



FEBRUARY 2020

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1. Woods J et al. Validation of a multifocal contact lens online fitting app. BCLA poster presentation 2019. Retrospective analysis refraction data with OptiExpert™ (n=96 eyes) with Rx range +5.00 to -6.00DS, ≤ -1.00DC; ADDs +1.50 to +2.50DS. 2. CVI data on file 2019. Retrospective analysis refraction data with OptiExpert™ (n=110 eyes) with Rx +1.25DS to -3.25DS, ADD powers +1.25 to +2.50DS. © CooperVision 2020.

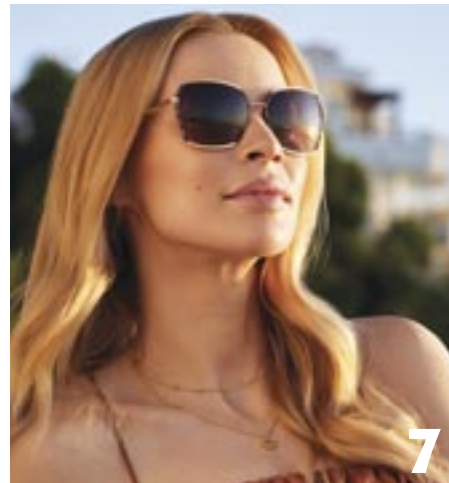


Mulberry

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Vision Now magazine is published by Peekay Publishing Ltd for The PK National Eyecare Group Ltd, the UK's largest purchasing group for independent opticians.



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Editor's comment



You might view the introduction of a new annual optical event as the very last thing anyone needs right now, but the launch of OpticForum UK by events company OpenRoom looks to be offering something a little different. The first thing to note from our introductory feature (*page 23*) is the venue: a five-star luxury hotel in the Algarve. While that could be just the ticket for others it's probably the chance to do business in a different way – and setting – that may determine its success or otherwise.

As reported in this issue, NEG is supporting OpticForum with the view that there could be much for independent practices to gain from a more relaxed business networking meeting – particularly those running multiple practices along a more retail-led model. Having looked at the success of existing OpenRoom forums within the dentistry and veterinary sectors, the FMO has also welcomed the event, with chairman Stuart Burn noting the possibility of new doors opening for profession and industry alike.

Elsewhere in this issue, we hear about the latest additions to the programme for Optrafair 20/20 – including a new Presidents' Address debate and discussion session (*page 25*); Joan Grady reports on a selection of show stoppers on display at last month's Opti Munich show (*page 28*); and Dr Christine Purslow explains how to take a pragmatic approach to advising patients on nutrition and eye health.

Finally, in this month's *Developing Thoughts*, Phil Mullins considers two areas of ever-increasing importance to all of us – climate change and mental health – and how addressing them might fit in with your business planning for 2020 and beyond.

Nicky Collinson

Editor

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1 OpticForum UK



Overseas optical event launched

NEG is backing a new optical event launching this year, called OpticForum UK, with *Vision Now* acting as a media partner. Taking place from 10-11 June at the five-star Tivoli Marina Vilamoura Algarve Resort, OpticForum is being launched by London-based OpenRoom, a leading producer of B2B healthcare forums. With the additional backing of the Federation of Manufacturing Opticians (FMO) and Vision Aid Overseas as its chosen charity, OpticForum presents both multiples and independents with a new way to do business with industry suppliers in an 'out-of-office' setting overseas.

Commenting on the launch, Stuart Burn, FMO chair, said: "If the inaugural OpticForum is as well attended and successful as the dental and veterinary versions, it will be an informal yet vibrant business generating event. As a supplier you can engage with the most important retailers in optics and as an optical retailer you have the opportunity to explore what you may have been missing. In excellent surroundings and a relaxed atmosphere this is unlike any event you have ever been to and without doubt opens doors to new and exciting opportunities." *Turn to page 23 to find out more.*

4 Stepper

The new StepperS STS-10098 is a colourful and modern frame that allows the wearer to express their own style with confidence, according to designer Saskia Stepper. "It's win-win with this frame," explained Saskia, "as you can be bold and have fun whilst enjoying sublime comfort derived from the brand's renowned fit and lightness.

2 Association of British Dispensing Opticians

Alistair Bridge joins the Association of British Dispensing Opticians (ABDO) this month as its new head of strategy. He joins the Association after seven years at the General Optical Council. ABDO general secretary, Tony Garrett, said: "I am really delighted that Alistair has chosen to join ABDO. He has a rare and valuable skill set which will add to the strength of ABDO's dedicated and talented executive team. The next decade will see great changes to both the technological and regulatory aspects of the sector. ABDO is determined to be ahead of the curve to ensure that the dispensing profession is in a position to flourish and succeed, and Alistair's experience will be of vital importance."

Alistair added: "I am thrilled to have the opportunity to join ABDO and to help shape and deliver the organisation's future



Alistair Bridge

strategy. Dispensing opticians play a vital role in helping people optimise their vision and safeguard their eye health, and I am really looking forward to working with the executive team, the board and ABDO members to ensure that the profession goes from strength to strength."

3 No7 Contact Lenses



No7's Katie Harrop gives a fitting demonstration

viewed on a lens graph profile. The fitting software also provides a calculation of oxygen permeability through the lens material and the tear layer.

Ian Sexton, No7 professional services manager, said: "The OneFit Med has more design options than any other mini-scleral, so it is important that the designing is intuitive and the practitioner has full control. However, we are here to help, so just contact our technical or professional services as needed." The roadshow events include fitting and assessment coaching from Ian. There are only 20 places on each event, so early booking is advised. For all dates and venues, visit www.no7contactlenses.com

"It's a new decade and time to think again about exactly what matters in eyewear," Saskia continued. "Make 2020 the year you break the mould of old choices and discover style and comfort in one frame.

"With a collection offering such a great choice of colours to suit most skin tones, there's a good chance there's a StepperS frame that's a match for those who wish to express their own style through their eyewear," she added.



Saskia wears the STS-10098

Every frame tells a story



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For all
types of
Dry Eye

5 Eyespace



New Cocoa Mint CMS 2566

The Cocoa Mint collection from Eyespace features 23 new styles for 2020 featuring modern oversized interpretations of retro, metal sunglasses. A vintage design featuring a softened geometric eyeshape, CMS 2566 (pictured) features dual colouring including a hand-painted tortoiseshell effect panel. Gold toned metal hardware and tortoiseshell acetate tips give the style a retro feel alongside Cocoa Mint's signature ethos of relaxed glamour. The model is offered in size 53-17-140 and is suitable for prescription glazing.

