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JULY 2019

Vision Now magazine

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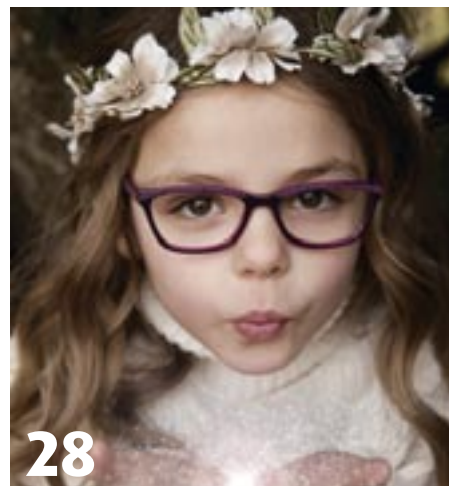
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Vision Now magazine is published by Peekay Publishing Ltd for The PK National Eyecare Group Ltd, the UK's largest purchasing group for independent opticians.



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Editor's comment



Supporting patients with sight loss has never been higher on the agenda of all those who work tirelessly in the area of low vision. However, it seems that much more work needs to be done to improve awareness – on both sides of the consulting room door – of the tools, strategies and services available to support patients living with what is often a devastating diagnosis of vision loss.

The Seeing Beyond the Eyes initiative, launched by Daniel Williams' Visualise Training and Consultancy, is one of many initiatives designed to rectify this. The company's two newest CET workshops, 'Communicating with patients who have low vision' and 'Disability awareness in practice', aim to help practitioners take their low vision patient support services to the next level.

Another recent initiative is Seven Steps, launched by the charity Henshaws. Seven Steps is a roadmap tool to help people diagnosed with visual impairment find out what to do next, and ensure they are aware of the local support available. The plan includes speaking to a local sight loss advisor, getting a referral to a local rehabilitation team, and regularly reviewing a personal plan. You can find out more about these and other initiatives with a simple Google. Or why not consider ABDO College's Low Vision Honours course – and develop a new, much-needed string to your bow?

This is our last issue before our summer break, and we have a lot to share from the contact lens sector following the recent BCLA conference – plus a lovely style spotlight on children's eyewear. Have a great summer and we'll see you in the autumn.

Nicky Collinson

Editor

The Editor welcomes letters, articles and other contributions for publication in the magazine and reserves the right to amend them. Any such contribution, whether it bears the author's name, initials or pseudonym, is accepted on the understanding that its author is responsible for the opinions expressed in it and that its publication does not imply that such opinions are those of The PK National Eyecare Group Ltd. Articles submitted for publication should be original, unpublished work and are accepted on the basis that they will not be published in any other journal. Acceptance of material for publication is not a guarantee that it will be included in any particular issue. Copyright © 2019 by Peekay Publishing Ltd. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, including photocopying and recording, without the written permission of the publishers. Such written permission should also be obtained before any part of this publication is stored in a retrieval system of any nature.



1 Seiko Optical



Jonathan (left) with Matt (centre) and the team

Jonathan Best of Best Opticians, Bristol, was the lucky winner of the recent NEG/Seiko Optical competition to win a day for two at Thruxton with Team Simpson. Jonathan said: "We had a fantastic day at Thruxton Motorsport Centre watching Team Simpson. Following breakfast butties in the VIP area, we met Matt Simpson and the team and had a chance to ask him any questions we had. For each race, we had a headset linking us to Matt and the pit stop so we could hear what was going on during the race. Matt started well but had a few setbacks towards the end due to cutting some corners – literally – but the team was pleased with the overall result.

"Getting to meet his technicians and his family was a great insight into his racing life and how the support from Seiko has really helped him to compete with the 'giants' BMW. Not forgetting that Team Simpson is an independent just like us. It was a great day and a big thank you to Richard Hollings and Andy Taylor our hosts for the warm reception, and NEG for allowing us to have the tickets," Jonathan added.

4 Lenstec Optical Group

Last month, Lenstec Optical Group sadly announced the death of Paul Walden. Well known throughout the industry and profession, Paul was sales and technical director at the Lenstec Optical Group. The company stated: "We are deeply saddened to have to inform you of the passing of Paul Walden. Paul worked for the Norville Optical

2 Silhouette

Silhouette International is ending its license to produce sports eyewear under the Adidas brand to launch its own high-end sports eyewear brand. With over 25 years of expertise in the sports eyewear industry, Silhouette has received many accolades and awards for its Adidas-branded sports eyewear. The Austrian eyewear brand will now funnel its technological expertise and design into growing its brand portfolio and introduce a high-end sports eyewear collection. Launching this autumn, the new sports eyewear collection will be rolled out across selected retailers in Europe and the UK in early 2020.



Austrian brand to launch own sports collection

3 Stepper UK



Stepper SI-60166

With the recent trend for more round eye shapes, Stepper is showcasing this month its SI-60166 style – designed with what the company calls a "best for purpose" material selection in mind. "Stepper chooses materials that meet the performance needs of the frame part," said Peter Reeve, managing director of Stepper UK. "The front requires flexibility and a slim profile, so here beta titanium is the material of choice. Whereas the temples have a mono-block 'barrel' shape design for which the pressing process of titanium from a solid piece is more suited. The sum of all this in-house expertise and cost efficiency is a happy spectacle wearer and that, ultimately, is what the job of a frame maker is all about," Peter added. The SI-60166 is available in olive gold and graphite silver.



The late Paul Walden

Company for over 30 years, before joining Lenstec Optical Group as sales and technical

director in recent years. Paul was a leading light in our industry and will be sadly missed by his Lenstec colleagues and friends across the entire optical profession."

Nigel Castle, the group's managing director, added: "Paul contributed greatly to our training culture and I will miss his knowledge, as well as his friendship. The many messages we have received have been very comforting at this sad time."

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BCLA 

2019 BCLA Industry Award Winner



www.coopervision.co.uk/practitioner/myopia-management

1. Chamberlain P, Back A, Lazon P, et al. 3 year effectiveness of a dual-focus 1 day contact lens for myopia control. Presented at the 40th British Contact Lens Association Clinical Conference and Exhibition; 10 June 2017; Liverpool, United Kingdom.

