

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](http://www.clipinfo.ca)

**News briefs**

In its campaign called **"The Vision Care We Deserve,"** the **Canadian Council of the Blind** sent letters to every Minister and Deputy Minister of Health, urging a greater priority on vision care for Canadians. The CCB is concerned about the impact of the aging population on Canadian eye care. As the population ages, one out of four Canadians will develop a vision impairment. A poll shows that over 80% say the loss of vision is their most feared disability, compared to loss of hearing (3%), loss of a leg (4%) or loss of an arm (2%). **F**

In Laval, Quebec, the **Sports Vision Centre** has become the world's first to offer **NeuroTracker**, **Dynaboard** and **neurofeedback/biofeedback** in the same location. Besides bringing the latest in sports sciences technologies together under one roof, Sports Vision Centre wished to make them accessible to all athletes, rather than to professionals only. NeuroTracker was developed in the optometry and psychophysics lab of Dr. **Jocelyn Faubert** of the Université de Montréal. **F**

**Essilor** has become the first lens manufacturer to obtain an external endorsement of its wearer-testing protocols. The French company has tested each generation of lenses in real life situations with wearers before launch since 1978. Its protocols have earned the accreditation of professor **José Sahel's** team, of the Research Center 968 – INSERM – University Pierre et Marie Curie in Paris. Sahel is widely recognized as one of the world's leading experts in ophthalmology.

At the American Optometric Association's annual meeting, recently held in Salt Lake City, **Bausch + Lomb** marked its 40th anniversary of the introduction of the first contact lenses. The company showcased some of its innovations, including **Biotrue**, a solution that works like the eyes to help lenses stay clean and moist throughout the day. **F**

In Italy, authorities recently seized 560,000 pairs of sunglasses considered to be a health hazard. The eyeglasses, made in China, were on display in a store with price tags that were well below market prices, which is what caught the

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attention of authorities. After an investigation, they discovered that the glasses carried fake labels. In addition to not having UV filters, the lenses released nickel on contact with perspiration.



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**Science box**

**First images of photoreceptors in the human eye**  
American researchers have captured clear images of photoreceptors in the living human eye, using adaptive optics. This technology allows astronomers to correct the blurring effect of Earth's atmosphere. In the case of the eye, it corrects the distortion of the outer eye, revealing the eye's cellular structure with unprecedented detail. This innovation will help doctors diagnose degenerative eye disorders sooner, leading to more effective treatments. **F**

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**NEXT ISSUE:**  
**AUGUST 5, 2011**

Capsule DotClip is taking a summer break and will be back on August 5. Have a great holiday!



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– Robert Orben, American entertainer, 1927-

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References: 1. Dumbleton K, Richter D, Woods C, et al. Compliance with Contact Lens Replacement in Canada and the United States. Optom Vis Sci. 2010;87:131-139. 2. Dumbleton K, Woods C, Jones L, et al. Comfort and Vision with Silicone Hydrogel Lenses: Effect of Compliance. Optom Vis Sci. 2010;87:421-425.  
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## 🔊 Appointments

**Briot Wecco Canada**, the manufacturer of the entire range of **Briot** and **Wecco** edgers, has announced the appointment of Mr. **Pierre Pagé** as sales representative for Quebec and the Maritimes. A trained dispensing optician, Mr. Pagé has many years of experience in the industry. He can be reached by phone at 514-679-3892 or by e-mail at [pierre.page@weccocan.com](mailto:pierre.page@weccocan.com).

The executive director of the Norwegian Optometric Association, **Tone Garaas-Maurdalen**, has become the first female president of the **World Council of Optometry**. An optometrist since 1976, she has worked in private practice, has held the role of professional services manager at Ciba Vision, Nordic Countries, and has taught for the School of Optometry in Norway. **Susan Cooper**, from the School of Optometry at the University of Waterloo, will step into the role of president elect of the World Council of Optometry. **F**

### ! Selling glasses to vacationers

In France, the Alain Afflelou group has thought up an original way to make a profit from the considerable traffic generated by summer vacation. The company has signed an agreement with Vinci Autoroute to open temporary stores, similar to mobile homes, in parking lots and road stops along certain highways. They exclusively offer Alain Afflelou sunglasses as well as Forty and E-Forty frames. No prescription lenses are sold.