6 Heidelberg Engineering

A paper recently published in *Translational Vision Science & Technology* has demonstrated how the investigational Spectralis Macular Pigment Optical Volume (MPOV) measurement provides a comprehensive and objective evaluation of the macular pigment profile. The authors stated that the Heidelberg Engineering Spectralis MPOV "should be considered a preferred metric for the assessment of macular pigment".

Corresponding author, Professor John Nolan, said: "Now that the importance of macular pigment has been verified by substantial clinical studies with positive implications for enhancing visual performance for all populations...validated and standardised measurement of human macular pigment now represents a unique opportunity for eyecare. The measurement of macular pigment using the Spectralis represents the new gold standard for objective assessment of this pigment..." Read the paper at <https://tvst.arvojournals.org/article.aspx?articleid=2757837>

7 Alcon



Third Alconversation panel

The third instalment of Alconversation, hosted at the Alcon Academy, brought together a panel of experts as part of a 90-minute open forum discussion. Chaired by Richard Edwards, clinical adviser to the Optical Consumer Complaints Service, the range of topics raised by the panel and audience included the future of optometry and what companies can do to meet the needs of patients and practitioners.

Jonathon Bench, Alcon head of professional affairs, UK and Ireland, said: "Alconversation is always a great way to review the concerns, changes and requests in optics and discuss the ways that we can learn from them and adapt for the future. It is also a chance to put the spotlight on the questions that some of our newer practitioners have. We were so pleased to once again bring together so many experts at varying levels, to discuss the challenges facing our industry." Watch the full Alconversation on Alcon's YouTube channel.

8 De Rigo



Police x Lewis Hamilton

Taking part in 100% Optical last month, De Rigo UK launched its brand new Police x Lewis Hamilton collection. Uniting the worlds of fashion and racing, the collaboration between De Rigo, Police and the F1 legend has created a collection of eyewear that epitomises the concept of speed and design, with sustainability in mind. Each retro, premium Police Lewis frame is complete with iconic Lewis Hamilton logo detailing and a personalised case, hand-picked by Lewis himself.

Alongside the new Lewis Hamilton range was De Rigo's entire brand portfolio's SS20 collections. Offering a variation of designer names from affordable luxury, premium and lifestyle to sports, the portfolio includes Police, Mulberry, Furla, Lozza, Carolina Herrera, Fila, Chopard, Dunhill and Nina Ricci.

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9 Dunelm Optical



Freya Bonnie

As well as sponsoring an ABDO dispensing workshop at 100% Optical last month, Dunelm Optical showcased its extensive range of frames and lenses, including its new 2020 collection. The latest eyewear collections mix contemporary and classic designs, creative colours and original styles across every range. The company is now preparing to take its portfolio to Mido in Milan at the end of the month.

Oliver Beaumont, Dunelm Optical CEO, said: "We continually observe fashion trends, international styles and colours to create new and innovative models that are at the forefront of fashion. The UK is renowned worldwide for prestigious, innovative design and we currently export our unique frames to over 60 countries worldwide, and as a leading British design team we are always looking to expand further globally."

10 Louis Stone Optical



Tropical 60s style Icy model

Louis Stone Optical's Icy collection has a distinct 60s vibe for the spring/summer seasons ahead. Clare Gaba, Louis Stone head of marketing and communication, explained: "When considering spring/summer spectacle trends, the fashion catwalks of London, New York, Paris and Milan are integral to my research. *Harper's Bazaar* has hinted at a 60s comeback, so 60s style spectacle frames shall no doubt follow on. Whether it be classic round-eyes, cat-eyes or some sensible thick black acetates, Louis Stone have an 'on the pulse' frame for every occasion." Model Icy 315 C1 tropical shade (pictured) is a 60s style designed to encompass the upcoming trend.

12 Charmant

The Charmant Group and the International Opticians Association (IOA) have announced a new partnership to support practitioners worldwide. Charmant senior vice president for Northern, Eastern and Western Europe, Chris Beal, commented: "As a global group, Charmant are delighted to support and be working with the International Opticians Association. We are confident that our

partnership will help us both to develop, educate and enhance the optical profession for practitioners on a worldwide basis for many years to come."

IOA president, Fiona Anderson, added: "We are delighted to welcome Charmant as one of our partners. A truly international company founded in Japan, Charmant is highly regarded within the optical world as having products of extremely high quality. We look forward to working together."

11 CooperVision



Official opening of new site

CooperVision has expanded its packaging operations capability with a new purpose-built 166,000 square-foot facility in Southampton. The relocation not only significantly expands the company's distribution and packaging capabilities in the UK, but has created 42 new positions in a variety of roles. Jason Burden, operations director at CooperVision, said: "Customer service is a top priority for us and this investment in our infrastructure will enable us to meet the continued growth in demand and prepare ourselves for future expansion."

To mark the official opening of CooperVision's Mountpark facility, a ribbon-cutting ceremony took place with Dan McBride, executive vice president and chief operating officer of the Cooper Companies and president of CooperVision, alongside the Right Worshipful the Mayor of Southampton, councillor Peter Baillie.



Chris Beal

COCOA MINT

SUNWEAR

13 Positive Impact

A new collaboration between Glasklar and Kirk & Kirk was announced at 100% Optical last month. Under the agreement, Glasklar UK distributor Positive Impact (PI) will supply Kirk & Kirk with the lens cleaner in a choice of its 12 colours to match the company's colourful frames, enabling its stockists to gift the sprays to patients in colours matching their frames. PI will also offer Kirk & Kirk stockists a Glasklar lens cleaner refill station at a preferred price.

PI's Maxine Green said: "Kirk & Kirk appreciates that loyalty must work both from supplier to customer, just as much as it does from practice to consumer – and Glasklar fits their brand ethos so well." Jason



New partnership with Kirk & Kirk

Kirk added: "Glasklar is a high-end product that supports the notion of treating your eyewear with care. By offering a quality lens cleaning solution with our frames, we are adding value to our client proposition."

14 Charmant



Vibrant Charmant by Caroline Abram

Charmant by Caroline Abram introduces two new concepts, the Vibrant and the Charming, for the new season. Combining the quality and technical precision of the Charmant Group with the feminine sensitivity of Caroline Abram, the designer's signature style in shape and volume can be seen, whilst maintaining the essence of the Charmant brand. Made in Japan from lightweight titanium, six new Vibrant styles feature colourful contrasts between the top of the frame and the temples in an elegant cat-eye design. The Charming models are distinguished by their feminine curves.