* Compared with a standard single-vision, one-day lens over a three-year period.



5 CooperVision



Professor Lyndon Jones

More than 90 practitioners attended a recent meeting in Birmingham, hosted by CooperVision, to hear Professor Lyndon Jones from the University of Waterloo, Canada, discuss recent developments in myopia management, as well as the clinical considerations for using silicone hydrogel material in a daily disposable modality. The UK event, titled 'Changing perspectives, changing lives', was part of CooperVision's 2019 International Seminar Series where Professor Jones will tour a number of cities across Europe.

CooperVision director of marketing and national accounts, Mark Draper, said: "We were delighted to be able to bring one of the world leaders in contact lens research and education to UK practitioners. When it comes to silicone hydrogels, there is heightened awareness of peripheral oxygen requirements in lens wear and clinical evidence showing hydrogel lenses do not meet the requirement of 33 Dk/t in the periphery. This makes a compelling argument for silicone hydrogels as the first choice for even daily disposable wearer."

7 Heidelberg Engineering

The Heidelberg Engineering Academy has launched a new series of educational events spotlighting the role of multi-modal ophthalmic imaging in hospitals nationwide. The full day, Grand Rounds courses will cover a broad range of topics including new developments in diagnostic imaging, image acquisition and interpretation for both retina and glaucoma, case study review and a special feature on OCT angiography.

"The comprehensive education programme from the Heidelberg Engineering Academy offers training in acquiring the best images and interpreting the results for both new and experienced eye care professionals," explained Christopher Mody, the company's director of clinical affairs. "Our courses are always interactive and encourage peer-to-peer networking so that participants have the opportunity to learn from each other and share their success stories". Three CET points are available for optometrists. Find out more at www.HE-Academy.com/GrandRounds

6 Michael Pachleitner Group



One of the group's eyewear collections

NEG has welcomed the Michael Pachleitner Group as a new Preferred Supplier. The Austrian company is just entering the UK market, and exhibited its eyewear collections here for the first time at the recent NEG Building for Success conference in Nottingham.

An owner-managed optics company with headquarters in Graz, Austria, and several locations in Europe the company offers an extensive range of frame brands, sunglasses and spectacle lenses. It also provides marketing concepts and specialised logistics solutions to specialist opticians.

Find out more about the company at www.michaelpachleitnergrou.com

8 Positive Impact



New DemEx solution

A new lid cleanser developed by UK optometrist, Craig Wilcox, to control Demodex blepharitis, ocular rosacea and seborrheic blepharitis, as well as meibomian gland conditions, is now available from Positive Impact. DemEx is an allergen-free foaming cleanser with a plant-derived formula. First developed for use in practice to control Demodex infestation, the cleanser contains an active ingredient, T40, which is derived from tea tree oil and is said to be most effective against Demodex. Massaged gently by clean fingers, the DemEx cleanser removes harmful microorganisms from the eyelids, the lash follicles and eyebrows. It is then rinsed off.

DemEx can also be used to reduce sebum production and unblock the pilosebaceous canals. It also helps reduce UV-induced erythema and fungal problems. In addition, DemEx has antimicrobial and anti-inflammatory properties meaning that it can also be used as an anti-bacterial face wash. "We decided to develop DemEx due to a lack of similar strength solutions available locally," said Craig. "We trialled DemEx for over a year and find it to be well tolerated and effective."

ROCK STAR



BORN TO BE SEEN

9 Pennine Optical



Cool street style

Pennine Optical is running a back-to-school promotion for its Street Kids collection, designed for boys and girls aged from five to 12 years old. The collection comes with a two-year frame guarantee, an 'always available' in stock promise and competitively priced all-in-one frame and lens packages. Available in metal, acetate and TR90 with some featuring flex joints, 180° spring joints and silicone nose pads, there are more 15 styles to choose from in sizes 44-49/16. Contact the company for details of the promotion.

10 Alcon

New Systane Complete from Alcon is said to be effective for all three types of dry eye disease: aqueous deficient, evaporative and mixed. The formula includes the active demulcent, propylene glycol, designed to instantly hydrate the aqueous layer, and enhance the lipid layer to prevent tear evaporation. Within Systane Complete, a lipid complex containing polar phospholipids and mineral oil, in the form of tiny nano-sized droplets with propylene glycol, is said to contain more HP-Guar than Systane Balance. HP-Guar interacts with other excipients and crosslinks within the aqueous layer to help with retention of the demulcent (propylene glycol) while allowing for a slow release of nano-sized lipid droplets.



New formula for ocular relief

Rupinder Sohal, Alcon brand lead for Systane UK, said: "The launch of Systane Complete is a really exciting addition to our ocular health portfolio, offering a one-drop solution for patients and practitioners when it comes to all types of dry eye. Systane Complete's

innovative and unique composition delivers optimal dry eye relief for users. The slow release formula and nano-sized lipids could mean fewer applications throughout the day. This could make it even more convenient to help patients achieve optimal dry eye relief."

12 Dunelm Optical

As part of its ongoing 50th anniversary celebrations, Dunelm Optical is offering free glazing and stock single vision prescription on selected ranges when ordered all-in glazed. Opticians can also take advantage of free glazing and stock single vision prescription with UV400 protection across selected sunglass brands, when ordered all-in glazed. Designer brands Joseph and Paul Costelloe also benefit from hard multi coating included in the price.



New Freya Sun 006

Oliver Beaumont, Dunelm's product development director, said: "Dunelm's all-in frame and lens packages offer quick turnaround, convenience and quality

guaranteed. We encourage opticians to use our frame and lens service, we are certain that it will deliver a reduction in both costs and time with no compromise on quality."

11 General Optical Council



Deborah Bowman MBE

Deborah Bowman MBE will become the newest lay member of the General Optical Council (GOC) on 1 September for a period of four years. She will replace Selina Ullah, whose term finishes on 31 August. Deborah is professor of bioethics and clinical ethics and deputy principal (institutional affairs) at St George's, University of London. In 2016, she was awarded an MBE for Services to Medical Ethics.

