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News briefs

In Quebec, the dispensing opticians board (the **Ordre des opticiens d'ordonnances**), launched an awareness campaign against the online sale of contact lenses and glasses under the slogan "Keep your eyes open, consult an optician." In an online video (http://opticien.qc.ca/publicite_internet.htm), **Linda Samson**, president of the Ordre, outlines the risks of purchasing optical products over the Internet. The Ordre has also provided its members with a series of visual aids (stickers, posters, print ads, etc.) bearing the campaign's slogan.

Essilor Canada and partners **Les Laboratoires Blanchard**, **Transitions**, **Alcon Canada** and **Kodak** made donations of \$1,000 to the **MIRA Foundation** and \$4,000 to **Fondation des maladies de l'œil**, at **Salon Vision 2011**. Visitors at the trade show were invited to participate in a rally among various booths. Those who completed the rally had the opportunity to experiment an obstacle course, blindfolded, and guided by a MIRA dog.

The 15th edition of the charity dinner, auction and show sponsored by the **Fondation des maladies de l'œil** raised \$110,000 for research on eye disease. The event was held at the Théâtre du Capitole in Quebec City on November 22, under the honorary presidency of **José Adam**, president of **Stéréo Plus Bouvier**. The funds will go to finance a number of research projects as well as prevention and awareness activities, including "Participate to See."

A survey conducted by the **Opticians Association of America (OAA)** reveals that most American opticians are against the selling of optical products over the Internet. About 70% of OAA members stated that they were against the idea of signing with an online vendor and against the

idea of OAA partnering with such businesses. However, three quarters of opticians admitted they do not charge to help a patient who comes in with a problem related to improperly adjusted eyeglasses purchased online. **P**

The next **World Ophthalmology Congress (WOC)** will be held in Abu Dhabi, February 16–20, 2012. The event will offer over 500 training sessions and welcome 2,000 speakers from around the world. The complete program is available online at www.woc2012.org/scientific_program.html. The organizers are also providing visitors with cultural tours and with desert safaris for those who wish to explore the region. Participants must apply for a visa by December 15.

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Agreements and partnerships

Beginning in 2012, **Sàfilo** will once again distribute **Céline** eyewear, which is currently manufactured and distributed by **De Rigo**. Created in 1945 by **Céline Vipiana**, the Céline brand is now part of the **LVMH** group. Her stylist, **Phoebe Philo**, won the British Designer of the Year award in 2010, before being named the best international designer by the Council of Fashion Designers of America in June 2011.

Tura Inc. and **Ted Baker** have renewed their licence agreement for the design, production and marketing of Ted Baker's ophthalmic and sunwear collections in North America. Tura had launched the collections to women and men in 2004 and 2005. The company's portfolio of brands also includes **Tura**, **TITANflex**, **Lulu Guinness**, **Bogner Eyes**, **Brendel**, **Humphrey's** and **Turaflex**.

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- The M2L Team

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New products and promotions

20/20 Accessory Source Ltd. has introduced **Protekt™ Ultra** nose pads. Featuring a hollow shape, they prevent impressions on the skin and make glasses more comfortable to wear. This design can also help patients who have problems with allergies or acne, by reducing humidity on the skin. The pads are available in the standard symmetrical or a figure-8 shape.

www.2020as.com

New arrivals by **Zyloware**. **Sophia Loren BR 54** is a full rim metal frame featuring endpieces with sparkling crystals. This frame accommodates progressive lenses. **Stetson 285** is also a full rim metal frame, with zyl temples. In the **Randy Jackson** collection, 1036 is a combination frame featuring a sheet metal top and rim wire bottom, whereas 3012 is a full rim zyl frame in a rectangular shape. These three brands are distributed by **Opal Optical**. Finally, **Infinity Optical** has two new **Via Spiga** styles. **Nicola** is a semi-rimless metal frame that has a zebra design, whereas **Lasa** is a full rim metal frame with an oval shape.

www.zyloware.com

Eschenbach has introduced **SpecLights**, a clip-on LED light from **Foster Grant**, which attaches to the bridge of eyewear and provides additional illumination. The tiny batteries that operate the lights last up to 50 hours. The brightness is adjustable using an on/off switch.

www.eschenbach.com

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Appointments

Hubert Sagnières was named as chairman and CEO of **Essilor International** on November 24. This is a return to Essilor's traditional mode of governance, as it had separated the functions of chairman and CEO in January 2010, when Hubert Sagnières was appointed as CEO. **Xavier Fontanet**, who held the position of chairman, will remain a member of the board.

Dr. Alan Dyer, who invented the automated refraction system marketed by **Eyelogic Systems Inc.**, left the company's board of administrators on November 16, stating that he wishes to focus more of his energy on family and personal endeavours. He was a part of Eyelogic for over 15 years. He will continue to work with the company as a consultant.

Silhouette International has appointed **Gregor Dietachmayr** as its new director of international sales. He will be responsible for sales team at the company's HQ in Linz, Austria, and will also take charge of 13 subsidiaries in Europe and the U.S. In particular, he will be responsible for decisions relating to distribution partnerships. Gregor Dietachmayr joins the company from the ski manufacturer Fischer, where he was managing director.

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Science box

Diabetes: One step forward, one step back

In the U.S., according to a survey conducted by the Centers for Disease Control and Prevention, 23.7% of people with diabetes had visual impairment in 1997, compared to 16.7% in 2010. Unfortunately, despite the decrease in the proportion of patients with visual impairment, the prevalence of diabetes is still increasing rapidly and the absolute number of people who report visual impairment continues to increase. **F**

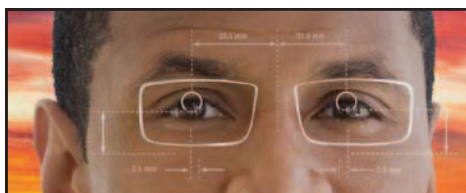
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ONTARIO EDITION

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The ads will also be posted on www.clipinfo.ca

Career Opportunities

New Look Eyewear, a leader in the Canadian optical industry, has now nine locations in the National Capital Region. The company is proud to be able to count on over 600 employees, including 150 opticians. The vision of New Look Eyewear is to develop and expand within the Canadian optical market, particularly in Ontario. New Look Eyewear is looking for full-time and part-time **OPTICIAN, STORE MANAGER, SALES CONSULTANTS**, and **ASSISTANT-OPTOMETRISTS** to join its growing team in the National Capital Region. Registered student opticians are invited to plan their careers while interning or waiting for provincial licensing. New Look Eyewear's mandate in offering career opportunities emphasizes premium customer service and optical care as priorities for interested candidates. We offer competitive salary packages, excellent benefits, and promising careers. If you are an enthusiastic team player and would enjoy working in a professional environment, we encourage you to forward your resume to Human Resources department by fax: 418-624-6140 or e-mail: emploi@newlook.ca. Confidentiality guaranteed. For more information about New Look Eyewear, visit our website at www.newlook.ca.

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