



NEWS BRIEFS

Founded in April 2008, the Canadian group of optometrists, **FYidoctors** recently announced that it has surpassed the 100-location threshold in Canada. Over 200 optometrists are members of the group, which now has over 100 clinic locations and over 1,200 employees. Its warehouse and production facility has expanded from 325 m² in 2008 to over 3,000 in 2011.

Californian optician and designer **Alex Feldman** has officially launched his **Alexander Daas** collection in Canada. His sunglass and ophthalmic frames are now available at **Bruce Eyewear** and **Granville Eyeland Framemakers**, in Vancouver. His creations have been worn by American actors Ashley Judd and Jenny McCarthy as well as by Sammy Hagar, former member of the Van Halen group.

The **World Council of Optometry** has partnered with a group of member organizations of the **International Agency for the Prevention of Blindness** in collaboration with the **World Health Organization** to participate in implementation of the **Action plan for the prevention of avoidable blindness and visual impairment**. Together, they will help finance this action plan, providing \$370,000 in 2012/13 and an additional \$340,000 the following year.

NEXT ISSUE: FEBRUARY 17, 2012



SCIENCE BOX

Glaucomas that like cold weather

A recent American study shows that the risk of developing exfoliation glaucoma is greater in the North than in the South. The study involved 120,000 Americans, whose place of residence was analyzed over a 20-year period. The results showed that those who had lived all their lives in central and southern parts of the United States had, respectively, 47% and 75% less chance of developing the disease than those who lived in the northern part of the country.

Reputation is everything.
Protect your reputation with the #1 eyecare professional recommended adaptive lenses.
[Find out more at Transitions.com/CanadaProfessional](http://Transitions.com/CanadaProfessional)

Transitions



AGREEMENTS AND PARTNERSHIPS

Concept Eyewear has entered into an exclusive agreement with **French Variation Design** for the import, marketing and distribution of ophthalmic eyewear frames under the **V.Design** and **V.Design Kids** brands in Canada (excluding Quebec). V.Design frames are the work of French optician **Dominique Varlet**.

Zyloware Eyewear is now the distributor for **Inspects USA NASCAR Optical** ophthalmic line in the United States, Canada and Latin America. This brand is targeted towards men in their 20s to 40s, with a collection that reflects the rich history of Nascar auto racing.

At **The Vision Council's** recent Executive Summit, held in Key Biscayne, Florida, **Optical Laboratories Association** officially became The Vision Council's **Optical Lab** Division. The merger, initially announced by letter of intent in January 2010 and finalized in October 2010 with the signing of a merger agreement, is now complete.

INTERNATIONAL VISION EXPO & CONFERENCE
NEW YORK

THE COMPLETE EYECARE EVENT

Conference: March 22 - 25, 2012
Exhibition: March 23 - 25, 2012

New York, NY | Javits Center | www.visionexpoeast.com



UPCOMING EVENTS

OPTOFAIR 2012
March 3

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

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



PhotoFusion® by ZEISS From dark to clear in seconds

See more. Live more. **ZEISS** precision lenses.

www.photofusion.zeiss.com





NEW PRODUCTS AND PROMOTIONS

Earlier this week, **Transitions Optical** introduced its latest technological innovation, the **Vantage™** lens, at Transitions Academy in Orlando. Vantage™ is a photochromic lens with variable polarization. It will be available in Canada in May.

Furthermore, **Nike Vision** and **Transitions Optical** introduced the new **Nike® MAX Transitions®** adaptive sunwear at the PGA Merchandise Show, also recently held in Orlando. Available in two colours, the lenses are responsive to changing light and specifically engineered for sport performance. www.transitions.com

As of February 1, Canadians can purchase the new **Optifog** lenses by **Essilor**, which were awarded a 2011 Silmo d'Or. The surface of the lens is covered with a layer of anti-fog molecules. These molecules are activated when the wearer applies a drop of **Optifog Activator** on each side and gently wipes the surface with a cloth. Optifog may be combined with the **Crizal** coating. www.essilor.ca