16 Association of British Dispensing Opticians



Courses will be managed by the CMI

The Association of British Dispensing Opticians (ABDO) has launched a Level 5 Management & Leadership qualification for ABDO members, which will be managed and assessed by the Chartered Management Institute (CMI). Nick Walsh, ABDO sector skills development officer, said: "These new courses from ABDO are the ideal next step for any manager, whether you are just starting out or looking to formalise knowledge and experience gained in practice."

15 Essilor



New tool for meibomian gland dysfunction

Essilor Instruments has taken on the sole UK distribution of TearStim by ESW Vision, which uses Intense Regulated Pulsed Light technology (IRPL) to get the meibomian gland functioning properly again. The short, non-invasive procedure involves the practitioner covering the patient's eyes with protector shells. A special gel is applied below the eyes and a series of painless and non-invasive light pulses are aimed at the region below the eyes. TearStim is designed to fix the cause of dry eye over four short sessions.

Essilor Instruments director, Paul Cumber, said: "The new treatment offers a simple solution to dry eye management and reviving stressed eyes. By offering the treatment, ECPs have the opportunity to entice existing and new patients in-store. There's also an element of education needed with many patients living with symptoms, such as watery eyes, but not linking it to dry eyes. The treatment not only combats the causes of dry eye, it is also preventive as it takes effect even before symptoms arise." Patient leaflets, window posters and treatment reminder leaflets are available to support the launch.

Training is via e-learning, removing the need for time away from the business to complete study. Students will receive membership of the CMI and access to the support and materials that they offer including the ManagementDirect online resource. The qualification can be completed at either a diploma or certificate level, and there will be optional workshops to allow students to extend their knowledge. Find out more at www.abdo.org.uk/MLT

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17 Kirk & Kirk



New Centena collection

Kirk & Kirk has launched a new collection of Matt Centena frames. With four shapes – Horace, Sam, Eden and Ezra – in five colours the frames introduce a metal double bridge – a radical departure for the company. In true Kirk & Kirk style, each frame is named after a member of the Kirk family. The matting process is done by hand to ensure an even finish – and each frame is hand-crafted from start to finish in one factory in France. More than 80 steps are required to create each pair.

18 Rodenstock

Rodenstock showcased its new Biometric Intelligent Glasses concept at 100% Optical in London last month. The high precision progressive lenses are made from a complete biometric eye model, as Anders Hedegaard, CEO of the Rodenstock Group, explained: “At Rodenstock, we determine the biometrics of the whole eye. This includes its length and several thousand data points in the eye – far beyond industry standards.

“All relevant biometric data, determined by the combination of the DNEye scanner with patented technologies, are integrated directly into the lens, orchestrating a construction process which results in the world’s most precise lens,” Anders continued. “This biometric eye model enables Rodenstock to precisely hit the sharp vision centre of every individual eye. This provides people with the sharpest vision possible at any angle or with every gaze, both in the glasses’ peripheral zones and at distances from mid, near and far.”

19 Menicon

Menicon has launched plus powers, plano to +4.00DS in 0.25 steps, to its Miru 1month toric range. Also available in spherical and multifocal options, the toric range features a Visiostable design to optimise the fit of the lens and prevent lens movement. It also has a prism-free optic zone for maximum oxygen transmissibility. The company says its MeniSilk technology delivers one of the highest levels of oxygen transmission of any commercially available disposable lens.

Andrew Ferguson, Menicon UK sales manager for the Frequent Replacement Division, said: “This latest extension shows our commitment to providing a wide range of comfortable silicone hydrogel toric options. With the toric range of lenses offering axes around the clock, these patients can benefit from the high oxygen transmissibility and manufacturing technology that delivers clear, comfortable vision and problem-free all-day wear.”

AN INDEPENDENT VIEW

2020: a special year?

Understandably, the world of optics is making a big thing about the significance of the year 2020. But what does that mean and for whom? If it is just seen as an opportunity to try to bolster retail sales of eyewear, surely we will have been missing the point.

The independent sector prides itself on the focus it places on clinical excellence, and 2020 provides the ideal opportunity to get the message out to the Great British public that taking care of their eyesight should be one of their highest health priorities. Surely the sector as a whole should focus on spreading this message at every opportunity and through all medical and media channels.

The promotion of eye examinations in GP practices and hospitals can complement promoting the same message across not just mainstream media, but also online and through social media. Recent publicity about unnecessary loss of eyesight provides a salutary but very real opportunity to get the message across.

For its part in 2020, the AIO will give a huge focus to the independents quality mark – the Eye Promise. The five promises that Eye Promise practices sign up for are all about long-term eye health care and protecting eyesight for the general public. With the launch of a new website and a planned and extensive programme of activity on social media, Eye Promise practices will benefit from national exposure for the scheme to complement the local promotional activity that they already undertake.

2020 is all about vision.

Association for
AIO
Independent Optometrists
and Dispensing Opticians



Developing thoughts



Taking action on mental health and climate change could reap personal and professional rewards, writes Phil Mullins

Action stations for 2020

Now we are all back into the routine of life after Christmas and the New Year, what plans do you have for your business in the coming year? Since it's 2020, I'm sure many of us will have promotions and activities planned around vision correction, although personally this does niggle me slightly as of course we use '6/6' in the UK. That said, as we're unlikely to encounter the year 66 any time soon, I'll live with it.

So what else will be in the public eye this year, with Brexit already seeming to have taken a slight back seat? As far as I can see, two areas that have already hit the headlines this year, and will do so for a long time yet, are mental health and climate change. Mental health is a growing concern in all aspects of life and is, therefore, something that we must all be aware of when dealing with both patients and staff.

With patients there needs to be an understanding of the effects of possible medication, and how they might respond under stress - bearing in mind that visiting the opticians can be stressful for some people. However, I think more importantly we need to be aware of the mental well-being of our staff. We are lucky in that optics is generally a friendly and supportive industry and is nowhere near as stressful as some others. But this is not to say that our staff won't experience times of mental ill-health.

Mental health disorders need to be viewed in the same light as physical disabilities that we can see. We should take all reasonable efforts to support staff, be that changing hours, reducing workload or even changing work role. The main aim is to support them in the workplace rather than allow a situation to become so adverse that they go part-time, go on long-term sick leave or even quit. The former is better both for them and the business.

