

# VISION EXPO

## 2022 VEGAS

# SHOW DAILY

PUBLISHED BY **VM** IN COOPERATION WITH THE VISION COUNCIL AND VISION EXPO

**SATURDAY**  
**SEPTEMBER 17**

## Question of the Day

**What are your priorities this year at Vision Expo West?**



**Ashlee Elmont, OD**  
**Boulder Family Vision**  
**Boulder, Colorado**

"I have been taking the education courses, particularly the medical and practice management side. This is a huge priority for offices on the horizon. Some of the stats out there are alarming and it's important to see the future of optometry now."

Continued on page 88

## The Career Zone at Expo

The Career Zone-Student Lounge will return to Vision Expo West today from 10:00 am to 4:00 pm PST. Located in The Union, Booth #U23019, the Career Zone-Student Lounge will serve as a central hub for students and young professionals to network with participating companies, all of which are actively recruiting and seeking new talent. Supporting companies include: Elevate Eyecare; Eyecare Partners; VSP; Keplr Vision; National Vision, Inc.; MyEyeDr.; Luxottica; Walmart; and Warby Parker. The Lounge will offer programming all day, including panel discussions targeted to young ODs and students. Turn to Page 16 to read more about the Career Zone. ■



## Today's Focus Is on the Next Generation of ECPs as Vision Expo West Comes to a Close



As Vision Expo West 2022 wraps up today, the organizers of Vision Expo, The Vision Council and RX, would like to thank all supporters, attendees and exhibitors for their enthusiasm, hard work and commitment that has made the Show so successful.

Today, students and young professionals are encouraged to check out the Career Zone-Student Lounge from 10:00 am - 4:00 pm. Located in The Union, Booth #U23019, the Career Zone-Student Lounge is a central hub for students and young professionals to network

with participating companies, all of which are actively recruiting and seeking new talent. The Career Zone-Student Lounge will also host some special events including:

**10:00 am**  
**Career Zone - Student Lounge opens for the day**

*Students' Passport and start networking*

**11:30 am-12:15 pm**  
**Where Should I Start My Optometric Career?**

*Moderated by: Young ODs of America*

Continued on page 88

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# TODAY@EXPO

## See Everything the Career Zone Has to Offer

Be sure to check out these exciting panels and programs from the Career Zone, located in The Union, Booth #U23019. The first Career Zone panel is hosted by the Young ODs of America, and is titled "Where Should I Start My Optometric Career?" It will take place today from 11:30 am - 12:15 pm. The second panel, hosted by the Optical Women's Association, is titled "Life, Work, Balance in Optometry," and is from 2:15 - 3:00 pm. The Passport Program is also back and offers students and young professionals the opportunity to meet exhibitors in the Career Zone throughout the day. Pick up your passport this morning, then meet and receive a signature from each vendor listed on your passport to be entered to win an array of exciting prizes. The drawing will be at 3:00 pm today and will be followed by a champagne toast sponsored by the OWA.



tions about your vision: What's the most beautiful thing you've ever seen? And, How do you envision your best future? Rellah will use your responses for this captivating mural.



## Head to ClearVision for the Debut of ILLA

Head to ClearVision's Booth #P16056 to see their new Italian fashion eyewear collection ILLA. You can also check out their Aspire Glide and Advantage kid's collections, which are also being launched. While you're there, ask about some of ClearVision's other promotions like refer-a-friend gift cards, credit on first orders and surprise gifts for anyone who sets up an appointment. They'll also have popcorn and swag giveaways, PPE available to buy, Steve Madden hats and a scavenger hunt.



## Check Out What ScienceBased Health Has to Offer

Stop by and visit ScienceBased Health at Booth #F5053 to learn more about HydroEye, the patented nutritional formulation that has been clinically found to promote dry eye comfort. Hear how leading dry eye experts use HydroEye to give their patients powerful dry-eye relief and get a free 60-day supply.



## Enjoy Some Bubbles in the Attendee Lounge

Head to the Attendee Lounge on Level 2 today from 12:00 - 2:00 pm for complimentary poured Prosecco and sparkling water in a happy hour-esque treat for attendees. The Attendee Lounge is sponsored by Etnia Eyewear Culture.