GOC chair, Gareth Hadley, said: "I am pleased to welcome Deborah to the council. Her high level of expertise in professional standards and ethics will be extremely valuable as we continue our work of ensuring public protection in the optical sector. I look forward to working with her as the GOC progresses key strategic projects, including the Education Strategic Review and Continuing Education and Training Review."

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1. Akerman et al., Patient and Eye Care Professional satisfaction with a novel Water Gradient daily disposable multifocal contact lens, 2nd World Congress of Optometry, Hyderabad, India; 11-13 September, 2017. 2. Maissa C, et al. Evaluation of the Lubricity of DAILIES TOTAL1 contact lenses after wear. Opt Vis Sci Annual meeting 2014. 3. Ham BM, Cole RB, Jacob JT. Identification and comparison of the polar phospholipids in normal and dry eye rabbit tears by MALDI-TOF mass spectrometry. Invest Ophthalmol Vis Sci. 2006;47(8):3330-3338. 4. Belda-Salmerón L, Ferrer-Blasco T, Albarrán-Diego C, Madrid-Costa D, Montés-Micó R. Diurnal variations in visual performance for disposable contact lenses. Optom Vis Sci. 2013;90(7):682-690. 13309 © 2019 Alcon. GB/NC/DAI/03/19/0035

13 Marchon

Salvatore Ferragamo has joined forces with three Italian designers and one photographer to launch a spring/summer 2019 capsule of men's eyewear. In a series of short films being shared across Ferragamo's digital channels, landscape designer Derek Castiglioni, furniture designer Francesco Meda, photographer Guido Taroni and interior designer Rodrigo Izquierdo reveal their visions and professional philosophies.

Paul Andrew, Salvatore Ferragamo's creative director, said: "To create 2019's men's eyewear capsule we researched archival shapes from the 1950s and 1960s, then combined ultramodern materials with the Gancini emblem of the house to build a line of products that embody the values of Italian excellence that are both timeless and contemporary. Those values are shared by Derek, Francesco, Guido and Rodrigo: four brilliant individuals who share a deep



Derek Castiglioni models one his designs

connection forged by Italian culture." The collection is available from Marchon.

15 Essilor

Essilor has launched a brand new online CET platform for eyecare practitioners. The site, at cet.essilor.co.uk, hosts a vast range of CET modules targeted at optometrists, dispensing opticians and contact lens opticians. Essilor professional relations executive, Charlotte Timbury, said: "This is a completely new initiative for us and forms part of our ongoing commitment to be the independent's best business partner by helping the industry with life-long learning to provide the best service to their patients."

Users can search for CET by target audience or competency and choose from articles, educational papers, videos and clinical case studies on topics of their choice. Upon completion, participants will answer multiple choice questions to gain their CET points. Current CET topics such as 'The challenge of digital vision in a multi-screen world' will be available and updated regularly by Essilor's in-house professional relations team.

14 Johnson & Johnson Vision



Showcasing the lens at the BCLA conference

Acuvue Oasys with Transitions Light Intelligent Technology contact lenses have been officially launched in the UK. "We are excited to bring Acuvue Oasys with Transitions Light Intelligent Technology to the UK this year," said Giovanni Abruzzini, Johnson & Johnson Vision, director northern Europe region and general manager UK/Ireland. "We believe this technology will be a game changer for the health and eyecare industries."

Johnson & Johnson Vision will be collaborating with online influencers and athletes in the UK to share how light affects their eyes every day, and the benefits that the lens can bring. The company said their stories will be backed up by the findings of its recent in-house research amongst 1,047 adults, which showed that 70 per cent of respondents were bothered by light in a given day, but only 34 per cent had discussed this with an eyecare professional.

16 International Eyewear



Technology meets design

German eyewear specialist Eschenbach Optik has introduced two new Liquid Metal models in its original memory metal TitanFlex collection, available from International Eyewear. Liquid Metal is created using an amorphous metal alloy, whose non-crystalline structure provides hard wearing, scratch resistant, non-corrosive and elastic properties, with the atomic structure of glass for a high-end surface finish. Arctic proof, liquid metal remains flexible up to -30°C. Although ultra-flexible, the frame bending radius is limited to 45°C. Both new releases are available in two versatile eye sizes.

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Frame style shown: **SI-20084**

17 Silhouette

Silhouette's colourful new full-rim collection, Dynamics Colourwave: Accent Rings is split into two collections – Core and Highlight. The Core collection



Dynamics Colourwave: Accent Rings in lilac

is made up of 10 frames: four men's, four ladies' and two unisex shapes.

The Highlight range predominately offers four new frames for women.

Using a rimless chassis, the collection creates features

strikingly shaped, coloured contours to wrap the lens, ranging from a delicate salmon to a chic lilac, to a striking cherry red. New colours for 2019 include a deep blackberry, a spring-spruce green and a bold burgundy.

18 Louis Stone

Louis Stone has been busy once again supporting optometry students across the UK. For the City University Eyeball charity raffle, attended by some 115 students and staff, the company donated an indirect slit lamp lens, which was won by Michelle Wright. She said:

"I am very excited about winning because it is an opportunity to learn to use this lens that I've never used before."



Michelle Wright (second right) with her prize

For the Glasgow Caledonian University (GCU) Eyeball, the company donated table favours and prism bars for the charity raffle won by third-year orthoptics student, Rheagan Lang. She said: "I am very grateful to have won the prism bars, and I cannot wait to use them in clinic whilst I'm on my summer block placement." The GCU raffle raised £1,320 for Reverse Rett, Scottish War Blind and the Visual Research Trust.

19 Transitions Optical

The Light Under Control multi-media campaign launched by Transitions Optical last year, to bring the benefits of photochromic lens technology to a younger



Multi-media campaign continues

audience, continues into 2019 'speaking' to consumers where they work, shop and consume media. TV sponsorship has rolled out across the channels Eden, Really, W and Drama and will be active until August, and a new All 4 video on demand (VOD) campaign will run until the end of September.

The brand has also developed four films fostered by the idea, "to celebrate the light and how we embrace it". Each video explores the lifestyle of a different individual who has found an ideal eyewear solution, each telling a story that spectacle wearers can relate to.