Aspex Eyewear has introduced the **Grilamid TR90** frames, its first line developed with thermoplastic polyamide. This material, developed exclusively for Aspex, is 20% lighter than other plastics and is known for its flexibility and durability. Used in all Aspex brand lines, including **EasyClip**, **Manhattan Design Studio** and **Takumi Magnetic Eyewear**, it also blocks UV exposure. www.aspexeyewear.com

Rodenstock Canada has announced the launch of **Impression FreeSign** on the Canadian market, which will allow opticians to accommodate the wearer's personal parameters, in addition to any special vision requirements. The three

main zones of the lens can easily be designed through the **Impression Consulting program**, Rodenstock's computerized measurement system. www.rodenstock.com

Marchon has introduced a new folding case for its house brand collections. The case can be flattened down to one-tenth the volume of an average case. The company can therefore ship and store much larger quantities of cases at a time, thus reducing carbon emissions. Still at Marchon, the new **Valentino** sunglass collection, which is full of contrasts and offers the retro look, was launched in January. The new collection includes the **Lace** model, which features a lace design on the bridge and temples, and the **Rockstud V606S** and **V102S** models, which are decorated with studs and the Valentino logo. www.marchon.com

In February, Canadian eyewear company **Claudia Allan Inc.** is introducing its 2012 **AYA Fashion Sunwear** collection, featuring the latest innovations by **Corrine Hunt**, a world-renowned Aboriginal artist. Part of the profits from the sale of these frames will be donated to the **OneXOne First Nations Nutritious Breakfast** program. claudiaallanstore.com

Nikon's NL5AS lenses are now available in **Transitions®**. The lenses (in grey or brown) range from total sphere +8.00D to -16.00D, cylinder -4.00D. Nikon's coatings, **SeeCoat Plus**, **HCC ICE** or **HCC**, may also be added. www.nikonlenswear.ca

Younger Optics is offering a wider range of **Transitions** lenses. The **Transitions VI Flat Top 28** lenses are now available in add powers 3.25, 3.50, 3.75 and 4.00, for bases 4, 6 and 8. www.youngeroptics.com

The **Mido365.com** portal has been renewed! The new version, which allows users to save articles in a personal file free of charge, is oriented toward multimedia content and increasingly interactive news items. An interactive calendar lists all the major upcoming events. The daily newsletter, which has almost 46,000 readers, will continue to be available, and Mido hopes to add a social networking function to the portal. www.mido365.com



FINANCIAL NEWS

According to **Essilor of America**, **Kodak's** bankruptcy will not affect the **Signet Armorlite** Kodak lens licence. The company says that Signet Armorlite is completely independent of **Eastman Kodak** and that all operations and distribution activities of Kodak lenses are fully integrated in Signet Armorlite.

Luxottica reported net sales of \$2 billion in the fourth quarter of 2011, up 12.1% over the previous year. Luxottica's net sales exceeded \$7.6 billion in 2011.

PRAIRIES EDITION

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



SERVICE

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.

NOMAD®
LONDON
ORIGINAL
UNCONVENTIONAL

1.800.361.5045 WWW.RLANCTOT.COM

Lanctôt
design | service | passion

Valid until February 3, 2012

Special Offer¹ Buy one Get one FREE

WE TARGET YOUR NEEDS



CLASSIFIED ADS

Take advantage of **2** effective, industry-recognized **media**.

+ Your ad will be posted for 2 weeks on ClipInfo.ca for FREE!
(Section consulted more than 25,500 times in 2011*)
*Google Analytics

- **Guaranteed delivery to more than 11,000 professionals**
- **Distributed by fax and email every 2 weeks**

Career opportunities | Office for sale | Equipment for sale | Services

888 990.4422 x 223

Data@M2L.ca

Published by **M2**Media

Capsule
newsletter

DOT
CLIP

¹ This offer is valid from November 1 through February 3, 2012 (subject to availability) and is applicable only for the Atlantic, Ontario, Prairies, and British Columbia editions. The free classified ad may be identical to the first ad or it may contain the same number of words or less. All additional words will be billed to the client. The deadline for placing the free classified ad is April 6, 2012, after which this offer expires.

Published by

M2Media
inc.

Editor: M2L inc.

Classified Ads

1 877 990.4422 x 223 data@M2L.ca Fax: 1 866 990.4422

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.