peptide bonds within proteins. However, it is still unclear which protein is the substrate for PRSS56.

Treating the causes of dry eye disease

A new discovery may mean a cause of the disease can be treated. Recently published in the Journal of Leukocyte Biology, this research is the first to identify the role of natural killer cells in the inflammation of the eye. The natural killer cell is a type of white blood cell that belongs to the immune system, and that attacks tumour cells and other abnormal cells. The researchers will now try to develop treatments that target these cells. **F**

NEXUS
Free Form HD digital lenses
QUANTUM OPTIQUE
ORDER ONLINE
T 1.877.488.5392 • F 1.888.933.8515 • www.quantumoptique.com

NEXT ISSUE: JULY 8, 2011

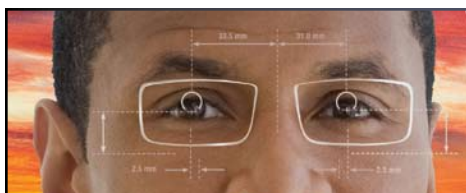
Help Your Patients See Everything
HD Has To Offer

Now Available
BAUSCH + LOMB
PureVision²
HD

Call your B + L Sales Representative for more information,
1 800 668 7510 or visit bausch.com

BAUSCH + LOMB
CANADA

® /TM denote trademarks of Bausch & Lomb Incorporated.
© 2010 Bausch & Lomb Incorporated. TP6237



**Variable Corridor.
The True Measure
of Lens Customization**

Not Progressives
Customized Progressives

Zeiss GT2™ 3DV



www.vision.zeiss.com

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

New products and promotions

Rodenstock has introduced its new **Manufaktur** lenses, available in the power range from -24.00 to +26.00. Multifocals are available with add powers up to +7.00. Manufaktur also has lenses for certain occupations, in bifocal or trifocal versions. Trifocals with a large intermediate segment at the top, for instance, are excellent for anyone working at arm's length above the natural position of gaze, such as electricians, plumbers or pilots. www.rodenstock.ca

Five new metal designs for boys have been released in the **Harley-Davidson Wild Child Eyewear** collection. The temples of models 404, 405 and 406 feature flame accents and the Harley-Davidson logo, and studs accentuate the temples of models 352 and 353. www.vivagroup.com

Eyecare professionals and their sales staff could win prizes from July 1 to September 30, thanks to the "**With Transitions, Everybody is a Winner!**" promotion, exclusive to **Essilor Group** labs and partner labs. ECPs will receive a scratch card with each pair of edged and mounted or uncut **Transitions** lenses ordered with a **Crizal Sapphire® Crizal Forte®, Crizal EC®, Trio EC®** or **TD2®** coating. Every card will be a winner! www.essilor.ca

Opal Optical has added a new model to the **Zyloware Stetson** collection. The 281 frame is a modern update of the classic Stetson. The full rim wire features a double bar bridge, and the temples are decorated with metal. www.opaloptical.com



Conference: September 21 - 25, 2011
Exhibition: September 22 - 24, 2011
www.visionexpowest.com

Las Vegas, NV | Sands Expo & Convention Center

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

Agreements and partnerships

Marchon has added the Italian luxury group **Salvatore Ferragamo** to its brand portfolio. The licensing agreement covers the production and distribution worldwide of Ferragamo sunglasses and prescription eyewear. The collection will be introduced in January 2012.

The 13-year agreement between **Valentino** and **Sàfilo** will not be renewed at the end of 2011. The Valentino fashion group announced a newly-signed exclusive agreement with **Marchon**, to take effect January 2012.

In other news, **Sàfilo** has announced the renewal of its licensing agreement with **Alexander McQueen** for the design, production, and distribution of optical and sunglass collections until December 31, 2015.

On June 13, the Court of Nazareth gave its approval for **Essilor** to acquire 50% of **Shamir's** shares. This decision follows approval of the transaction by Shamir's shareholders. The closing of the transaction remains subject to the satisfaction of the remaining conditions specified by the transaction agreement and approval from the U.S. Federal Trade Commission.

Signature Eyewear has renewed its license with the American Designer **Carmen Marc Valvo** through April 30, 2016. Their partnership began in 2007. This collection is one of Signature's fastest-growing brands. The New York designer wrote the book entitled "Dressed to Perfection: The Art of Dressing for Your Red Carpet Moments."

THE #1 CANADIAN EYECARE INDUSTRY PORTAL

- » CALENDAR OF CONVENTIONS AND TRADESHOWS
- » 'FEATURED PRODUCTS' SECTION AND PROMOTIONAL OFFERS
- » ARTICLE SHARING ON FACEBOOK® 

INFO CLIP
ClipInfo.ca

Financial news

CooperVision reported an increase in sales of 14% to \$275 million for its second quarter. Sales in the Americas, which represent 43% of CooperVision's total revenues, rose 6% to \$117 million. Sales of its contact lenses increased 14% for toric contact lenses, 17% for single-use spherical lenses, and 15% for reusable spherical lenses.

Deaf people have different retinas

Researchers at the University of Sheffield, in the United Kingdom, found that neurones are distributed differently around the retina in deaf people than in people with no hearing impairment. These neurones prioritize the temporal peripheral visual field, which is closest to the ears. These new findings will help improve visual care for deaf people, to whom the sense of vision is so profoundly important. **F**

Transitions Optical, Inc. introduces an Online Learning Site Providing Industry Professionals with a Central Source for Education.

Visit transitions.com/Learn



Experience Franchise Success in Motion.

The smart, sensible way to grow your business.

pearlevisionfranchise.ca/sensible
or call 1.877.881.5933



PEARLE VISION
FRANCHISING

Your FRONTLINE Source of Canadian Optical Industry News

ATLANTIC EDITION

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



Grand Opening Sale
Showroom in Toronto
Optical Displays at Affordable Prices
frame displays.ca
416.877.7415
www.framedisplays.ca

Services

OPTICAL MANAGEMENT SOFTWARE – MY VISION EXPRESS FREE TRIAL – Patient, Invoicing, Inventory, Marketing, Reporting. Visit our website at www.myvisionexpress.com or call 1-877-882-7456.

lenschoice.ca Quality stock lenses
on budget, on demand, on-line.
Sign up for savings at www.lenschoice.ca
LensChoice is a division of Hoya Lens Canada, Inc.

Be seen where it counts!

Target your industry

**NEW SERVICE FOR
THE ATLANTIC PROVINCES**



classified ads

Job offers
Equipment
Practices for sale
Services

Opticians
Optometrists
Suppliers

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

Only \$0.50/word (minimum 30 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)