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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**

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**



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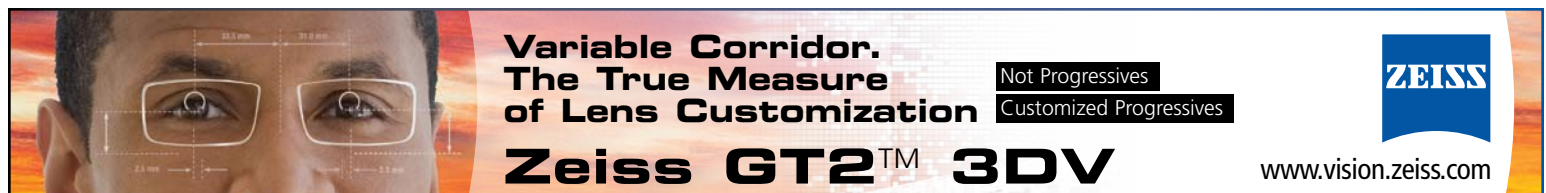
NEXT ISSUE: JULY 8, 2011

Upcoming events

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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



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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."

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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**

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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.

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