

# FOCUS

## FALL 2020

**07** MACULAR  
DEGENERATION

**08** UV Protection

**11** Vision & Nutrition

**14** Specialty Symposium

*More Inside*





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OPTICIENS DU CANADA





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# President's Message



## ***"COVID-19 is a lesson hard-earned"***

Last issue, we talked about the “new normal” living in a COVID-19 pandemic. The fact is, there is no “new normal” because the virus has proven itself tenacious and we have proven ourselves impatient. No one wants another provincial “lockdown”, but Premier Ford has clearly put us all on notice that the second wave is not a threat, but more the expected next phases of this public health battle.

I am pleased to report to OOA Members that the Association has responded in a strong, collaborative and proactive manner to protect your best interests and to find ways to bring additional member value.

### **HEALTH CARE & VISION CARE NEEDS DON'T “CLOSE”**

The OOA has a terrific relationship with the national organization. The OAC has joined us in finding ways to deliver meaningful professional development content that attracts the CEUs you need to continue to collect while keeping you fully engaged in the practice of opticianry even when closed or partially closed for business. Health care is not a “business” that should be closed. Opticians, on the front line of vision care, know all too well the importance of being that first contact for Ontarians dealing with eyecare issues.

“

**Health care is not a “business” that should be closed.**

”

### **FRIENDS & COLLABORATORS**

The OAC has done more than just work with us on converting Inside Optics and the Specialty Symposium to virtual conferences. It has collaborated with us on a unique opportunity that presented itself to advertise and promote optician-delivered vision care and glasses repair during COVID through a huge downtown Toronto billboard and Horizon magazine ads. Horizon is a leading travel industry magazine with a significant subscription and distribution reach.

The idea of the campaign visual was the COVID challenge of a broken pair of glasses and where to go for repair or replacement. The glasses appear bandaged up at the bridge of the nose with tape or maybe chewing gum. There was a slight touch of humour in the grim reality faced by many of our customers. Hundreds of thousands of visual impressions were achieved by this advertising. We did it to keep the Optician profile and value high during these difficult times.

See the ad for yourself on page 17 in this issue of FOCUS.



# President's Message



***"Good will and relationships forged over the year supported the OOA through the pandemic"***

## WORKING RELATIONSHIPS

The OOA has been smart, but it has also been fortunate to have great working relationships. I just mentioned the OAC. We also have strong sponsor relations. The bottom line hit to losing in-person events of the size and magnitude of OOA's professional development properties could have made the Association unsustainable. But, the goodwill and relationships forged over the years had many sponsors stick with us and make the shift to the virtual formats.

We also had the benefit of a professional association management firm that took on a one-year assignment to get us consciously competent, building a new website, introducing us to an association management digital platform, enrolling us in a virtual phone system available 24/7 with automated transcription of messages, shifting our financials to Quick Books online for monthly bookkeeping ease and improved financial tracking and reporting to the accountant and auditor, plus creating new digital communications tools appreciated by vendors and sponsors.

The additional push from the firm was getting us into podcasting and having the best of the vision care industry – the top vendors – join us through a new public voice to consumers and influencers along with key health care leaders.

## READY FOR NEXT

The foundation is well established for four important OOA strategic thrusts underway: Improved governance with new By-Laws and Letters of Patent to be approved at the upcoming AGM; Improved association management infrastructure; smooth leadership succession with Martin Lebeau assuming a bigger role through the recent Deputy Executive Director role; and, the cost-cutting and transition to establishing an OOA office with full-time administrator.

Check out the messages from Lorne and Martin on these initiatives. It's been a difficult time. But, members, I want you to know it's been an important time and your Association has more than risen to the challenges.

Consequently, I have decided not to step away from the presidency, but to actually put my name back in the ring for your consideration in the upcoming election. It may be beneficial to keep a tested and steady hand at the proverbial helm.

It's your decision.

Thanks for staying strong and safe!!

A stylized, handwritten signature in black ink that reads "Bill".