Xact, which supplies all NEG members with a human resources (HR) portal, is working on best practice in this area, so keep an eye out for further updates. If you have any HR enquires, please speak to Xact on 0330 332 26 who can register you to the free NEG business assist portal, where you will find all things HR and health and safety.

MAKING YOUR BUSINESS GREENER

Although not directly linked, climate change may cause stress and anxiety. It goes without saying that we should all be concerned about the impact of climate change on the planet, and be doing our bit. Becoming greener and more eco-friendly within your business can be a big draw. More and more people are looking for green alternatives, asking questions about transport and delivery, as well as actively looking to reduce their carbon footprint. So why not look at how you can go green, and what aspects you can promote to the public. This, in turn, could attract new patients to your practice.

Obviously, the main attraction is that you are local and independent, which is a big selling point. But there are some simple changes that could show your green credentials, such as changing your lighting to LED and turning them off when the practice is closed. However, do bear in mind what your front window display will look like if you do so; you might want to install a motion sensor so it lights up when someone is near the window.

Other green strategies to consider include changing your plastic bags to paper, moving to electronic clinical records and eGOS, and changing from recall letters to emails and text and even email receipts. All of this will help you to become a paperless practice, or virtually one. You could also look at introducing remote edging, which



Consumers are making greener choices

will reduce the need to send frames away to be glazed. Even the return package is a lot smaller, helping you to reduce your carbon footprint and save money. Have you thought about home delivery for your contact lens patients? Not only is this more convenient for patients, they won't be travelling to the practice for collections, which is better for the environment.

Frames are always going to have a reasonable carbon footprint, with very few made in the UK. But why not look at companies that are trying to improve the way they work, either by using sustainable materials or making their supply chain carbon neutral. In the coming years, more and more manufacturers will see the benefits of going green. Just look at Microsoft, which recently announced it would be carbon negative by 2030. All of this is marketable and shows that you are taking climate action seriously. Above all, it means you know you are doing your bit. If we all do our bit, then things may well change for the better. If you have already gone greener, why not let us know what you have done and we can start sharing best practice.



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The Michael Pachleitner Group (MPG) is an owner-managed optics company with headquarters in Graz (Austria) and several locations throughout Europe. In 2019 the MPG celebrated their 70th anniversary.

We offer independent opticians an extensive selection of frame brands, sunglasses and sports glasses as well as marketing concepts and specialised logistics solutions.



DANIEL HECHTER

P A R I S



DHP643-3

Daniel Hechter Eyewear

Fresh Looks with Outstanding Attention to Detail

Daniel Hechter Eyewear's classic-elegant collections for men and women were designed for smart and style-conscious yet pragmatic people who want to sport an effortless style on every occasion while demanding premium quality.

DHP643-3

So many exciting details in one pair of glasses: cat eye acetate frames in fresh, gleaming, tropical orange, gold metal arms encased in acetate with a fishbone design and elegant decorative pins. In other words: this model is simply beguilingly sexy.



KNP160-4

kiotonakamura

Delicate Pastels in Bold Shapes

kiotonakamura's colourful models are perfect for self-confident wearers who go through life with their eyes and minds open and who do not immediately choose the most obvious to express their personality. Opposites are simply a part of their lives – just like the models from kiotonakamura, inspired by the Japanese way of life and combined with European influences, which always surprise with exciting details and crazy colours.

KNP150-4

A real eye catcher with a vibrant interplay of colour. The tones on the frames intensify both from centre to outer edge and from top to bottom, and a transparent arm ensures the model is lightweight.

RUUD VAN DYKE
BRUXELLES



DANIEL HECHTER
PARIS



 **KIOTONAKAMURA**



VIENNA design



It's not all about AREDS

Is it time for a pragmatic approach to nutrition for eye health? asks Professor Christine Purslow PhD, MCOptom, FBCLA



Diet can play an important part in eye health

Advances in treatment for retinal diseases involving neovascularisation have undoubtedly changed the future of eyecare across the UK for the better, but it has also created great challenges for service delivery in ophthalmology, particularly within the NHS. Some statistics are starting to look alarmingly familiar: there are more than eight million ophthalmology appointments each year, which is the highest for any hospital outpatients department¹. The number of people in the UK living with a diagnosis of eye disease is set to increase in line with an ageing population, and this increase will be seen across all principal causes of sight loss.

For the period 2013 to 2050, it is estimated that diagnoses of age-related macular degeneration (AMD) will more than double to almost 1.23 million people. The number of people with cataract and glaucoma is also expected to double, to 888,000 and more than 288,000 people respectively². In 2014, a senior figure in the health service described the challenges arising from chronic medical conditions as “the healthcare equivalent to climate change”³. ‘Self-care’ – or sometimes known as ‘self-management’ – is a concept with increasing popularity amongst those planning health care services across both primary and secondary care⁴. This leads to the topic of nutritional supplementation for eye health: a sometimes controversial subject amongst eyecare professionals.



Are your patients at risk of AMD?



Nutrition and eye health can be a controversial topic

PRINCIPLES AND APPROACHES

The principle behind nutritional supplementation for eye health is that the retina (in particular the retinal pigment epithelium) is particularly prone to oxidative stress, which is the imbalance between free radical production and anti-oxidants. This results in inflammation. Oxidative stress is considered to be one of the principal mechanisms for the onset of AMD⁵. Nutrients such as lutein and zeaxanthin, and vitamins B, C, E and D and omega 3 fatty acids possess antioxidant and anti-inflammatory properties, hence the links being made between AMD and dietary intake.

As a clinical academic, I realise the importance to strive for robust ‘level 1’ evidence to drive all improvements in eyecare, but I also recognise the challenge of generating such robust evidence in the area of nutrition and dietary interventions. The expense of the traditional gold standard of a large scale randomised controlled trial, with suitable intervention and follow-up period, is prohibitive, and can be prone to bias where health-conscious people tend to respond to recruitment. This can produce insignificant results, and perhaps less useful conclusions for clinical management in the general population. The alternative is the observational or epidemiological study where large samples are plentiful, but which mostly rely on food diaries. Also, they may not always match the ethnic and genetic profile of a UK society.

Another ‘obstacle’ to evidence-based recommendation arises from the nutritional supplement industry itself. Non-prescription

dietary or nutritional supplements are classed as ‘foods’ and, as such, simply have to be proved safe and presented accurately to be sold in the UK. They cannot make therapeutic claims. Often, the key ingredients in such products may have some robust evidence behind them – but the combined product may or may not, depending on its heritage.

