

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**

Hoya announced on November 2 that it was suspending production at its Patumthani plant near Bangkok, as a result of flood risks in that area of Thailand. While the semi-finished lens production plant itself was not flooded, travel in the area remains difficult. On October 12, Hoya had announced that it was suspending production at its facilities in Ayutthaya, in central Thailand, following partial flooding there. **F**

According to the **Canadian Association of Optometrists**, only a third of Canadians visit an optometrist when they have a vision-related problem. Most people go to the hospital, a clinic or their family doctor instead, which contributes to overloading our health services. The Association stresses the importance of better informing Canadians on the role of optometrists, who are in the best position to treat certain problems like allergies and conjunctivitis, and who can detect asymptomatic conditions like type-2 diabetes. **F**

Essilor Canada is investing \$250,000 over five years in the modernization of the clinic at the **University of Waterloo School of Optometry**, a project estimated at \$8 million. The School of Optometry also announced a partnership with Essilor, the Scotia Bank, Gowlings and KPMG, to offer a weekend seminar on Managing Your First Optometry Practice. This program is intended to help optometry students and new graduates better understand their career options when it comes to delivering vision care services to their patients. **F**

Transitions Optical will not be renewing its sponsorship of the PGA Tour event, which is held annually at the Innisbrook golf course, in Florida. The edition to be held March 12 to 18, 2012 will therefore be the last **Transitions Championship**. Transitions may remain associated with the event, though in a more limited role. The company explained it wants to reach a broader consumer base by investing in other marketing initiatives. Transitions is also the official eyewear of the PGA Tour, but has not yet announced whether it will be renewing that contract when it expires in June 2012. **F**

In the United States, a joint study conducted by the **American Optometric Association**, the **Optical Laboratories Association**, and **The Vision Council** casts doubt on the safety of prescription eyewear bought online. Out of 154 pairs of eyeglasses purchased online and analyzed by the researchers, 44.8% had incorrect prescriptions or did not meet physical parameters, including those for impact resistance. **F**



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A treatment for amblyopia that will make teens happy

A new study from India shows that amblyopia can be corrected in pre-teens and teenagers by a regimen that includes playing several hours of video games. One hundred participants between 10 and 18 years of age followed a basic treatment plan requiring them to wear eyeglasses that blocked their stronger eye for 2 hours a day. Some participants also had to play video games using only the weaker eye, take a supplement that contained micronutrients, or take a citicoline supplement. Playing video games and the citicoline supplement led to the greatest improvements in the participants' vision. **F**

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2012 sun collection



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New products and promotions

Correction: The new **Oakley** ophthalmic frames for women being launched this month are distributed by Oakley in Canada. We apologize for any confusion. <http://ca.oakley.com>

Audace Lunettes has launched a new custom clip that uses the **COLOR clip** system. Using software and a camera, eyecare professionals can draw the frame outline and send this information to Audace, which then delivers the clip and plastic hooks within 48 hours. The bridgeless, shield-type clip is made of triacetate and comes in five colours, including a polarized option. It can be used with any frame, not only those distributed by Audace.

www.audacelunette.com/distributeur-audace-lunettes.aspx

After filing the **SmartFlex** patent in 2009, **Walter Pirinoli** designed and developed a second international patent for a screwless hinge. The new hinge consists of an intricate piston and spring mechanism similar to those used in watch-making technologies. The patent is used on **Enrico Cecchi** - Made in France frames, which feature 100% stainless steel and a stainless steel/acetate combination. The frames are distributed by **Mood Eyewear** in Canada. www.moodeyewear.com

Alain Mikli's latest collection was inspired by the French comic book *Prince de Sassoun*, created by Alban Guillemois and Yvon Bertorello. It tells the tale of a young prince who must fight a military dictatorship in a fantasy world. The new collection is based on the three worlds the prince must cross: the six metal frames of the **Osmanian Empire** - **Parallel Universe** series are light and transparent, the three in the **Empire of Moscovia** - **Tralala Universe** line are made of stainless steel with ultrathin acetate temples, and the three in the **Kingdom of Sassoun** - **Millepage Universe** line feature a complex construction with layers of colour and shapes. www.mikli.com

Signet Armorlite now offers the **Transitions** option on its **Kodak Concise® Progressives**, **Kodak Precise®** and **Kodak Precise Short** progressive lenses. In December, 1.67-index lenses will be added to the current lens offering, which includes 1.50-index and polycarbonate lenses. All three materials are available in grey or brown. www.signetarmorlite.com

There are 2 new frames in the **Emilio Scolari 1922** sunwear collection. Models 360 and 361 are made of Mazzucchelli acetate and are available in black or brown. The frames feature Swarovski crystals and pearls that can be selected from 32 different chromatic combinations in order to personalize the frame. Matching eyewear glass chains are also available. www.emilioscolari1922.it

Parasite and **Noego** have some new releases. The **Ubik** frames by Parasite give a cutting-edge look to a retro style, with a vintage-shaped transparent polyamide front combined with thin, futuristic temples.

The **Actar** and **Vitamine** models, for their part, are new additions to the **Symbios** sunwear line and come with polarized lenses. The new frames in the **Remix** collection by Noego feature a retro-style acetate front. www.parasite-eyewear.com



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Upcoming events

Upcoming Eschenbach Webinar Schedule:

December 7, 2011

Streamlining the Low Vision Exam in 2011

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Click on the Upcoming Webinars link in the Resource Center for Professionals www.eschenbach.com

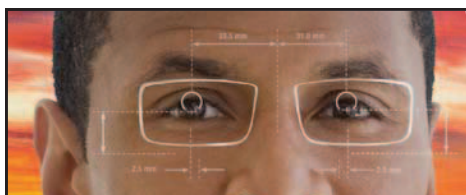
Science box

A new plastic has optical applications

Usually, the long chain of molecules that makes up polymers forms quickly, though chaotically. But two researchers from Melbourne University in Australia have managed to control this process by adding molecules to the chain one at a time. This new process has already been used to design extended-wear, oxygen-permeable contact lenses. It may also be used in the treatment of certain eye diseases. **F**

Agreements and partnerships

Menicon Holdings BV has reached an agreement with **Eye Shelter SA**, a subsidiary of **Laboratoires Théa**, to market the **SOLO-care®** line of contact lens solutions in Canada and Europe. As soon as all regulatory assignments have been completed between Eye Shelter and **CIBA Vision**, the former owner of the SOLO-care® and **AQuify®** products, Menicon will take over the distribution of these brands. The process should be completed by March 31, 2012 at the latest. **F**



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