# Executive Director Team Message



**Lorne Kashin**

## **SHIFTING NOT JUST SURVIVING**

As the often quoted Chinese expression goes “May You Live In Interesting Times”. Well, 2020 has been more than “interesting”. The expression is actually a “curse”, but one that has proven over time to accurately reflect the reality that times of danger and uncertainty are often the most creative of any time in our collective history.

As Bill mentioned in his president’s message, the OOA didn’t stand still and let the pandemic and the emergency measure lockdowns spell disaster for the profession. We adapted. And, yes, we were creative, even innovative, in the process.

## **GOING INDEPENDENT**

As Bill mentioned, the Association is opening an office in St. Catharines, close to Martin Lebeau’s clinic and home.

Martin and I are very pleased to announce to Members a new full-time administrative assistant who will be your first point of contact: Michelle Beatty. The phone numbers remain, the email contact remains the same, but Michelle will be the one taking calls and handling questions. She will be working closely with the OAC team too.

Again, seamless service to Members which is good news with events such as the Specialty Symposium and registration renewal around the corner.

*Lorne*



**Martin Lebeau**

## **ON THE MOVE**

As Bill and Lorne have shared, the OOA is “on the move” and not stagnating as a result of the pandemic. It’s actually been a time of good changes and good advances.

The OOA is putting down new roots moving the office administration out of professional association management firms to our own “home-grown” office, just outside the GTA, in beautiful St. Catharines. I am still a quick drive to any meeting that might be required in Toronto, but for now, with government offices closed, “zoom” is not the speed at which I hit the 401, but rather than virtual space to conduct meetings.

I can only repeat what’s been said about the strong relationships, the team building and the additional bench strength established while keeping cost-cutting at the fore.

If a second wave is to hit and if rumours of the GTA being returned to a stage two level of pandemic restrictions actually proves true, Bill, Lorne, Michelle and I want you to know we will all be working hard serving OOA members.

Check out the new address. We are accessible through the website and a click away to meet your needs.

New office address:

110 James Street, St. Catharines, Ontario L2R 7E8

*Martin*



# Group Insurance

## Insurance Solutions for Ontario Opticians Association (OOA) Members

As a proud partner of the Ontario Opticians Association (OOA), BrokerLink offers a group insurance plan to OOA members. Whether you need an insurance plan for your business or yourself, with BrokerLink, you can rest assured knowing you're properly covered.

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# Macular Degeneration

Summer we had the opportunity to interview Dr. Diane Bovenkamp, Vice President of Scientific Affairs at the BrightFocus Foundation. Dr. Bovenkamp is an expert of Age-Related Macular Degeneration (AMD) and she spent time reviewing critical information to help us better understand the relationship between light exposure and the risk of developing AMD.

It's no surprise that the greatest risk factor for developing AMD is aging. As we age, our body's ability to recycle cells and remove waste diminishes. You find this type of deterioration effect in other human body systems like the epidermis. Much like our skin's loss of elasticity in our later years, your eyes too can denigrate over time. This much may be common knowledge to vision care professionals like opticians.

What is more fascinating, however, is what Dr. Bovenkamp shared with us about light's effect on the human eye and its contribution to AMD. What we now know is that light damage is cumulative, meaning that harmful exposure can aggregate over a person's lifetime.

What is the largest contributor of light damage?  
The sun.

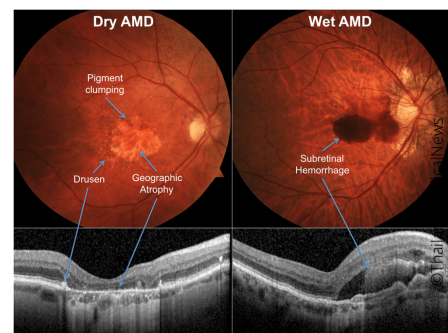
**Depending on the wavelength of the radiation, it can either be helpful or harmful to your health. Much of the radiation is blocked by the ozone, but there are still radiation amounts that penetrate their way to the earth's surface and can become a risk exposure.**

There are three different types of UV light:

1. UVA (320-400 nanometers in size)
  - Can penetrate the skin and contribute to skin cancers. About 95% of that is blocked by the ozone. Mild risk to eye health.
2. UVB (280-320 in size)
  - About 5% gets through the ozone. Mild risk to eye health.
3. UVC (180-200 nanometers)
  - The most dangerous to our health. Much of it is blocked by the ozone, however, if there are holes in the ozone then it can get through. Its impact is so powerful that it is used as a commercial disinfectant.