The character Yoon (pictured) is being used for the VOD and other characters are being used for the TV sponsorship.

Social media activity will run until November, and supporting point-of-sale material is available for practices.

AN INDEPENDENT VIEW

Learning from others

Why is it that we cannot learn from others? It is well known in the world of optics that Scotland elected to take a different path from the rest of the UK in 2006. They were ahead of the game with the concept of community eyecare. The principles were straightforward: reduce the burden on secondary care, retain minor eye problems within the community, improve the quality of referrals, in particular for glaucoma, and play a full part in the global initiative of eliminating avoidable blindness by 2020 as espoused in Vision 2020 – the Right to Sight.

The revised General Ophthalmic Services Arrangement (GOS 2006) revolutionised how community eyecare was delivered in Scotland. In 2016/17, more than one million eye disorders, or people at risk of eye disease, were managed as part of primary eyecare and 66 per cent of supplementary eye examinations related to eye emergencies. Optometry Scotland (OS) estimates the total cost saving for 2016/17 that resulted from the move to community eyecare was £71m. Not satisfied with this, OS is pushing for further investment in GOS.

In the meanwhile, NHS England has been tinkering around with minor eye conditions services and enhanced eyecare services, based on local clinical commissioning groups' appetites, resulting in a postcode lottery for eyecare and eye health. Surely the evidence from Scotland should be enough for a national policy that embeds primary eyecare in community optometry that, in turn, helps to prevent avoidable sight loss and saves the NHS a lot of money.

A senior official's view that "it is easy for them – it is a small country" and by extension the logic that people living in a large country should have a greater proclivity for sight loss, is arrant nonsense. It is time for all optical bodies south of the border to pressure Westminster to take this issue seriously with an imposed national policy.

Association for
AIO
Independent Optometrists
and Dispensing Opticians

Developing thoughts



Don't stick with a tried and tested business model that has worked for decades, writes Phil Mullins

If it's not broken – fix it

We have all used the age-old adage: if it isn't broken then don't fix it. In other words, if it's working don't meddle with it because you'll mess it up one way or another. I know I used to, when I was in practice, and probably regretted it most times. That patient who is really happy with their progressives, but rather than take the chance with a new and better product, you just leave them in the same design. Obviously, with the exception of the engineer wearing executive bifocals, is this how we should be looking at our businesses and life in general?

There are many examples, particularly in business, where things have been left unchanged because they are successful, then the world changes and suddenly they aren't successful. I'm sure Philip Green thought his success with the Arcadia Group would continue but in the last five years or so, he has seen its success turn to the point where its future is under threat.

So, what's gone wrong for these shops and many others on the High Street? They're still selling the same type of products and targeting the same demographic; their prices haven't increased – if anything they have reduced. The biggest issue is that they have stuck with a tried and tested business model that has worked for decades. However, the world around us has changed massively – especially the way we 'consume' – not just products, but services, information and how we interact with others.

ACCELERATED CHANGE

Consider this: Facebook was only launched in 2004, Twitter in 2006, the first iPhone was launched in 2007 and WhatsApp in 2009. Amazon is a total old boy as it has been around since 1994 but look at the impact all of these innovations have had on our lives. Add in YouTube, Instagram and

24-hour rolling news, it becomes hard to keep up. The frightening thought is that change is actually speeding up. It took thousands of years to move from discovering fire to the invention of electricity, but just 100 years since we flew across the Atlantic, 50 years since man first stepped on the moon, and next year we will see the first space tourists – provided you have £300,000 to spend.

Evolution works on the principle that it is not the most intellectual of the species that survives, it is not the strongest that survives, but the species that survives is the one best able to adapt and adjust to the changing environment in which it finds itself. This is never truer than in business: we must change and adapt to survive. Just look at Microsoft; they had their software in almost every computer in the world, other than those made by Apple. This meant it was difficult to sell more products, which led to rolling out major updates every couple of years. This, in turn, meant that users updated their software to run on the new operating system. People got wise so stopped upgrading so often, so Microsoft moved it to the Cloud and started making everything a monthly subscription. They make it easy for people to share data, but this means both parties must have the same software. They then produced the hardware so users could have the complete Microsoft experience.

START CHANGING TODAY

Businesses can be like oil tankers, the bigger you are the longer it takes to change directions, so if Microsoft can change direction how much easier is it for you? I'm not saying you should change everything overnight, but you do need to look at where you are in the market and whether that market is still going to be there in a couple



Don't let your business run aground

of years. Over the 30 years plus that I've been working in optics, I have come across so many practice owners who say they have a full appointment book and have never advertised; they simply send recalls. But is the book full of patients who don't make you any profit? Where are your new patients coming from, as they are your future?

Should you not be making use of the modern options to communicate with existing and potential patients? Look at what they want; is it service, product range or the best price? Learn from the successful businesses around you. Look at your online offering as well as your High Street presence and ensure you are available with a message 24 hours a day. Your patients need to be able to book an appointment, or order new contact lenses when they think about it – not just when you're open. People might be searching for a new optician and want to see what you offer.

If you're not changing then the world is flying by and will leave you behind. Look at where you want your practice to be in two or three years; look from the outside in and decide what changes you need to make to get you there. If it isn't broken, make it better.

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1887 Patents iris diaphragm shutter helping give rise to snapshot photography	1902 Creates Balopticon slide projector to project images	1922 Produces Super Cinephor lens first used in cinemas	1937 Introduces Ray-Ban® goggles	1949 Develops first ultraviolet microscope optics	1953 Creates CinemaScope lens technology for widescreen film projection
1964 A Bausch + Lomb Super Baltar lens captures the first close range images of moon surface from within the moon's orbit	1971 Launches SofLens® the world's first mass-produced soft contact lens	1982 Creates its first bifocal contact lens	1983 Acquires Polymer Technology Corporation rigid gas permeable contact lenses and Portfolio	1998 Launches PureVision® silicone hydrogel contact lenses	2010 Launches PureVision® 2, contact lenses with high definition optics
2012 Launches Biotrue® ONEday contact lenses with Surface Active Technology™ - a next generation hydrogel	2014 Launches Bausch + Lomb ULTRA® contact lenses with Moisture Seal® Technology				
2017 Launches Bausch + Lomb ULTRA® for Astigmatism and Biotrue® ONEday for Astigmatism	2019 Launches ULTRA® Multifocal for Astigmatism contact lenses				

Future Innovations...