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## 📢 New products and promotions

**Zyloware** will be releasing several new styles in August. The **Sophia Loren M225** frame has an oval shape and features a stainless steel temple with spring hinges. It is available in pink and cognac. Three new **Stetson** frames (282, 283 and 284) will also be released. The 282 is a semi-rimless frame, available in gunmetal or brown, that is enhanced by a laser pattern. The two other models feature a full rim and are available in grey and brown. The 283 is made of zyl and has a metal temple, whereas the 284 is made entirely of metal. Both brands are distributed in Canada by **Opal Optical**.

## 📅 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)

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## ➤ Agreements and partnerships

**Novagali Pharma** is entering the North American market as the result of an agreement signed with **Ardeo Health** for the distribution of its dry eye treatment in the United States and Canada. Ardeo Health will distribute **Nova23041**

under the brand name Retaine MGD. It is a preservative-free eyewash. **OCUSOFT** will promote the product, which earned Novagali Pharma over \$836,000 in royalties in 2010. **F**

The acquisition of 50% of **Shamir Optical** by **Essilor** is now complete. This \$130-million investment was announced on October 15, 2010. The management team of the Israeli company, which reported revenues of \$158 million in 2010, will remain in place. With this transaction, Essilor hopes to expand its product offering in the mid-tier segment of the industry, and Shamir expects accelerated development.

## SPEND A WEEKEND AT THE TORONTO FILM FESTIVAL, COURTESY OF TRANSITIONS OPTICAL AND ET CANADA

Fans of film and Transitions® lenses have a chance to experience the best of international and Canadian film through a new promotion from Transitions Optical and ET Canada. One eyecare professional and two consumers will win access for themselves and a guest to one of the biggest cinematic events of the year – the Toronto Film Festival!

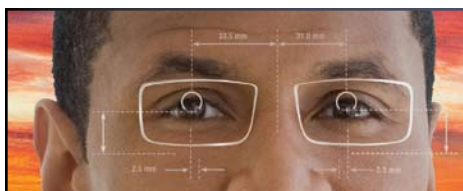
To enter, eyecare professionals must log on to [Transitions.com/Festival](http://Transitions.com/Festival) to answer a question about the key benefits of Transitions lenses. Consumers should enter at [ETCanada.com/Transitions](http://ETCanada.com/Transitions).

The contest runs from July 25 to August 21 for consumers, and from July 5 to August 21 for eyecare professionals. As part of the weekend-long trip to attend the festival, winners will also receive a prize package for two containing movie tickets, VIP passes to exclusive events, hotel accommodations, and more!

You and your patients may hear about the contest through online advertising or from a 15-second commercial and live mentions during ET Canada programming this July.

You can use this promotion to your business' advantage and also give your patients a chance to win by simply mentioning the contest while you review the benefits of Transitions lenses with them in-office. You can also share the [ETCanada.com/Transitions](http://ETCanada.com/Transitions) link on your practice website or Facebook page.

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### Humanitarian Projects

Join Seva Canada's first annual Bike for Sight fundraiser on Vancouver Island, Saturday September 17<sup>th</sup> starting from Duncan. The 60-km cycle ride is on the beautiful Trans-Canada Trail around Lake Cowichan. All funds go towards sight-restoring cataract surgeries for children in 4 countries in eastern Africa. For more information or to register visit [www.seva.ca/bike-for-sight.htm](http://www.seva.ca/bike-for-sight.htm) or email [admin@seva.ca](mailto:admin@seva.ca). Seva Canada ([www.seva.ca](http://www.seva.ca)) has been working for 29 years to restore sight and prevent blindness in the developing world.

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