In addition to outdoor protective measures like wearing sunglasses, an a wide-brimmed hat, Dr. Bovenkamp also shared that we should do our best to protect our eyes from UVC even while indoor. That can look differently depending on your circumstance, but there are small measures you can take like staying away from windows during peak sun hours of the day (typically 11 am – 2 pm) and adjusting curtains or blinds in your home to shield sun light.

This is such an exciting and evolving area of research for vision care professionals. Be sure to talk with your patients about trying to keep safe from UVC!



Diseased eyes with wet and dry AMD.



# UV Protection & Vision health

***Many associate summer with sunscreen but less recognize the importance of sunglasses that's also tied to the warmer season. Apart from avoiding direct eye contact with the sun, Chantel Gravel, licensed Optician and Product Marketing Manager of Nikon Canada shared some tips when it comes to selecting sun wears.***

Chantel Gravel, licensed Optician and Product Marketing Manager of Nikon Canada shared some tips when it comes to selecting sun wears.

First, Chantel outlined that there are three types of retinal damage that are often associated with UV exposure: structural, thermal and photochemical.

Chantel further explained that shoppers often choose their sunwear options based on three main reasons: protection, functionality and fashion.

A quick Internet search revealed that most articles focus on fashion when it comes to advising shoppers on buying sunglasses. The reality is, a perfect pair does not only compliment your face shape but also needs to offer UV protection.

In the past, many often had to sacrifice one for another but those days were long gone. With the technological advancements, many are able to find a pair that not only encompass all three factors but also tailored to the individual's lifestyle and habit.

## ● WHEN CHOOSING FRAMES

When choosing frames, Chantel advises shoppers to look for specific features that offer an unique edge that compliments the purposes of the eyewear.

For outdoor lovers, she recommends shoppers prioritize comfort and look for frames that are lightweight and slip proof. For maximum comfort, shoppers should also look for rubber pads surrounding the temple area and consider the area of coverage surrounding the eye.

## ● WHEN CHOOSING LENSES

Lenses are critical when it comes to choosing sunglasses. In the past, most shoppers were told that prescription sunglasses are hard to come by.

However, that is no longer the case. The latest innovations allow for different elements to be embedded whether its tints, polarized filters or an anti-reflective coating. Not only do the lenses offer UV protection, but they also enhance the overall visual perception.



©Canva



# Vision & Nutrition



©theEyeDoctor.ca/Dr.NisaraBandali

*In episode three of "See What We See," Lorne and Martin had the chance to interview Dr. Bandali. Together, they covered a broad range of topics from vision loss in the elderly to better vision care with a well-maintained diet.*

*What is a healthy diet? According to Dr. Bandali, a nutritious diet focused on healthy vision consists of dark greens, fish and additional supplements like blueberry extract and lutein.*

## DARK GREENS OVER LEAFY GREENS

Vegetables, especially those dark in pigments such as kales, spinach and broccoli, contain two types of crucial antioxidants found in the macula - lutein and zeaxanthin.

Both lutein and zeaxanthin absorb damage such as blue light from the retina and incorporating both regularly into the diet can help improve our eye health over time.

## CHOOSING FISH AS MAINS

In addition to spinach and broccoli, fish like salmon that are rich in omega-3 fatty acids can also help maintain the health of our retinas.

A recent study published in the Archives of Ophthalmology showed that people who adopted a diet consisted of fish rich in omega-3 fatty acids were 36 per cent less likely to develop age-related macular degeneration.