Suppliers range from leading ophthalmic pharmaceutical companies that invest in research to demonstrate benefit to wholesalers and distributors, whose primary concern might be margin and consumer promotion. Guidance about allowable claims for any benefits for particular nutrients, like zinc or vitamin A for example, is provided by the European Food Standards Agency (EFSA).

LIMITATIONS OF AREDS FORMULA

With this in mind, the Age-Related Eye Disease Study (AREDS) results have received the most attention: they are large and noteworthy for their study design and aims, but what is not always recalled accurately is that the positive indications for nutritional supplementation are limited to a particular patient group.

The AREDS results provide evidence that risk of progression in moderate, high risk AMD to the severe form of AMD can be reduced by up to 25 per cent when taking a combination of high-dose anti-oxidants and zinc. The AREDS formula showed no beneficial effect for any other stage of AMD⁶. In fact, whilst much criticism has been levelled at supplements on sale that do not match the formula used in AREDS or AREDS 2⁷, there is simply no evidence to show that an AREDS-type formula will benefit everyone else who may be simply concerned with eye health, or have forms of eye disease.

Other, more general criticism has been levelled at AREDS and AREDS 2 for the inclusion of mostly highly educated and well-nourished Caucasian individuals⁸. The AREDS and AREDS 2 formulas also contained particularly high doses of vitamin E and

PRODUCT PROFILE

zinc: such high dose formulas are controversial amongst many scientists and health care professionals, referring to a 'u-shaped response curve' where very low or very high blood levels of a nutrient are thought to be harmful but more moderate levels are beneficial. Indeed, the dose of zinc was shown in the AREDS to lead to increased hospital admissions secondary to urinary tract infections. Some evidence suggests that high dose vitamin E may have long-term effects on prostate cancer risk⁹.

So, where does this leave us with regard to dietary advice and eye health? It is beyond the scope of this article to provide a comprehensive review, but perhaps it's worth bearing in mind a pragmatic approach that considers certain groups of patients who might be considered at risk of eye disease.

SMOKERS

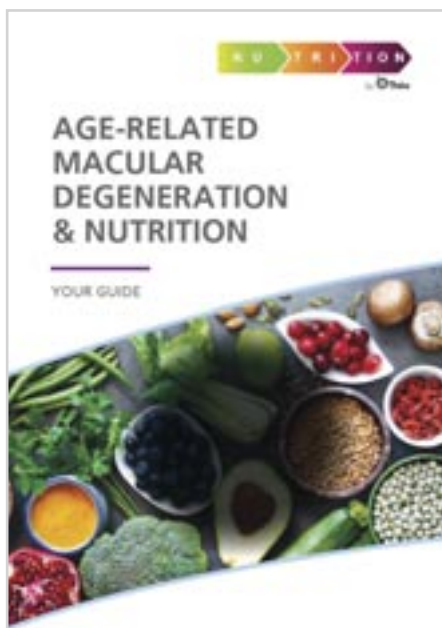
Smoking exposes an individual to free radicals and promotes their production, significantly increasing the risk of many diseases, including AMD. It seems the effects of smoking on AMD risk are far-reaching: stopping smoking certainly reduces the risk, but the risk in those who have not smoked becomes comparable to non-smokers after 20 years¹⁰. Sensible advice to smokers and recent ex-smokers would be to make sure their intake of anti-oxidants in the form of certain vitamins and minerals is considered carefully in order to combat the likely oxidative stress. However, they should not take supplements containing beta-carotene¹¹.

PREVENTING AMD

To date, the strongest evidence here comes from epidemiological studies that suggest eating less red meat¹² and more oily fish¹³ reduces the risk of developing AMD. The difference in risk between eating at least four servings per week compared to three servings per month was 35 per cent¹³. Another study has shown that one serving of fish per week is linked to a reduced risk of early AMD 10 years later¹⁴. There is increasing interest in vitamin D status and risk of AMD, with some results suggesting that the odds of AMD are highest in those with deficient AMD status¹⁵.

FAMILY HISTORY

Relatives accompanying a patient with AMD in outpatients frequently seek the answer to this scenario. The Rotterdam Study¹⁶ followed over 2,000 patients at high genetic risk for AMD, for a median follow-up of 8.6 years. Higher (but not excessive) dietary intake of nutrients with antioxidant properties (including omega 3 fatty acids) reduced the risk of early AMD. A more recent study¹⁷ has expanded this data to



Thea can provide training and patient support show that protection against AMD from greater lutein and zeaxanthin intake is evident in those at genetic risk.

SUMMARY

In summary, it is undisputed that a healthy balanced diet alongside exercise should always be at the frontline of self-care, but processed foods and calorie control can make this difficult in reality. Taking a pragmatic approach on behalf of patients may be more helpful in the longer term until more evidence is forthcoming. Whilst much of the current evidence focuses on the progression in AMD, perhaps we should be acting sooner to advise patients about the links between eye health and diet as much as possible before they develop the disease.

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Building business abroad

This June will see the launch of a new overseas event for optics. *Vision Now* finds out more about OpticForum UK...

OpticForum UK, taking place from 10-11 June in the Algarve, marks the start of a new date in the optical calendar. The two-day B2B event will herald the entry into the UK optical market of London-based OpenRoom, a leading producer of B2B healthcare forums. OpticForum, which has the backing of the Federation of Manufacturing Opticians (FMO), will join the company's expanding portfolio of forums, whose events span 14 years across the UK, Europe, North America, APAC/ANZ, Africa and the Middle East.

TRIED AND TESTED FORMULA

Unlike a traditional tradeshow, OpticForum will replicate the format of OpenRoom's healthcare companions, PharmacyForum, VetForum and DentalForum. Account manager, Flinty Bane, explained more: "OpticForum will bring together decision makers from 25 of the UK's leading optical groups; a combination of the UK's best known independent, mid-size and corporate practices will present a unique opportunity for industry suppliers who we expect to attend by number in equal measure.

"The atmosphere of an OpenRoom event is quite unlike that of a tradeshow,



Forums take an 'out-of-office' approach



Meetings are pre-booked and streamlined

whereby fewer bodies equates to a more productive use of time for participants," continued Flinty. "An important factor in the creation of a more focused business environment is the event's out-of-office approach. Like all our UK events, OpticForum will take place abroad - this year in the Algarve, the southern-most point of Portugal's Golden Triangle. More meaningful business meetings will take place over the course of the two days than most could expect over an entire quarter."