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The company is one of the best known and most respected healthcare brands in the world, offering the widest and finest range of eye health products including contact lenses and lens care products, pharmaceuticals, intraocular lenses and other eye surgery products.

Our highest priority is the well-being of the people we serve. By listening to our customers and patients; by constantly honing our innovative edge; by executing with integrity and excellence. We strive to earn the trust of our partners and stakeholders.

Over the last 165 years, Bausch + Lomb have become a global hallmark for innovation and quality. Our talented and motivated colleagues work relentlessly to invent new materials, engineer new technologies and ultimately bring new innovations to help people see better to live better.

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Bausch + Lomb's Pharmaceutical portfolio has played a key role in supporting the clinical practice of Ophthalmologists and Optometrists for nearly 60 years with a range of single use preservative free products, dry eye treatments, over-the-counter eye health products and surgical aftercare.

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A "truly global gathering"

Myopia control and a united global outlook were at the heart of the recent BCLA conference in Manchester

The international audience at the biennial clinical conference and exhibition of the British Contact Lens Association (BCLA), held in Manchester from 30 May to 1 June, was more engaged with the concept of myopia control than ever before, said the Association. Indeed, in his keynote address, Dr Jeff Walline from Ohio State University, told delegates: "When I first started talking about myopia control there would be 10 people in the audience. Five would be my family and the other five would be in the wrong room. Things have changed now."

A dedicated track on the second day of the three-day conference focused solely on the issue of myopia control, with Dr Walline chairing a session exploring the myths and misconceptions in myopia management, comparing the benefits of myopia management over putting children into contact lenses, and questioning whether or not you could be successful in myopia management without measuring axial length. As part of the discussion, Dr Walline concluded that spending time outdoors at an early age could delay the onset of myopia "but it didn't necessarily slow its progression".

AWARDS AND ACCOLADES

The conference saw hundreds of eyecare professionals from across the world descend on Manchester Central to enjoy a packed programme of lectures, workshops and peer discussion. Day one saw keynote speaker, Professor Eric Papas, address the issue of contact lens comfort and chair a session looking at the types of lenses being prescribed and maintaining ocular health.

Professor Lyndon Jones from the Centre for Ocular Research and Education at the University of Waterloo in Canada was awarded the BCLA Medal and used his address to focus on 30 years of research in contact lens deposition, corneal staining and ocular drug delivery. The Irving Fatt Memorial Lecture was delivered by Dr Nicole Carnt, who focused on the topic of acanthamoeba keratitis, while Dr Eef van der Worp chaired a mini Global Speciality Lens Symposium and Professor Philip



Dr Jeff Walline discussing myopia control

Morgan studied the relationship between the tear film and contact lenses.

A highlight of the programme saw Professor James Wolffsohn, associate professor Jennifer Craig, and Dr Sruthi Srinivasan stage a live on-stage Dry Eye Tech session hosted by Professor Jones, showcasing the state-of-the-art equipment available to delegates interested in setting up a specialist practice treating dry eye disease.

During the BCLA awards dinner on the Saturday evening, Dr Saleel Jivraj was named BCLA Dry Eye Practitioner of the Year Award, Eleanor Hill won the BCLA Young Contact Lens Practitioner Award, and a team from CooperVision received the BCLA Industry Award. The Diane Gould Photography Competition was won by Fazeela Umar for her image, 'Lattice corneal dystrophy' while Marta Blanco-Vasquez won the BCLA Poster award.

A total of 24 new BCLA Fellowships were awarded, five people received Dry Eye Fellowships and 14 people were presented



Professor Lyndon Jones receives his award from Professor Sunil Shah



New BCLA president, Jonathon Bench

with their certificate for Dry Eye Management and Contact Lens Retention. It was announced during the conference that a new BCLA certificate in myopia management would be launched later this year.

Outgoing BCLA president, Professor Sunil Shah, who officially handed over to Alcon's Jonathon Bench at the awards dinner, said: "This conference was a truly global gathering featuring the very best speakers on the subjects that matter most to 21st century eyecare professionals. To see so many countries from around the world represented in both delegates and speakers proved the enduring international appeal of the BCLA."

ADAPTING TO CHANGE

Looking ahead as he took office, Jonathon said: "Over the next year, we have to face up to the fact that we will be changing, we will be evolving and we're going to be adapting. It's an exciting time and we need everybody who's part of the BCLA to raise their voices, share their thoughts and let people know why the BCLA is so important to them so we can encourage so many more people become part of our big family."

Jonathon added that combining the Association's worldwide appeal with an updated technology-focused offering for a highly-engaged generation of newly-qualified eyecare professionals, would be core to his remit for the 12 months ahead. He thanks his predecessor, Professor Shah, for his work to bring optometry and ophthalmology closer together. "It's through collaborative ways of working that we can continue to truly make a difference to patients' lives," added Jonathon.



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Myopia and modality insights

New research from CooperVision has revealed a need for more education on myopia management options, and some of the reasons why ECPs are increasingly refitting with one-day lenses

One of the first companies to seek commercial methods to broadly address myopia management, resulting in the launch of MiSight 1 day, CooperVision brought a team of scientists, clinicians and executives to the recent British Contact Lens Association (BCLA) conference in Manchester.

During the meeting, the company unveiled five-year data from its MiSight 1 day myopia management clinical trial, providing a view of myopia progression rates in children wearing the specialised contact lenses for an extended time frame. Among the insights shared was that fact that children who commenced myopia management with MiSight 1 day at an older age progressed at the same rate as those who have been in treatment for the full five years.

Other CooperVision-sponsored myopia-focused insights included a poster presented by Professor Mark Bullimore on, 'Myopia control: why each dioptre matters', concluding that preventing one dioptre of myopia should lower the risk of myopic maculopathy by 40 per cent. Furthermore, the poster highlighted, the treatment benefit was independent of the level of myopia. The study also proposed that long-term benefits to a patient's visual health with reducing myopia progression outweighed the "very low risk of serious adverse events that could occur with daily disposable soft contact lenses worn during childhood to help slow myopia progression".