When shopping at your local grocer, opt for wild salmon over farmed salmon as wild salmon tend to have a higher percentage of omega-3 anti-inflammatory fats.

Other fish to consider include tuna, sardines and trouts.

## ADDITIONAL SUPPLEMENTS AND VITAMINS

There's certainly no shortage of vitamins and supplements targeting vision care on the market.

When you walk down the aisles, the selection can be overwhelming. When asked, Dr. Bandali named two that she found particularly promising: blueberry extract and lutein.

Both blueberry extracts and lutein are powerful antioxidants that help to lower the risk of age-related macular degeneration by promoting the health of blood vessels.

She also noted that sometimes, these supplements can cause minor digestive issues and a consultation with a health professional is recommended before including them into your daily routine.



Rich source of omega-3 fatty acids





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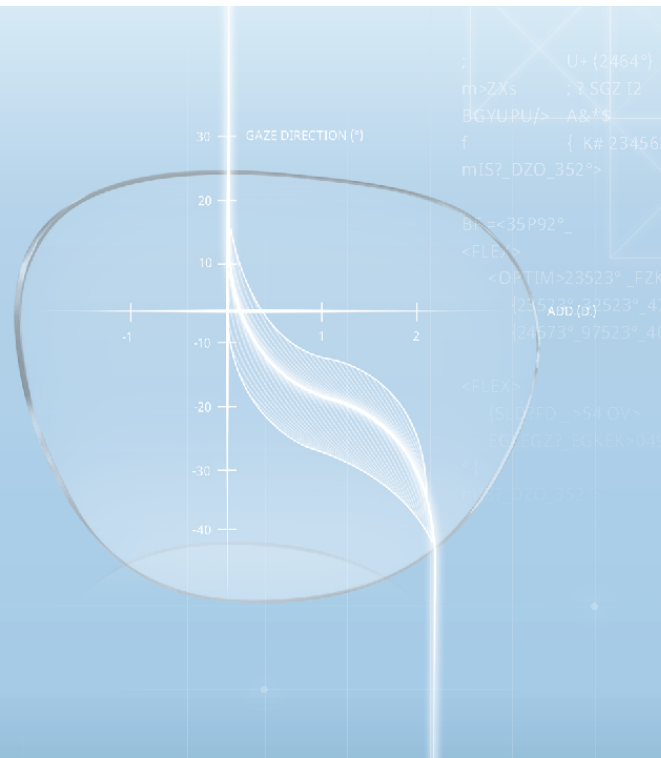


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# Vision Trends: GENE THERAPY

Scientific breakthroughs in gene therapy have given hope to patients with congenital eye diseases. Opticians, as part of the first line responders of the eye care health system, should be aware of how correcting defective genes can make a difference in their patients' vision.

## *How does it work?*

Our genes are a unit of heredity that we obtain from our parents and they are held to determine some of our specific traits and the likelihood of inherit certain disease and conditions. Each human body contains about 30,000 genes that send information to the cell for making proteins which are the building blocks of everything in our body. If one of our genes mutates, it can interrupt accurate protein production resulting in over or under production. If cells have the wrong amount or don't have a specific protein, they won't work right and eventually will cause a condition or a disease.

## *Eye care and gene therapy*

This kind of therapy is especially effective for eye-care patients. Eyes are easy to inject and monitor, as they allow for accurate location and distribution of the injection site and they don't have the normal inflammatory immune response to foreign antigens.