Following OpenRoom's signature format, the OpticForum agenda will combine conference content, boardroom sessions and a programme of pre-arranged meetings, each tailored to the business interests of the participating organisation. "A 15-minute window will encourage focused pitches," highlighted Flinty, "with enough time to measure interest, with the option to move on quickly if it isn't a perfect match."

Even the layout of the event suggests something different, with suppliers moving around the room during the meeting slots, to join the groups whose tables are fixed. "Prior to the event, attendees are given the opportunity to choose which companies they wish to meet with," Flinty added. "Each company has their own account manager, to support their application and create a schedule that best reflects their preferences."

INDUSTRY PARTNERSHIPS

Since its inception, OpticForum has had the support and backing of the FMO. It is also working alongside Vision Aid Overseas and *Vision Now* as charity and media partner respectively. The keynote speaker is Specsavers' partnership director, Jack Ismail, who will deliver a market overview. Moderator, Royston Bayfield of Bayfields Opticians and Audiologists, will join Dan McGee, director of professional services at Vision Express, Scott Mackie, co-founder of Mackie Opticians, and one other, in a discussion of current hot topics: the NHS, education, the environment and the future.

"From three site independents, to the fast-growing multiples, this year's attendee list will showcase a strong mix of industry players operating on different scales across the UK and Ireland," continued Flinty. "The discussion will be geared towards voicing the experiences of each." On event day two, a dedicated Optical Group roundtable session will give delegates the opportunity to share best practice and raise issues across a variety of subjects.

Beyond the boardroom, opportunities to socialise will present themselves at hosted lunches, evening drinks and dinner. Some light-hearted team sports are also on the cards. "Though the programme is intensive," admitted Flinty, "its format affords plenty of time to wind-down. Previous attendees have commented on the networking value of these informal opportunities. For many, it will be a reintroduction to business contacts and industry friends."

By nature, OpticForum seeks to support the growth and development of independent practices, and so would welcome the addition of other independent groups to the programme. Independent optical business owners interested in participating can contact Flinty Bane by emailing flinty@openroomevents.com

To find out more about OpenRoom and OpticForum, visit www.openroomevents.com

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Eyes on 20/20

and beyond

AS OPTRAFAIR 20/20 APPROACHES, DAVID ELLISON
ROUNDS-UP SOME OF THIS YEAR'S SHOW HIGHLIGHTS

2020 is *the* year for optics. Innovation and adaptation are now more important than ever, with a need to diversify, invest, push the boundaries and explore new opportunities. Competing in a technology-driven world is essential for optical practices and practitioners to stay relevant.

Optrafair returns on 4-6 April 2020 to the NEC to provide insight into the latest issues and concerns facing the industry, as well as some practical solutions to implement in day-to-day practice. Visitors can expect world-class presentations, debate from industry experts and the chance to browse the latest technology on offer throughout the industry.

TECHNOLOGY, KIT AND SOLUTIONS

The Federation of Manufacturing Opticians (FMO) believes that Optrafair remains the premier show to browse the latest technology, kit and solutions on offer in the optical community. The show floor will be packed with suppliers, manufacturers and solution providers offering exclusive discounts, running show competitions and revealing their latest equipment. There will also be a variety of exhibitors who are exclusive to Optrafair, making the show floor a must-visit.

In the hall there will be a variety of brand new features to delight and inspire attendees. Visitors can walk down the Frames Boulevard to see the latest fashion collections from major brands, visit the central Iris stage for thought-provoking keynote lectures and swing by the University Village for post-grad courses designed to bolster their education. Additionally, the new-for-2020 Profs' Corner will provide unrivalled access to knowledge by allowing visitors to meet with eminent professors and academics speaking at Optrafair 20/20, to ask their questions directly.

KEY CET WITH PROMINENT SPEAKERS

The programme content offers world class presentations and debate from industry experts covering the issues facing the optical



View the latest technology and kit

industry today and aims to cater for all branches of the optical sector. A vast array of topics will be covered including business matters, environmental sustainability, social media and marketing, audiology practice, ocular imaging, ophthalmology techniques and new technologies such as artificial intelligence, as well as insights into how NHS reforms may affect future practice. Lectures, panel discussions, interviews, and even live surgery will ensure lively delivery of insight and developments in our rapidly advancing industry.

FOCUS ON MODERN CONTACT LENS ISSUES

Joining the line-up of world leaders within ophthalmology and optometry on the Optrafair 20/20 programme are Professors Lyndon Jones and Philip Morgan. These two globally renowned speakers are contact lens and anterior eye specialists who lecture worldwide.

Lyndon Jones is a professor at the School of Optometry & Vision Science and director of the Centre for Ocular Research & Education (CORE) at the University of Waterloo in



Professor Lyndon Jones



Browse new eyewear releases

Ontario, Canada. As University Research Chair, he has concentrated primarily on the interaction of novel and existing contact lens materials with the ocular environment, dry eye diagnosis and management and ocular drug delivery. He holds three of the higher clinical awards awarded by the UK College of Optometrists, and is a Fellow of the British Contact Lens Association (BCLA). He was awarded an honorary DSc by Aston University, and has delivered more than 1,000 lectures worldwide, spread over 40 countries.

Professor Jones will lead the session alongside Professor Philip Morgan, who is Professor of Optometry, Deputy Head of the Division of Pharmacy and Optometry and Director of Eurolens Research at the University of Manchester. He is the immediate past president of the International Society for Contact Lens Research and vice president of the International Association of Contact Lens Educators. He is also a Fellow of the American Academy of Optometry and the BCLA. He has authored more than 200 papers, most related to the clinical performance of contact lenses and the nature of the UK and international contact lens market.

The two speakers will lead a clinical-based session covering the major issues in modern contact lens practice, discussing how to optimise patient care and maximise the success of contact lenses. They will also be providing hands-on training at Optrafair 20/20's Dry Eye Tech Live session. Those wanting to meet Professors Jones and Morgan or ask them questions will also be able to find them in Profs' Corner.



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TOP-LEVEL DEBATE AND DISCUSSION

Optrafair 20/20's central stage, the Iris, will host the showpiece sessions and eminent keynote speakers. The Presidents' Address offers a unique opportunity to hear from the presidents of some of the major industry and membership associations, colleges and committees to discuss the main priorities for the profession in improving eyecare for the public.

This session will be chaired by Clive Marchant, president of the Association of British Dispensing Opticians (ABDO), and will feature: Colin Davidson, vice president of the College of Optometrists; Richard Whittington, chief operating officer of the Local Optical Committee Support Unit; Jonathon Bench, president of the BCCLA; and Mike Burdon, president of the Royal College of Ophthalmologists. Having so many presidents providing a glimpse into the future of practice will provide practitioners with some valuable thoughts on their future strategy.