LACK OF PARENTAL AWARENESS

However, despite rising evidence on the efficacy of myopia management options, new CooperVision-commissioned survey data out of the UK and Australia has indicated the need for better education about them. Among 280 myopic UK parents surveyed, with children aged eight to 15 years, 66 per cent said they were aware that childhood myopia was progressive, but



Link between myopia and maculopathy not widely understood, study found

76 per cent were not aware of the link between myopia and the risk of future eye health problems, such as glaucoma, retinal detachment and myopic maculopathy. Fifty-eight per cent of parents surveyed were "not worried" by their child's myopia.

The survey also revealed that 69 per cent of parents were unaware of anything which helped slow the progression of myopia in children. Yet among respondents, 82 per cent said they would be interested if there was a way to do so. Seven out of 10 of parents said they would consider contact lenses for their child if they knew they might reduce the risk of associated eye health problems later in life.

The company also highlighted the newly-published, 'Australia and New Zealand child myopia report: a focus on future management, which found that 49 per cent of Australian parents of children aged 17 years and under admitted they did not know what caused myopia. Only 12 per cent of parents knew of the lifestyle factors that had an impact on child myopia: low levels



Learning more about MiSight 1 day at the BCLA conference

of outdoor activity, low levels of light exposure, prolonged near tasks such as reading and gaming on portable devices.

In the UK survey, 92 per cent of parents said they would expect their eyecare practitioner (ECP) to tell them about the options available to help slow progression. And 85 per cent of the parents surveyed agreed with the statement: 'ECPs have a duty to advise on suitability for contact lenses so consumers know all their options'. However, when asked why they were not yet offering myopia management to their patients, the top two responses from 143 Australian ECPs participating in a multi-city myopia event were not having specialist equipment (34.3 per cent) and lack of knowledge (31.5 per cent).

The UK study showed "clear pathways to helping parents understand and adopt a clinically proven myopia management option, such as MiSight 1 day contact lenses," said James Gardner, CooperVision vice president for global myopia management.

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Pace of one-day refitting is increasing, says CooperVision

"Based on these surveys and discussions with ECPs, it's clear that parents lack a basic awareness of what myopia is or its potential impact on the future health of their children's eyes. There's an unmistakable and urgent need for broad-based education about this worsening global issue.

"Parents want to be informed about the options to slow the progression of myopia, and firmly believe it is part of the ECP's role to provide this information," continued James. "Partnering with practitioners, together we can deliver much-needed education so that parents better understand the condition and become comfortable with the benefits of MiSight 1 day contact lens wear."

BELIEFS AND BEHAVIOURS IN PROFILE

In other new consumer insights from CooperVision, an industry report has profiled the beliefs and behaviours driving a switch to one-day contact lenses from monthly and two-week modalities. Based on surveys conducted among 450 ECPs and 2,000 contact lens wearers in the US, Germany, Spain, Italy and France, the findings showed professional actions corroborated by scientific evidence, yet also revealed some challenges caused by perceived barriers to adoption, said the company.

"It's clear that eyecare professionals are moving in large numbers to refit frequent replacement [FRP] wearers to one-day contact lenses, with many also citing the health benefits of silicone hydrogel materials," commented Gary Orsborn, CooperVision vice president of global professional and clinical affairs. "Yet the report also illustrates that despite scientific understanding and personal preferences, some ECPs misconstrue what their patients want and even expect."

Five primary insights are highlighted in the new publication, each providing a viewpoint on one-day refitting trendlines:

- 1. The pace of one-day refitting is increasing.** Compared to six months ago, 79 per cent of US ECPs and 46 per cent of European ECPs said they were moving more FRP wearers to one-day lenses, with a similar proportion feeling this trend would continue over the next year.
- 2. ECP recommendations matter most.** In 84 per cent of all switching scenarios, the ECP was driving the change. Moreover, 69 per cent of patients reported that they made their final lens choice based on the ECP's recommendation.
- 3. Eye health and comfort are behind the shift.** In 70 per cent of switching cases, ECPs suggested the change because of patient issues with previous contact lenses. Professionals cited general and long-term eye health, comfort at the end of the day, and better fit for patient lifestyle as benefits of moving to a one-day modality.
- 4. Beliefs don't always equate to action.** Despite nearly nine in 10 ECPs stating that they believed "those in one-day lenses should be in a silicone hydrogel material," nearly half of patients moved from FRP silicone hydrogel lenses were fitted with one-day hydrogel materials. CooperVision commented that "this disconnect exists even though more than two-thirds of contact lens wearers say they expect their ECP to recommend lenses – regardless of the cost – that provide the oxygen their eye needs".
- 5. Misperceptions fuel ECP hesitancy.** When asked about their use of a hydrogel material when refitting wearers into a one-day contact lens, 55 per cent of ECPs cited price concerns, while 28 per cent of ECPs believed some patients did not wear their lenses enough to require the oxygen transmissibility benefit of silicone hydrogel materials.

"While it's clear that ECPs have a strong inclination to refit wearers into one-day silicone hydrogel lenses, and are doing so around the world, we still need to partner with them to help overcome perceived obstacles," said Dr Orsborn. "One way is through this new report, which includes practical advice on how to communicate the value of these incredible lenses to patients, using language that resonates. It also has tips on discussing price aspects such as cost per wear and care regimen savings, plus noting that some one-day silicone hydrogel options are priced similarly to one-day hydrogel lenses."



Report offers practical communication tools

The report is entitled, 'Moving frequent replacement contact lens wearers to 1-day? Be careful not to get lost along the way', and is the latest publication in the company's consumer insights series. It is available for online review and download from coopervision.com/frp-to-1day-sihy

CHANGING PARADIGM OF PRACTICE

Commenting on recent developments in myopia management, Mark Draper, director of marketing and national accounts at CooperVision UK, said: "Myopia management is such an exciting area for eyecare practitioners, and will change the paradigm of how we deal with myopia in children. With the simplicity of a daily disposable contact lens, practitioners can now offer an intervention to help slow myopia progression and reduce risk of future eye disease, whilst also providing the functional and emotional benefits contact lens bring anyway. Research has shown that if options to slow myopia exist, which they now do, then parents do expect their practitioner to discuss them.