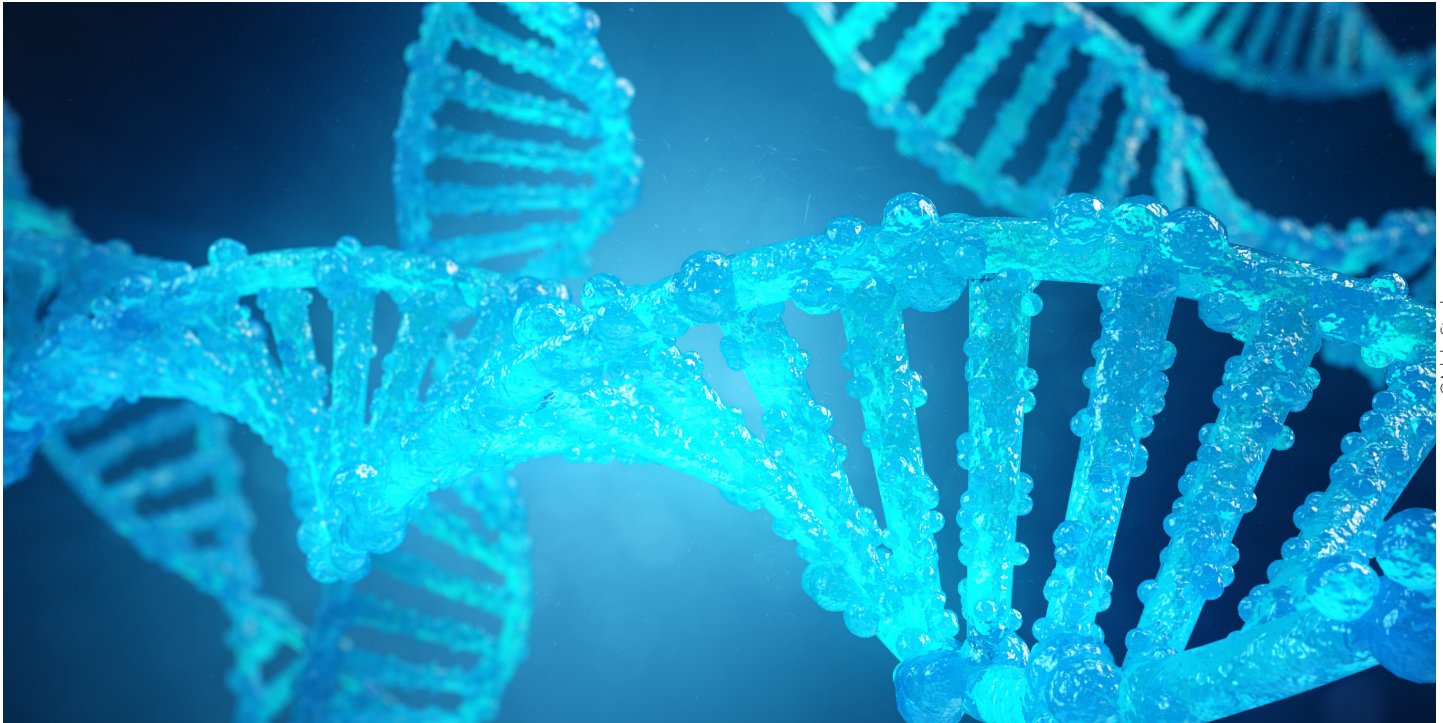
Another advantage that is conducive to gene therapy is that the eyes have a limited number of photoreceptor cells that can renew themselves; but they can't grow or regenerate. If targeted cells are injected into an organ in the human body that can regenerate dead cells, we would need to inject the new cells with corrective genes every time to preserve the therapeutic effect.

**Approximately 250 genetic mutations have been found to cause Inherited Retinal Dystrophies (IRD) which is a large group of different genetic retinal disorders.**

Although there are important differences between these diseases, they all involve the progressive loss of vision and are caused by gene mutations. Gene mutations in which retinal cells that help sense and send light signals die.

**Some of the most common types of gene therapy are:**

- **Gene replacement**
  - A new gene is introduced into a cell to replace a mutated gene.
- **Gene editing**
  - Molecular scissors are used to "edit" a broken gene by cutting out the mutation.



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- **Gene therapy that stops cell death**
  - Genes are introduced to retinal cells that stop them from dying.
- **Gene therapy to replace anti-VEGF injections**
  - Anti-VEGF injections are the most common treatment for Age- related Macular Degeneration (AMD) and Diabetic Macular Edema (DME). In both AMD and DME, vision loss is caused when blood vessels in the retina grow uncontrollably and leak fluid into the eye. Genes can be introduced into retinal cells which instruct cells to produce their own anti-VEGF.

