


Your FRONTLINE Source of Canadian Optical Industry News

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 **News briefs**

We now know the names of the companies nominated for OLA's 25<sup>th</sup> prestigious Awards of Excellence. Awards are given in 14 categories. **Eyewear Designs, McGee Group, Hilco, Hoya, Younger Optics** and **Satisloh** each have three nominees. The winners will be announced on September 23. See the full list of nominees at [http://ola-labs.org/files/public/2011\\_OLA\\_Award\\_Nominees\\_Announced.pdf](http://ola-labs.org/files/public/2011_OLA_Award_Nominees_Announced.pdf) 

Until October 28, **Transitions** will accept nominations for the "ECP of the Year," as part of the **Transitions Healthy Sight Awards** program. This year, for the first time, eyecare professionals will be allowed to nominate themselves. For the past three years, this awards program recognizes professionals who demonstrate excellence in promoting healthy sight in their region. 

**Coburn Technologies** has renewed and expanded its relationship with **OneSight** vision charity. The company donated 20,000 lenses – valued at \$160,000 – to be used at OneSight's clinics, which will supply 10,000 under-privileged people with glasses. Coburn has also implemented a payroll deduction program to support employees who wish to participate in OneSight.

The **American Optometric Association** estimates that the average annual income for optometrists in the U.S. is \$130,856. There is a substantial gap between owners (\$142,414) and employed optometrists (\$98,393). Optometrists who own an independent practice earn over \$144,762 per year, whereas their employees earn a little over \$75,000. In franchised practices, both owners and employees earn between \$105,000 and \$110,000. 

French-speaking West African countries have only 26 eyecare professionals for over 77 million in population. **Optometry Giving Sight** has launched a campaign to raise \$100,000 by 2013 in order to help train ECPs at the **Bamako School**, in Mali. To get involved, you can make a donation for yourself or on behalf of your company. 

**NEXT ISSUE: SEPTEMBER 16, 2011**

 **Upcoming events**

**International Vision Expo West 2011**

September 22 to 24, 2011  
The Sands Convention Center, Las Vegas, NV (USA)  
Phone: 203-840-5610 or 1-800-811-7151 • Email: [inquiry@vision.reedexpo.com](mailto:inquiry@vision.reedexpo.com)  
[www.visionexpowest.com](http://www.visionexpowest.com)

**SILMO 2011**


September 29 to October 2, 2011  
Paris Nord, Villepinte (France)  
Phone: +33 1 76 77 11 11 • Email: [info@silmo.fr](mailto:info@silmo.fr)  
[www.silmoparis.com](http://www.silmoparis.com)

**Vision Canada 2011**

October 14, 15 & 16, 2011  
Delta Vancouver Airport Hotel  
Phone: 204-949-5952 or 1-866-377-3636 • Email: [convention@vision-canada.ca](mailto:convention@vision-canada.ca)  
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 **Science box**

**Diabetes and depression: a dangerous combination**

People with diabetes and depression are more likely to develop diabetic retinopathy, according to a study published online in *General Hospital Psychiatry*. This five-year study involved 2,359 patients. After five years, 22.9% of the patients who had major depression developed diabetic retinopathy, compared with 19.7% of patients without depression. The difference held true even when other factors were measured, such as obesity, smoking, sedentary lifestyle, and average blood sugar levels. 

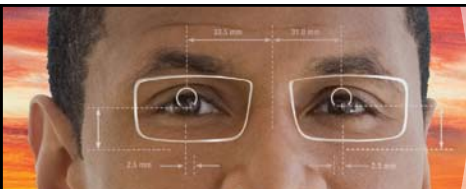
**REWARD YOUR PATIENTS AND YOURSELF THROUGH THE TRANSITIONS ONLINE REWARDS PROGRAM**

By the time they pick up their eyewear, many consumers don't remember what lens features they purchased, reinforcing a need for eyecare professionals to spend extra time with their patients during this last step in the dispensing process. Through the Transitions Online Rewards Program (TORP), Transitions Optical makes it easy – and rewarding – for you to help your patients recognize the extra value they are receiving with their eyewear purchase.

By simply reviewing the benefits of their purchase at the time of pickup, and by encouraging your patients to register their Transitions® lenses using the Certificate of Authenticity (COA), you can assure them that they have received authentic Transitions lenses and a high-quality product. Plus, when patients register their lenses using your Transitions Location Identification Number (LIN) – either by mail or by visiting

**Transitions.com/RegisterMyLenses** – they will be entered for a chance to win back the purchase of their glasses, or could win eyeglasses for life. Don't forget that with each registration, you will receive valuable points that you can redeem for prizes including gift cards, Transitions Optical-branded merchandise and point-of-sale materials for your office.


Visit **Transitions.com/TORP** to view the prizes available and to learn more. To start earning rewards, contact Transitions Optical Customer Service at 1 877 254-2950 or at [customerservicecanada@transitions.com](mailto:customerservicecanada@transitions.com).

