



NEWS BRIEFS

Hoya Canada invests to increase the capacity of freeform lens production at its facility in Mississauga (Ontario). The facility will therefore soon produce the range of **iD (Integrated Design FreeForm)** and **iQ (TrueForm™)** lenses. This investment is part of a plan to ensure HOYA has multiple supply points for its advanced products.

Vision Expo East organizers have announced some new program features at this year's event. The continuing education sessions will be located on Level 1, the same level as the Lenses & Processing Technology, Medical & Scientific and Low Vision pavilions. Optometrists will be able to relax and enjoy refreshments in the new **Optometry Club**, which will host a student luncheon and networking events. Eyecare professionals will also have access to a symposium on UV rays, organized by the **Better Vision Institute**.

Eyecare professionals now have an additional source for scientific information. The **Association for Research in Vision and Ophthalmology (ARVO)** has introduced its third scientific journal, **Translational Vision Science & Technology**, available online. The organization hopes to bridge what it sees as a gap between basic research and clinical care.

The **Canadian Medical Association** recently announced that 14 patient groups have voiced their support for a set of principles developed by this association and the Canadian Nurses Association. The principles are intended to guide the transformation of the health care system to make it centred on the needs of patients (www.cma.ca). Over 60 organizations from medical and health sectors had already shown their public support for these principles.

In the United States, based on a recent survey by **Jobson Optical Research**, over 65% of eyecare professionals (ECPs) increased their online ordering in 2011 over 2010. Almost 70% of ECPs placed online orders in 2011, compared to 60% last year. Furthermore, 35.1% of ECPs have a Facebook page, 9.5% use LinkedIn and 8.8% have a Twitter account.

NEXT ISSUE: FEBRUARY 3, 2012



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According to the **UK College of Optometrists**, the number of people in the UK with preventable sight loss could double to four million by 2050. In order to avoid this scenario, the **College of Optometrists**, the **Optical Confederation** and the **Royal National Institute for the Blind** have agreed on a national strategy for eye health improvement. They will work to train more ophthalmologists, produce more data and evidence concerning at-risk groups, and build better relationships between public officials and people working in eye health and public health. 

Marc by Marc Jacobs is backing **The Nature Conservancy** group's "Plant a Billion Trees" campaign, through the "Plant a Seed - Grow Your Tree and Save the Forest" program. The environmentalist group's program is intended to preserve and restore the Atlantic forest region of Brazil, which is endangered. The company has dedicated the **MMJ 261/s** bio-based sunglasses, made using material derived from castor-oil seeds, to the campaign and will make a financial contribution.



APPOINTMENTS

Sherianne James is the new director of North America marketing at **Transitions Optical**. She will be responsible for the development and implementation of organizational marketing plans in Canada and the United States. Formerly with Russell Hobbs and Kraft Foods, James has been with Transitions since 2011. Her predecessor, **Greg Marko**, will hold the same position for the Asia-Pacific sector.

PixelOptics has appointed **Brett H. Craig** as its new president and CEO. The former president of **Transitions Optical** will be responsible for leading the company, which will benefit from his 14 plus years experience in the optical industry. **Dr. Ronald Blum** will become chief visionary officer and will be responsible for leading the design and development of PixelOptic's future products.

HOYA Vision Care Canada announces three new additions to its Ontario professional sales team. **Mr. Sim Chong** R.O., an optical industry sales veteran, assumes the role of Central Region Sales Manager, including Ontario, Manitoba and Saskatchewan. In addition, the Ontario region welcomes two new Territory Managers, **Christina Ferrari**, B.Sc., and **Helen Hyunh**, R.O. Christina will cover the Greater Toronto Area while Helen will represent the Golden Horseshoe region. Both Christina and Helen bring extensive professional optical dispensing and sales experience to their new positions.

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

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NEW PRODUCTS AND PROMOTIONS

Oakley has introduced its **Paceline®** and **Exposure®** optical eyewear for women globally. The Paceline® is a sober, classic cat-eye frame, whereas the Exposure® model features square-shaped openings and a unique design near the hinge. The front


of the frame is made of acetate and the temple is made of C-5 alloy. Both styles will be available February 1.

<http://ca.oakley.com/>



SCIENCE BOX

Aspirin use associated with development of AMD


According to a recent European study, people over the age of 65 who take aspirin daily may double their risk of developing the “wet” form of AMD. Researchers are not recommending that doctors stop treating their patients with daily aspirin. It is possible that increased AMD risk may outweigh aspirin’s potential protective benefits for some patients, but more information is needed about the impacts of dose, length of use, and other factors before specific recommendations can be made. 

Treating presbyopia in three months... on the phone

The American company Ucansi, based in Israel, claims to have developed a smartphone app that treats presbyopia in three months. The GlassesOff application operates by stimulating the visual cortex. According to Ucansi, it enhances the visual system’s image processing capabilities with the help of the Gabor patches, using the brain as optical lenses. Three 15-minute sessions per week over three months is all it takes to achieve an improvement of 80% in visual acuity.



Unfortunate inheritance

Researchers from the Ohio State University have discovered an inherited mutation in the BAP1 gene that predisposes certain people to uveal melanoma. This gene seems to play an important role in regulating cell growth and proliferation, and the absence of the gene helps lead to cancer. This discovery may change how patients are treated. 



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BC Association of Optometrists
Vancouver Convention Centre, East - Exhibit Hall A and Ballroom C
Noon to 5 p.m.
www.optometrists.bc.ca/code/navigate.aspx?id=1



AGREEMENTS AND PARTNERSHIPS

Esprit Eyewear stays with **Charmant**. The company announced the renewal of its agreement for the production and distribution of optical and sunglass frames. Esprit and Charmant have been licence partners since 1994, which makes Esprit one of the oldest brands in the Japanese group’s portfolio, distributed in Canada by **Perfect Optical**.

In other news, sunglass and optical eyewear under the **Chloé** brand will now be manufactured and distributed by **Marchon**, rather than **L’Amy**. The first deliveries are planned for September 1, 2012. Chloé made its mark in the past few decades thanks in particular to artistic directors **Karl Lagerfeld** and **Stella McCartney**.

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