Currently, the gene therapies that are showing the most prominent results are gene specific; This is why the conditions best served are IRDS, RP, and LCA. Gene therapy will only work if there are enough healthy retinal cells remaining into which the gene therapy can be introduced.

**Opticians, as part of the comprehensive eyecare system, should keep an eye on the advances in gene therapy.**

There are many research projects underway related to gene therapy, some are in clinical trials and others like Luxturna are already approved by the FDA.

Opticians, as part of the comprehensive eyecare system, should keep an eye on the advances in gene therapy. Genetics is changing the way eye care professionals understand, diagnose, prevent and manage diseases and opticians should be aware of the emerging technologies available. Maybe genetic testing is not something that eye care professionals do on daily basis, but they should get familiar with the options available for inherited eye diseases and learn when to refer their patients.



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## SPECIALTY SYMPOSIUM PROGRAM

As we slowly adjust to the new normal, OOA is pleased to announce our first Specialty Symposium Live Webcast. We aim to make the Fall Symposium as interactive as possible and our team has worked hard to bring this vision to fruition. We are beyond excited to bring you this digital experience lined with expert speakers.

The morning portion of the Symposium will kick off with Fazal Khan, the current Registrar and CEO of the College of Opticians of Ontario, to provide us with the latest updates along with Bryan Todd, COO President.

The remaining program will feature a series of experts touching on topics such as the proper use of contact lenses, the linkage between eye care and brain injuries and the fitting and assessment of scleral lenses.

We are honoured to have these speakers on board. Armed with extensive experiences within the industry, they are great additions to our Fall Symposium and we look forward to seeing you there.



## SPEAKERS LINEUP



**Fazal Khan, RO**

PROFESSIONAL  
GROWTH  
CREDIT \*

**COO Update**  
**09:30 - 10:30**

Fazal Khan holds a Bachelor of Arts in Management from the University of Toronto and is an alumnus of the Seneca College Opticianry Program. He is currently the Registrar and CEO of the College of Opticians of Ontario. Outside of Opticianry, Fazal has served on the Board of Directors of York Central Hospital and Executive Director on the Board of Directors of the Richmond Hill Chamber of Commerce.



**Bryan Todd, RO**

PROFESSIONAL  
GROWTH  
CREDIT \*

**COO Update**  
**09:30 - 10:30**

Bryan Todd has been a Registered Optician since 1975. Bryan has owned and operated his own optical company since 1981. Bryan has served on the College of Opticians of Ontario since 1994 where he sat on all committees at some point. For the past two years, Bryan has served as the Vice President of the College of Opticians of Ontario. Having his pilot's license, Bryan also enjoys spending his pastime flying airplanes.





**Dr. Robert  
Kloepfer, OD**

**CL  
CREDIT\***

## **CONTACT LENS COMPLICATIONS - WHAT LIES BENEATH 11:00 - Noon**

Dr. Kloepfer obtained his undergraduate degree from Western University in 2008. In 2013, Dr. Kloepfer graduated from the Illinois College of Optometry with his Doctor of Optometry degree. Dr. Kloepfer works in rural and urban private practice clinics in Alberta, Canada. He is a Council member of the Alberta College of Optometrists, Secretary of the Calgary Society of Optometrists and is a member of the Alberta and Canadian Association of Optometrists.



**Tapiwa Musewe,  
RO**

**CL  
CREDIT\***

## **SCLERAL LENSES ONE ON ONE 01:30 - 02:30**

Ms. Tapiwa Musewe is a registered Optician and a qualified Optometrist. Ms. Musewe holds a Bachelor of Science degree from McMaster University (CA) and completed the Opticianry program from Georgian College (CA). In 2018 she successfully completed the Optometry degree at the University of Johannesburg (RSA).