"The issue of patients dropping out of contact lens wear is well known," Mark continued. "Following up with new wearers in the first few days is vital. Longer term, many patients are left in the same lens materials they were first fitted with several years ago; these may have been fine at the time but lens technology has changed so much in recent years. Daily disposable silicone hydrogels give practitioners a perfect chance to offer something healthy and new that might better meet their patients' needs for all day wear to help reduce this drop-out," Mark concluded.

All of the information contained in this article was supplied by CooperVision.

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A unique opportunity



Behavioural optometry presents a unique opportunity for independent practices to differentiate, writes BABO secretary, Allie Pallister

It is fair to say that behavioural optometry has been the subject of controversy over the years. Yet it is a growing specialism in the world of optics driven by demand from a number of quarters – in particular education. Whilst some establishment voices are deprecating of the specialism, it is the patients who have benefited from treatment by behavioural optometry that are generating the demand for what are currently a limited number of practitioners. It is a case of demand outstripping supply without any marketing or sales activity being involved – a rather unusual economic phenomenon.

Behavioural optometry presents a unique opportunity for independent practices to differentiate their clinical offering from other optical practices, and build patient relationships – as well relationships with important local stakeholders, particularly in education.

UNMET DEMAND

John Stevenson from Stevenson Jones Opticians has recently doubled the size of his practice due to the ever-increasing demand for vision therapy services in the Stoke area. John commented: "I am the only optometrist offering behavioural optometry, also known as vision therapy, in this area. I still struggle to meet the demand for my services and believe that there is a huge opportunity for other optometrists to enter this specialised field."

Ruth Low, whose practice Orriss & Low Optometrists, is based in Winscombe, North Somerset, says: "Even in a rural area like ours, meeting the local demand for vision therapy services being channelled from local educational bodies is a challenge. Whilst it is a nice problem to have, it is symptomatic of the wider unmet demand for behavioural optometry across the country."

There are also many examples of sportsmen and women who have benefited greatly from vision therapy, perhaps the most famous being the international



Behavioural optometrist, John Stevenson

equestrian, William Fox-Pitt, who was able to resume an Olympic career after extensive vision therapy treatment.

PROMOTING AWARENESS

The British Association of Behavioural Optometrists (BABO) exists to promote awareness of the specialism and to help independent optometrists into behavioural optometry. It is a network of highly qualified and motivated optometrists, with a specialist interest in how vision affects human performance.



John helping raise BABO's profile

Vision and the motor visual system are our primary source for gathering information, with 87 per cent of learning occurring through the visual system. Even subtle issues with the visual system can have a major impact on our efficiency and performance, even more so for children where these systems are still developing.

Children are usually born with the necessary hardware to allow the development of normal sensory skills, but it takes a busy childhood of play, exploration and experience to develop and train the software that controls what we take in from the world. If this software is not established properly, it can result in problems with the visual system and therefore learning. If undetected these problems can continue into adulthood.

Behavioural optometrists will explore these processes and use a range of treatments to help their patients learn and function more efficiently. This can be applicable to any age group, not just to children, and can also be of direct benefit to those following accidents and with possible traumatic brain injury.

TASTER SESSIONS

BABO offers taster sessions for those interested in learning more about the discipline. A light buffet will be provided and the evening will earn one General Optical Council CET point for optometrists and dispensing opticians who attend. To sign up for a taster session, email Allie@babo.co.uk or call 0800 0499 904.

BABO will hold its annual meeting and AGM during the annual conference in conjunction with the Association for Independent Optometrists and Dispensing Opticians being held on 5-6 October at the Marriott Hotel Bristol City Centre.

Eyewear style that's fab and fun

By Joan Grady

Cool and classy, fashionable and smart, plus diverse and durable designs all contribute to spirited frames for children. Toddlers and teens – and little babies too – benefit from innovative designs incorporated with contemporary details. Choices abound in shapes for young faces: small and round; square, oval and rectangular; cat-eye and graphic.

Street style meets kid style expectations with playfulness, fashion-forward colour palettes, outstanding premium materials and innovative technology. These elements enhance the varied selection of frames available for the young set. The added bonus is enduring quality and safety that appeal to parents who are purchasing them.

Bright new arrivals on the scene include a charming design at Whiz Kids by Dunelm Optical. The British label, that celebrates its 50th anniversary this year, has launched a frame for boys and girls in tri-laminate with dynamic colourations of Hot Cerise, Cinder Toffee, Electric Blue and Black.

Desirable glass cases encourage kids to look after their frames, and Dunelm offers a broad selection of brightly coloured designs with patterns and prints to which children will respond. Magical, frolicking unicorns, fanciful animal characters, puppies, cats



Keep frames safe in colourful cases by Dunelm Optical



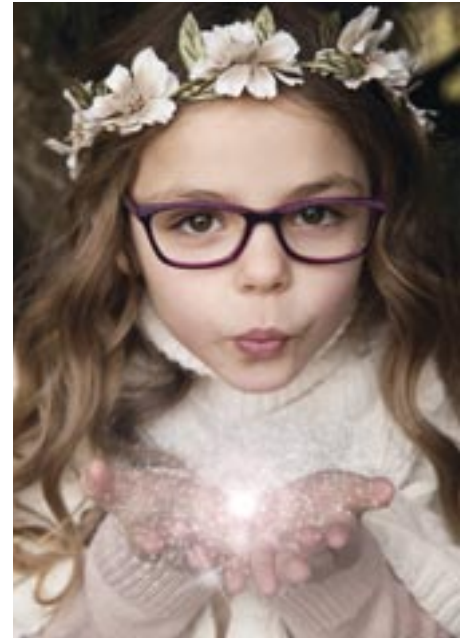
On-trend eyewear shapes by Lilly Pulitzer

and campervans, florals and denim – all decorate a vast choice of leather, metal and cotton cases amongst other materials.

