

Your **FRONTLINE** Source of Canadian Optical Industry News

The news items identified with **P** were covered more in-depth on the ClipInfo Portal, www.clipinfo.ca

News briefs

Transitions Optical took advantage of the 32nd biennial conference of the Canadian Association of Optometrists to announce its appointment as a silver-level partner of the **Eye Health Council of Canada**, the CAO's national public education division. In particular, Transitions' involvement will include supporting the Council's public awareness campaign and Eye Health Month in October. **P**

Vision Expo West is fast approaching and organizers are pleased to note an increase in international registrations, particularly among attendees from South Korea, Taiwan and China. The presence of over 450 exhibitors this year will allow the show to expand its floor space to 51,206 square metres, an expansion of 3,657 square metres over last year. As with every Vision Expo event, rebates are available on the price of hotels, airfare and car rentals. See www.visionexpowest.com for details.

Pearle Vision founder **Stanley Pearle** passed away on July 21 at the age of 92. Pearle Vision, which was founded in 1961, became the first optical retailer to sell eyewear coast-to-coast. In 1981, Stanley Pearle established the Pearle Vision Foundation, now known as the **OneSight Research Foundation**.

NEXUS™

Free Form HD digital lenses

QUANTUM OPTIQUE

ORDER ONLINE

T 1.877.488.5392 • F 1.888.933.8515 • www.quantumoptique.com

Science box

Early treatment of amblyopia yields better results

Treatment for amblyopia yields better results in children between the ages of three and seven than in older children, according to a recent study published on the Archives of Ophthalmology website. A team of researchers studied the records of 996 patients between the ages of 3 and 13, analyzing changes in visual acuity according to age and amblyopia severity. They found that children older than seven years of age were less responsive to treatment, particularly those with severe amblyopia. **P**

Silmo

YOUR **AMBITIONS** IN ACTION

29 SEPT - 02 OCT 2011
PARIS NORD VILLEPINTE

Mondial de l'Optique

Silmo **Silmo** **Silmo**

silmoparis.com

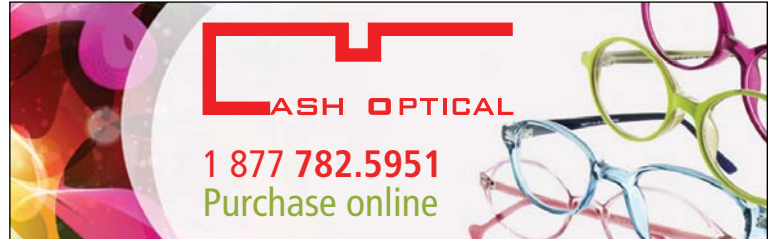


Crizal SAPPHIRE™
The clearest lens ever created!

www.crizal.ca

Appointments

Cirillo Marcolin was appointed president of **ANFAO** and **MIDO** for a two-year term during the July 7 shareholders' meeting held in Belluno, Italy. He is replacing Vittorio Tabacchi. This is the second time that Marcolin has held this double presidency, his first stint having been from 2003 to 2007. **P**



LASH OPTICAL

1 877 782.5951
Purchase online

Upcoming events

International Vision Expo West 2011

September 22, 2011 to September 24, 2011

The Sands Convention Center, Las Vegas, NV (USA)

Phone: 203-840-5610 or 1-800-811-7151

Email: inquiry@vision.reedexpo.com

www.visionexpowest.com

SILMO 2011

September 29, 2011 to October 2, 2011

Paris Nord, Villepinte (France)

Phone: +33 1 76 77 11 11

Email: info@silmo.fr

www.silmoparis.com

Experience
Franchise Success
in Motion.

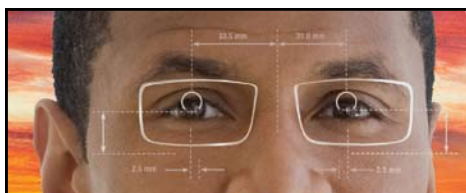
The smart, sensible way
to grow your business.

pearlevisionfranchise.ca/sensible
or call 1.877.881.5933



PEARLE VISION
FRANCHISING

NEXT ISSUE: AUGUST 19, 2011



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

Alcon Canada is launching three new products in its **Systane** artificial tears line. **Systane Balance** targets deficiencies in the lipid layer, **Systane Gel** protects against severe dry eye, and **Systane Preservative-Free Formula** is intended for patients who are sensitive to preservatives or who suffer from chronic dry eye. www.alcon.ca