Optical Question Time will gather high profile entrepreneurs and industry experts from corporate and independent practices to offer frank and insightful discussion and debate about the issues that really matter to the industry. Optician comedienne Sarah Morgan will host proceedings, with panellists: Doug Perkins, co-founder of Specsavers; David Mouldsdale, chair and CEO of Optical Express; Imran Hakim, chief executive of the Hakim Group; Lynne Fernandes of Lynne Fernandes Optometrists; Nicholas Rumney, chair of BBR Optometry and professor of optometry; and Scott Mackie of Mackie Eyecare and director of Mackie Professional Services. It is certain to be a lively and entertaining debate.

Commenting on the sessions, the chair of the FMO, Stuart Burn, said: "Attracting a dozen industry experts for the Presidents' Address and Optical Question Time is a real coup, providing the opportunity to discuss the issues that really matter to the industry. Feedback from last year's Optrafair revealed a demand for top level debate. I can assure you that Optrafair 20/20 will be well worth the wait."

KANSKI LECTURE: FUTURE OF OPTOMETRY

The keynote session at Optrafair 20/20 has been named the Kanski Lecture to honour the work of Jack Kanski, a world-class ophthalmologist and author who passed away last year. The FMO has awarded this session to leading ophthalmologist, Pearse Keane, whose lecture will be titled, 'AI and its likely impact on optometry and ophthalmology'. The lecture will take place at midday on Sunday 5 April.

Having graduated to Master of Science and Doctor of Medicine at University College Dublin, Pearse Keane is now a consultant ophthalmologist at Moorfields Eye Hospital NHS Foundation Trust and a NIHR clinician scientist at the UCL Institute of Ophthalmology. He is a world-leader in his field and a pioneer of the application of artificial intelligence (AI) to optometry and ophthalmology.

Pearse is leading the research at Moorfields Eye Hospital, which has entered a five-year partnership with Google DeepMind. A breakthrough in their research involved machine learning technology analysing more than a million anonymised retinal scans to automatically diagnose eye diseases such as age-related macular degeneration and diabetic retinopathy. Crucially, having analysed the scans, the tech is also able to make referral decisions.

Regarding his lecture at Optrafair 20/20, Pearse said: "I will describe the motivation – and urgent need – to apply deep learning to optometry and ophthalmology, the processes required to establish a research collaboration between the NHS and a company like DeepMind, the initial results of our research, and finally – why I believe that optometry and ophthalmology could be fundamentally reinvented through the application of artificial intelligence."



AI expert, Pearse Keane

LIVE LASER CATARACT SURGERY

However, AI is just one application of technology in the optical industry. Another example is the development of femto-second laser cataract surgery, which allows each step of cataract surgery to be reproduced using a laser as opposed to handheld tools. This surgery reduces risks and gives the procedure enhanced precision and accuracy.

A leading exponent of this surgery is Professor Sunil Shah, who will be performing femto-second laser cataract surgery during Optrafair 20/20. The surgery will be livestreamed straight into the event on Monday 6 April, allowing visitors to see the surgery first-hand. Additionally, he will be joining the event after the procedure to



Professor Sunil Shah at work in Cambodia

answer questions and meet with visitors in Profs' Corner.

Professor Shah is a consultant ophthalmic surgeon with a global reputation, appearing in the top 100 power list compiled by *The Ophthalmologist* magazine. He's a pioneer of LASEK laser eye surgery, which combines many of the benefits of other vision correction surgeries. He has been a consultant at the Birmingham and Midland Eye Centre since 2000, where he runs a cornea and cataract service and performs femto-second laser surgery at Midland Eye in Solihull.

What makes Professor Shah unique is that, as well as being an active researcher and innovator, he is the international medical director for the charity Khmer Sight Foundation (KSF), saving the eyesight of thousands of people who can't afford eye surgery in Cambodia. He revealed: "Whilst it is nice to be recognised for my research, teaching and clinical work, my passion for helping make life better for the 28,000 Cambodians who go blind each year is uppermost in my thoughts."

With the CET programme content sitting alongside a world-class exhibition made up of a huge range of suppliers and manufacturers, Optrafair 20/20 promises to be an exciting, stimulating three days. The event will be packed with opportunities to obtain high-quality business advice, be immersed in the latest clinical thinking, and get hands-on training with new products and equipment, which will help you to stay ahead in this constantly evolving industry.

Optrafair 20/20 will take place between 4-6 April at the NEC in Birmingham. For more information, and to register, visit www.optrafair.co.uk

David Ellison is operations director of the Federation of Manufacturing Opticians.

Opti Munich Spotlight on impeccable frames

By Joan Grady

Energetic vibes and an optimistic ambience prevailed as a new optical year and decade launched with Opti Munich. The three-day event at the Munich Fairground included exhibitors from 39 countries, and over 28,000 visitors. International participating companies presented optical and creative devices used in contemporary, state-of-the-art practices, lenses, frames and accessories. *Vision Now* preferred suppliers who participated in the event included Charmant, De Rigo, Marchon and Silhouette.

The atmosphere for optics is very positive and this was reflected in frame designs that put continued emphasis on quality and technology. Streamlined frames with exceptional design purity are further enhanced with elegant awareness of precise details. Colours are subtle with beautiful gradient colourations that softly highlight designs. Crystal frames and lightly transparent tones influence designs – and smaller, thin graphic shapes are featured in titanium and stainless steel frames.

Chris Beal, vice president of sales and marketing at Charmant, was particularly enthusiastic as the company was introducing its stunning new stand at the show. “Charmant is a Japanese company, so we reflected that heritage with a booth including plants and rice paper decoration,” said Chris. “Charmant is also celebrating the 10th anniversary of Line Art, so this is an exciting time for us, and we once again had a fantastic Opti.”

The Line Art Collection by Charmant was created with the inspirational role of music

in the brand’s DNA. Nuances, tonalities, fluidity and harmony are among the elements that make music so compelling. The same principles are composed in the Line Art designs, made with Excellence Titan – a superior quality material that took eight years of research and development. The strikingly elegant Line Art look features ultra-thin profiles and playful, music inspired temple arrangements.

Line Art has also created three dazzling jubilee frames featuring handset precious stones in a floral inspired arrangement. This magnificent artistic achievement is a fitting tribute to the exquisite Line Art odyssey.