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 **New products and promotions**

**Essilor** will soon launch a new category of lenses called **OptiFog**, to be released on all continents. These anti-fogging lenses are said to be as innovative as Varilux progressive lenses, Transitions photochromic lenses or the **Crizal** coating. Their research shows that 90% of eyecare professionals around the world are interested in such a lens and would recommend it to their patients. According to Essilor, 1.2 billion consumers would be interested in buying them. **Essilor Canada** has told us that this new Optifog lens will be released in our market in early 2012. [www.essilor.ca](http://www.essilor.ca)

**Optik Innovision** has made a statement this fall by introducing 25 new models among its five collections, including five new colourful models of half eyes. The frames are all available in four different colour combinations. [www.optikinnovision.com](http://www.optikinnovision.com)

**Hoya Vision Care Canada** is launching a new lens program for kids called the **Eye-M-Growing Kids Program**. This program is available to children up to 13 years of age and features Hoya **1.53 Phoenix** lenses. The child can choose either Rx or stock edge and assembled lenses with Hoya's coatings and is entitled to a substitute pair of lenses as their visual demands change. [www.hoya.ca](http://www.hoya.ca)

The **Carrera "Vintage"** collection is introducing new sunglasses for kids and trendsetters. Among the new models, the **"Champion"** sunglasses, with its aviator shape inspired by the models of the 1980s, is produced in Optyl, an extremely lightweight and hypoallergenic patented material that is proprietary to **Säfilo Group**. This model is worn by singer Nicole Scherzinger in her music video "Wet," off her album "Killer Love." Carrera sunglasses and Rx eyeglasses are distributed by Säfilo Canada. [www.mysafilocanada.com](http://www.mysafilocanada.com)

For the back-to-school season, **Transitions** is offering new education tools through its **Eye Didn't Know That!** program. Found at [www.EyeDintKnowThat.ca](http://www.EyeDintKnowThat.ca), the updated website has a new look and design and offers eyecare professionals a new 12-page brochure. Lesson plans, developed by MORE Health, fact sheets and posters are also available to help raise awareness among parents and children about the importance of healthy sight.

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 **Appointments**

On September 1, **Marc Tersigni** stepped into the role of president of **Essilor Canada**. Tersigni joined Essilor in Canada in 1996, and since 2008 has successively held the positions of general manager of the Essilor UK subsidiary and director for United Kingdom and Ireland region. He succeeds Gérard Malledant, who has been president of the Essilor Group in Canada since May 2008. 

**Rodenstock Canada** has announced two new appointments. **Vanessa Sapach**, CCOA, has been appointed as the new lens account manager for British Columbia, while **Jaime Lovegrove**, RO, will serve as a lens representative in Ontario. Sapach is based in Vancouver, although her career as an ophthalmic dispenser has been based in the Kootenay Rockies for the past nine years. Lovegrove, for her part, has been working with a large Canadian eyecare provider as a licensed optician, contact lens fitter and store manager since graduating from Georgian College in 2007.

**Viva International** has introduced 12 new **Harley-Davidson® Eyewear** styles for men and women. In the men's collection (HD 381, 382 and 383), a key design element is the creative use of the famous logo. Style 381 features a rectangle metal front, whereas the other two styles have oval shapes. Three other frames (401, 402 and 402) feature the brand name embossed on the temples. In the women's collection, styles 386, 387 and 388 have plastic temples featuring the logo, whereas styles 392, 393 and 394 are decorated with floral graphics. [www.vivagroup.com](http://www.vivagroup.com)

This fall brings seven new **Fysh UK** models, in autumnal colours ranging from deep teals to deep purples. Three of the new frames (F-3449, F-3451 and F-3452) are extremely lightweight and constructed with TR-90 temples. [www.fyshuk.com](http://www.fyshuk.com)

**MOSAIC Eyewear** will be introducing six new prescription sunglasses to its **MARCO** collection at the next **Vision Expo West**. One of the new styles, the M74, features a red/teal acetate and temple embellishment. The MARCO collection includes many hand-polished **Mazzuchelli** acetate frames. These new additions will be available at Galleria booth G 23035. MOSAIC Eyewear is distributed in Canada by **Imperial Sunwear** (519-253-3566).

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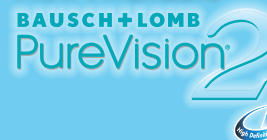
A FRESH LENS IS A BETTER LENS [WWW.JNJVISIONCARE.CA](http://WWW.JNJVISIONCARE.CA)

 **Financial news**

**Essilor International** reported an increase in sales and profits for the first half of 2011, due among other things to its many acquisitions. Total Revenues rose 6.9% to \$2.9 billion for this period. The company saw an even more spectacular increase (30%) in profits, exceeding \$366 million. Sales grew by over 11%, with strong growth seen in Latin America and Asia-Pacific, whereas growth was more modest in North America (2.7%) and Europe (1.4%).

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