LIVELY COLOURATIONS

The colour compass in children's eyewear is a profusion of vibrant, sassy tones balanced with sophisticated subtleties. Lilly Pulitzer was a fashion designer icon in the 1960s, with her stylish shift dresses a must-have for the fashionistas of the era. This included Jacqueline Kennedy, who was a classmate of Lilly's, and style divas that congregated to Palm Beach where Lilly designed her dresses.

The colourful creations originated with hand-drawn prints, frequently inspired by the rich variety of floral and fauna indigent to the South Florida region. Nowadays, not only do Lilly dresses continue to be sought after, but also the charming eyewear designs for children that reflect many of the delectable colours available in the shifts. On-trend silhouettes are coupled with durability to ensure the frames combat rough and tumble antics of childhood play.



New arrivals at Whiz Kids – Meli in Hot Cerise by Dunelm Optical

Babies and toddlers who require corrective eyewear will delight in the comfort and suppleness of frames by Lafont Paris. The French label has been creating distinctive frames for babies through to teens for several decades. Colours, shapes and materials are superbly comfortable and adapt easily to the changing morphology of a youngster's face. The latest frames for very young children include the adorable Chatouille that is available in blue, pink and violet – colours that immediately attract the attention of curious, eager eyes.

Six-to-nine-years-olds will be fashionably cool with the contemporary styling in Zoobug's streamlined acetate design, Style 1041, in brilliant colourations of golden yellow corn, dazzling red or clear blue. Zoobug is the lauded British label created by ophthalmologist, Dr Julie Le. Frames are designed for babies to nine-year-olds with shapes and materials that are dedicated to the comfort and safety for young faces.

"This year our optical collection is all about sensible sizing to achieve the best comfort and fit for a child's face," said Dr Le. "The



Comfort and colour in Chatouille by Lafont Paris



Contemporary silhouettes by Zoobug needs of very young frame wearers are accommodated with built-up silicone nose pads that support the underdeveloped bridge of youngsters, providing the best fit for small faces."

JF Rey's latest designs for kids and teens are original and vivacious. Graff's arty shape, created for six to eight-year-old girls, is inspired by graffiti and personal urban experiences. The luminous acetate hues are bright and cheerful, and the graphic patterns behold incredible stylistic richness. Graff exudes a fresh, modern look for budding style stars. The French brand, located in Marseille, unites innovative techniques including flex hinges, with fashion and cultural dimensions specifically detailed for kids and teens.

TRENDS, TECHNOLOGY AND TORTOISESHELL

Nowadays, children are so conscious of digital trends and innovations and what is happening – particularly in the world of celebrity. Leading British brand Eyespace produces a spot-on collection – Rock Star – aimed at celeb-aware spectacle wearers with designs for the fashion pack. Vintage



Luminous acetate hues in Graff by JF Rey



From left: Jordan, Cody, Mark and Billie Rock Star designs by Eyespace

and retro-influences inspire the designs in acetate and metal.

Individual style accents include a scaled down keyhole bridge, rounded eye shapes, and sophisticated colourations black and crystal bi-laminate. Recently shortlisted for the Junior Design Awards, Eyespace Rock Star designs are created for five to 15-year-olds with frames that capture the mini-celeb aura of super cool.

Flattering shapes, edgy details, and pretty colours unite in Kensie Girl frames. Shapes reflect adult designs that perhaps a youngster has seen her mother or a relative wear. The shapes are creatively pared down for small faces, retaining their fashion forward influence.

A timeless trend in eyewear for both adults and children is tortoiseshell. Technical innovations have launched many exciting variations on the tortoiseshell theme, with new patterns and colours. Lafont Paris endorses tortoiseshell for youngsters with a



Subtle pastels at Kensie Girl



Tortoiseshell theme in Ecole by Lafont Paris

smart design appropriately called Ecole. With au courant shaping and slim characteristics, Ecole is an ideal frame to set the fashion tone for the new school year.

Cat-eye and contemporary shapes for children are a speciality at Tête à Lunettes by Caroline Abram. The French designer has a unique colour sense that is artfully conveyed in fun designs that children will enjoy wearing.

Eyewear designs for children need to accommodate the wearer and the parents. A child who is happy with his or her frames, is delighted to use them – plus nowadays, there is the fashion aspect of wearing glasses. Parents and opticians can rejoice in the new attitude that glasses are part of the celeb look that youngsters react to.

Designers and brands have masterfully risen to the occasion with spectacles that appeal to both vision correction requirements and fashion trends. This provides an excellent opportunity for independent opticians to offer eyewear selections for youngsters that pack a cool, contemporary punch. Plus, educating young children about the value of eye health care will reap benefits for them and promote long-term relationships with independent opticians.



Emerging fashionistas in Têtes à Lunettes by Caroline Abram



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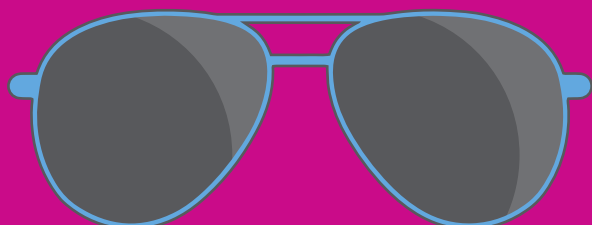
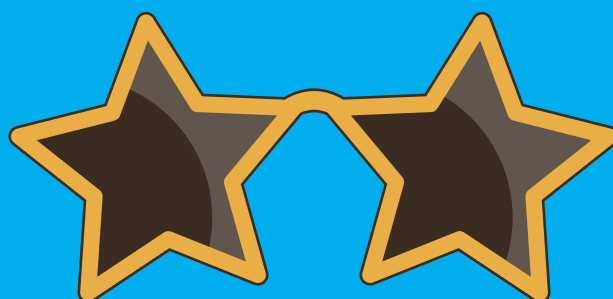
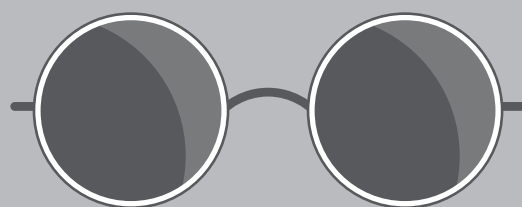
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