PASSION AND TECHNOLOGY

A continuing theme that links eyewear is the unbridled passion that designers and manufacturers invest in their frames. Birgitte Falvin at Falvin Eyewear pioneers new eyewear creations with sensual, soft silhouettes in subtle, refined colours. The Danish designer’s latest frames – that she launched at Opti include Solstice – a



Jubilee odyssey Line Art frames with dazzling diamonds



Line Art celebrates its 10th anniversary with musically inspired designs

sophisticated cat-eye shape that combines a coquettish mood with strong style persona.



Sleek and sophisticated: Solstice by Falvin Eyewear

All Falvin designs are created with precious metals, including Black Gold, 24ct Gold, White and Rose Gold.

Art and architecture, plus linear sculpting embrace the Götti Dimension Collection.

Sven Götti’s latest innovations include Paro, crafted in Götti’s superb quality 3D printing with slender stainless steel temples, and introducing an intricate new hinge. Götti Dimension designs are contemporary and exude character and quality.

Deep in the Tyrol region of Austria, Rolf Spectacles use local natural resources for their original and multiple award winning frames that feature meticulous attention to detail in every design. Topolino is crafted in evolved stone, with exquisitely rounded temples and a powerful and compelling panto silhouette.

Silhouette launched its Titan Dynamics Contour models with sleek, modern minimalistic shapes. Timeless in appeal, the



Streamlined silhouette: Paro in Brick by Götti Dimension

frames are ultra lightweight, and include 12 different shapes in a versatile range of colourations, including Champagne Jungle, Blue Glacier, Taupe with Ivory, and Cassis Sundown. Optical comfort with adjustable fit further complements the designs.

CREATIVE COLOURS

High profile personalities as well as women who appreciate Caroline Herrera’s engaging,



Contemporary and vintage mood: Caroline Herrera distributed by De Rigo

acetates combine contemporary influences with vintage moods, enriched with distinctive incidentals.

California brand SALT Optics introduces stunning new styles that are infused with the natural splendour of premium components, high quality Japanese production, and gorgeous colours. A dramatic shape highlights the chicness of Hillier in glossy acetate that combines beauty, balance and comfort. The superb contouring



Natural splendour: Hillier by SALT Optics



Inspirational Evolved Stone by Rolf Spectacles

ensures a dynamic expression, as well as sun protection with polarised lenses.

At Opti, Nirvan Javan presented his first glossy acetate designs that are available in five different colour variations, including transparent black, dark blue and a transparent taupe. The Swiss designer has not relinquished his signature matt black for which the brand is acknowledged; he is creatively expanding his business with expressive shapes and colourations.



Luminous acetates by Nirvan Javan

INSPIRATIONS AND INTUITIVE EXPLORATIONS

Designers often remark how they are inspired or feel creative in certain situations. Travel, music and art, architecture, and their hometowns and countries enliven the spirit and produce ideas. For Jeremy Tarian, Paris is an enduring inspiration for his distinctive eyewear creations, as he finds the city overflowing with evocative charm.

His latest collection is titled Montmartre, triggered by the hill in Paris where during the end of the 19th century and into the 20th, was a gathering place for many artists including Picasso, Degas, Renoir and Suzanne Valadon. Lopic is one of the models, a glistening acetate and stainless frame named after Rue Lopic an ancient road in the Montmartre area. Jeremy said:



Paris is an enduring inspiration for Jeremy Tarian: Lopic from the Montmartre collection



Modern and minimalistic: Titan Dynamics Contour by Silhouette

“My trust in the abundance of strong and contrasting colours is where steel and acetate merge harmoniously.”



Modern silhouettes and unique colour combinations define Fleye Copenhagen frames. The Danish brand introduced individualistic frames at Opti with the Nordic Light Signature Collection.

Texture and contrasts: Nordic Light Signature Collection by Fleye Copenhagen

Both optical designs and sunglasses are reminiscent of the amazing reflections and remarkable Scandinavian light. Anna unites colour, texture and subtle contrasts in an oversized panto shape.

Blackfin is applauded for its streamlined, contemporary lustrous frames, and the brand’s new advertising campaign is titled Timeless Memories, which mirrors the credo of the designs. Evocative shapes are emphasised with deep colours for arresting two-tone combinations.

Opti Munich was an incredible celebration to mark the introduction of a new decade in the optical industry, and an exceptional opportunity for independent opticians to connect with brands that they know, and discover potential new partnerships in eyewear.



Evocative shapes and colours by Blackfin



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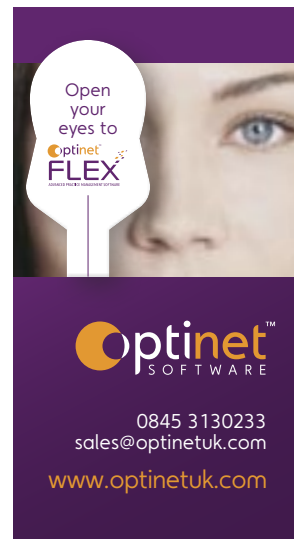
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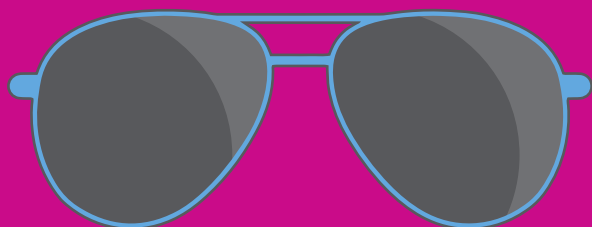
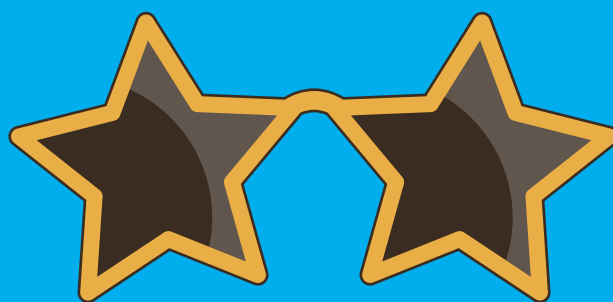
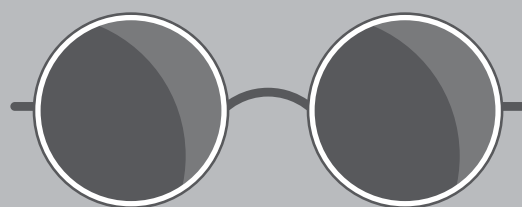
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