**Judy Gargaro**

**EG/CL/RF  
CREDIT\***

## **BRINGING TRAUMATIC BRAIN INJURY INTO FOCUS: EVIDENCE AND CLINICAL RESOURCES**

**12:15 - 01:15**

Judy Gargaro is the Program Director for the ABI program at the Ontario Neurotrauma Foundation (ONF). Judy has been focusing on the implementation of the Standards for Post-Concussion Care and the Clinical Practice Guidelines for Concussion/Mild Traumatic Brain Injury and for the Rehabilitation of Moderate to Severe Traumatic Brain Injury. The implementation activities have involved collaboration with administrators, clinicians and policy makers to improve the quality of care available to persons of all severity of brain injury.



**Sara  
Moshurchak, RO**

**CL  
CREDIT\***

## **HOW TO REFURBISH AN ACETATE FRAME**

**02:45 - 03:45**

Sara is the president of Mosh Framemakers, a unique business in downtown Vancouver that has garnered her acclaim around the world. She is an artist disguised as an optician - the designer and maker of her own eyewear collection, MOSHdesigns, and one of a handful of master framemakers in the world that still crafts eyewear the traditional way, by hand. With a mind that never stops creating, she loves collaborating with other makers and designers and influencing future generations of opticians. Sara is an esteemed leader in the optical realm for integrity, work ethic, technical skills, creativity and adaptability as well as her insatiable appetite for knowledge and learning.

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# AMM

## ANNUAL MEMBERS' MEETING

### REMINDER

**SUNDAY, OCTOBER 18th 2020 | 3:45 PM**

We are pleased to advise you that the Annual General Meeting of the members for the Ontario Opticians Association will be held on **Sunday, October 18, 2020 at 3:45 p.m.** in conjunction with Specialty Symposium 2020, being held at **WEBCAST**.

## CALL FOR NOMINATIONS

### BOARD OPENINGS

Pursuant to OOA By-Law directors will expire as of the 2020 AGM. The 2020 elections will, therefore be for three (3) positions, all three (3) positions are for two (2) year terms.

Any Licensed Optician of the OOA in good standing and who fulfills the requirements of Clause 6.2 of By-Law No. 2 may stand for election to fill any one of the open positions.

Nomination form: [\*\*CLICK HERE\*\*](#)

Check out the proposed By-Law changes: [\*\*CLICK HERE\*\*](#)

**We hope you will be able to attend the Annual General Meeting of Members.**

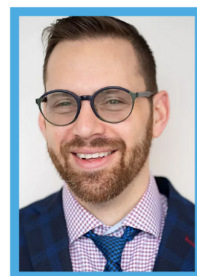
## DIGITAL UPDATE

### PODCAST SUCCESS & THEMES FOR FALL PROGRAM



### See What We See

with Lorne Kashin & Martin Lebeau



We are excited to share that the podcasts have been a hit and that is just the confidence we need to bring you more episodes. As we step into fall, we can't wait to dive further into more topics related to vision, health and wellness.

Here are some of the upcoming themes:

September:	School Ready Vision
October:	Arthritis and Vision
November:	Diabetes and Vision
December:	Winter Eye Safety

For previous episodes between May and August including topics on ocular concussion, vision therapy, nutrition and vision with interviews from thought leaders such as the Canadian Council of the Blind, the Neurotrauma Foundation, the Red Cross and industry leaders at Nikon Optical and Maui Jim:

[\*\*CLICK HERE\*\*](#)



It's that time of the year again...

# MEMBERSHIP RENEWAL



All 2020 OOA/OAC membership will lapse effectively **JAN 1ST 2021**. Remember to renew ahead of the new year to secure your liability insurance as well as all the tremendous benefits that come from being an OOA/OAC Member!

To renew your membership, please log in to your opticians account online at [WWW.OPTICIANS.CA](http://WWW.OPTICIANS.CA) or download our Membership Form at [WWW.ONTARIO-OPTICIANS.COM](http://WWW.ONTARIO-OPTICIANS.COM) and fax to the number on the form.