EyeDispense is now available through the Apple App Store. This iPad 2 application, designed by Scottish optometrist David Crystal, is a portable dispensing tool that allows opticians to help clients with poor vision select a frame using video clips. The application uses the iPad 2's camera to take 4 different 3-second video clips, which can be emailed or uploaded to Facebook. It also allows clients to compare up to four frame choices at a glance. www.apple.com/ipad/from-the-app-store

The **Opticaset VT-736** is a new pupilometer frame designed to clearly and easily measure patients' pupillary distance. Easy to use and store, it can also save data. www.opticasetinc.com

The new **Bertelli B-757** junior frame is now available on the market. This full-rim stainless steel frame comes in brown, black and purple, in size 50-17-135. www.westgroupe.com



Conference: September 21 - 25, 2011
Exhibition: September 22 - 24, 2011

www.visionexpowest.com

Las Vegas, NV | Sands Expo & Convention Center

Financial news

Novartis has reported a net sales growth of 27% for the second quarter of 2011, for a total increase of 21% in the first six months of the year. The recently acquired **Alcon** division contributed to this growth, with \$2.6 billion in net sales in the second quarter, a 12% increase. Alcon's sales increase was particularly strong in Russia, India and China.

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.

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.ca

BAUSCH + LOMB
CANADA

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

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

Quantum Optique is launching **Nexus** and **Nexus GS**, a new line of progressive lenses available in three corridors: 11 mm for fitting heights of 15, 16 and 17 mm, 13 mm for heights of 18 and 19 mm, and 15 mm for heights of 20 mm or higher. They are available in clear, in brown or grey photochromic (**Transitions VI** and **Varialite**), and in a polarized option. The **Arctic Extreme AR** coating can also be applied. www.quantumoptique.com

Face-à-Face has announced that Scottish prints will be a highlight of its next collection. Six of its frames will feature tartan prints, namely **Sagan 1 and 2**, **Djinn 1, Macho 1 and 2**, and **Woody**. www.faceaface-paris.com

Younger Optics has modified its **Trilogy** semi-finished lens blank in order to ease processing for both digital and conventional surfacing. Clear Trilogy lenses have been thickened in the lower base curves of 0.50 to 4.25. This change does not apply to Trilogy lenses with base curves of 5 through 8. www.youngeroptics.com

Transitions Optical and **ET Canada** are giving eyecare professionals and consumers a chance to attend the prestigious Toronto Film Festival, which will be held from September 8 to 18. The contest runs from July 5 to August 21 for eyecare professionals and from July 25 to August 21 for consumers. To enter, simply fill out a questionnaire on the key benefits of Transitions lenses at www.transitionstorontofilmfestival.com/en/. 

HOYA Vision Care Canada has expanded its polarized lens offering by adding two new high-index polarized lenses, 1.67 **NuPolar** single vision and polycarbonate **IMAGE** polarized progressive. Additionally, **Hoyalux iQ Summit ecp** and **Hoyalux Summit ecp 1.50** polarized lenses are now available in brown. www.hoya.ca

You could WIN a VIP trip for 2 to the
TORONTO FILM FESTIVAL

Log on to Transitions.com/festival for details



Transitions
ADAPTIVE LENSES


No more hiding your emotions

MIT researchers have developed eyeglasses that can decode emotions! The frame features a tiny camera connected to software that analyzes facial expressions. The glasses relay information to the user through an earpiece, describing the subject as "thinking," "agreeing," "disagreeing," "confused," "interested" or "concentrating." There is also a light that can turn red, letting the user know that perhaps it is time to be quiet, as the subject is starting to lose patience!

ATLANTIC EDITION

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

Career Opportunities

Lab Technician or Dispensing Optician Wanted. Busy optometry office requires an experienced **OPTICIAN** or **OPTICAL LAB TECHNICIAN** to dispense and service eyewear and edge lenses with modern edging equipment. Regular daytime hours with no weekends and few evenings. Full or part time. Dispensing skills desirable. Will consider training the right energetic self-motivated individual. Competitive wages and extras. Please contact for further information. bohnsack@rogers.com.

Services

OPTICAL MANAGEMENT SOFTWARE – MY VISION EXPRESS FREE TRIAL – Patient, Invoicing, Inventory, Marketing, Reporting. Visit our website at www.myvisionexpress.com or call 1-877-882-7455.



Optik is now available online.
Go green and be the first to get your copy!

Subscribe via
optikverif@M2L.ca
or by fax 1 866 990.4422



Be seen where it counts!

Target your industry

NEW SERVICE FOR THE ATLANTIC PROVINCES



classified ads



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)