**quarantine glasses** (noun) /'kwôren,tën glasez/

a pair of corrective lenses set in a frame that has been bonded together by glue, tape or chewing gum during a period of isolation



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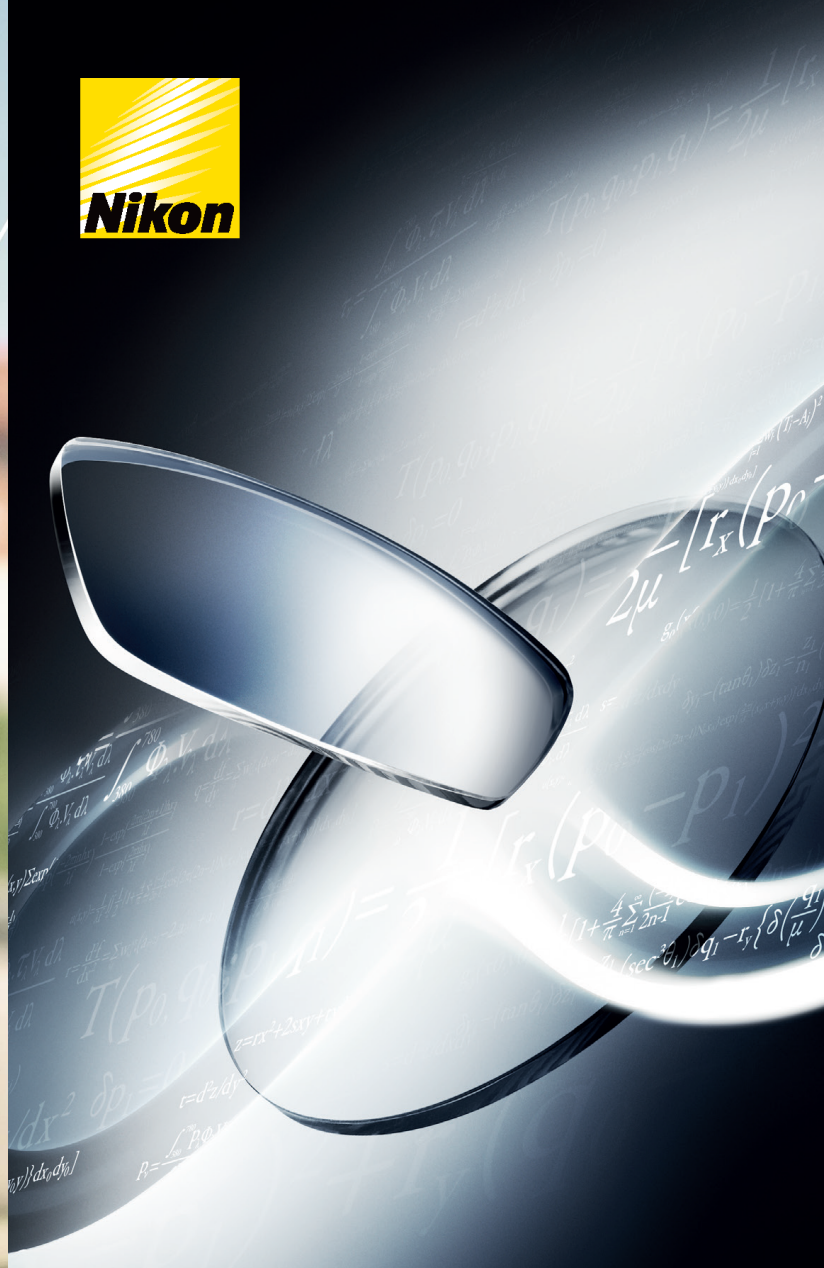
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A large, circular, orange-toned background graphic resembling a human retina, with a prominent yellow fovea in the center. A smaller circle with orange and black diagonal stripes is positioned over the letter 'F' in the title.

# **F O C U S**

## **FALL 2020**

### **THE ONTARIO OPTICIANS ASSOCIATION**

#### **NEW ADDRESS**

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St. Catharines, Ontario  
L2R 7E8 CANADA

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1.833.687.3937 (OUREYES)  
1.647.277.9084

#### **EMAIL**

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