## Check Out L'Amey America's American-Crafted Collection Seven.Five

Join L'Amey America for the official launch of Seven.Five, its new luxury, ophthalmic collection handcrafted in the U.S. The collection is designed in Connecticut and carefully crafted in Wayne, New Jersey at the Scene Eyewear facility. See the launch collection, made up of 12 models in four colors each, at their Suite on Floor 35, Room 212 at the Venetian. Also be sure to check out the other L'Amey America brands: Champion, Nicole Miller, Ann Taylor, Sperry and Ben Sherman.



## Win Big in Vegas With LTD Eyewear

Stop by Booth #P14051 to see the new and exclusive value eyewear collections from LTD Eyewear. Receive a 20 percent discount when you visit their booth. All visitors will also get a free giant microfiber cleaning cloth, while supplies last, and can also enter for a chance to win a \$100 Amazon gift card with winners chosen every day. Stop by and learn more about how LTD Eyewear helps independent optical businesses.



More →

## Check Out This Year's Live Artist Interactive Activation

On your way to the show floor, stop by the Hall C main entrance to take a look at this colorful and dynamic "vision board" style mural in progress. You are the focus of this 40-foot interactive art exhibit. From 10:00 am - 2:00 pm today, help world-famous artist Adam Rellah (@prettydone) tell our industry's story by answering two ques-

# TODAY@EXPO

## Meet Abby, ABB Optical's Newest Team Member

ABB Optical Group is premiering their newest team member Abby—ABB's new contact lens ordering platform designed to strengthen the relationship between ECPs and their patients by



keeping the doctor at the center of eyecare. Their Booth #F5035 will be hosting demos of the platform, as well as ABB's Business Solutions products, ABB Analyze and ABB Verify. While you're there check out the latest from ABB Labs, ABB

Contact Lens and the Specialty Vision Products team, who will also be fitting Altius Performance Tinted Contact Lenses at the booth.

## Discover All EssilorLuxottica Has to Offer

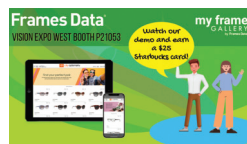
In addition to featuring many of their iconic frames and lens brands and launching new collections and features, EssilorLuxottica's Booth #P13065 has a lot to check out.

Immerse yourself in Ray-Ban's brand history and heritage through a video simulation, and test the durability of AR coating Crizal Sapphire HR. You can also play EssilorLuxottica's larger-than-life word game, Lens With Friends, or visit Oakley's gaming booth so you can personally test out the new Oakley Prizm Gaming Lens Technology.

## EssilorLuxottica

## Learn About a Time-Saving Product, and Enter to Win With Frames Data

Want to save 10 minutes per patient? Visit Frames Data at Booth #P21053 to learn how you can do that with their product, My Frame Gallery. If your practice dispenses frames, you can also earn a \$25 Starbucks card when you watch a My Frame Gallery demo. While you're there, enter a raffle for a \$250 Amazon gift card.



## Visit Eight to Eighty Eyewear for a Chance to Win



Be sure to check out Eight to Eighty Eyewear at Booth #P18027 and enter to win 250 pieces of Affordable Designs. This is a \$1,500 value and the best part is the winner can

choose the frames from the Affordable collection. And you can't leave without checking what their other brands have to offer from Serafina Eyewear, Lite Designs Eyewear, Brooklyn Heights Eyewear, Maxx Eyewear and Kid Twist Eyewear.

## See Eyewear Designs' Newest Brand

Eyewear Designs Ltd. (EDL) is launching their newest brand, London Fog

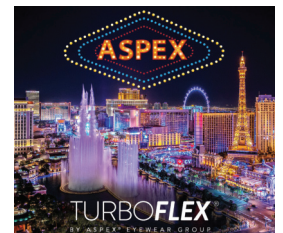


Eyewear for men and women. Founded in 1923, London Fog is a lifestyle brand rooted in style, quality and function. To celebrate, view any EDL collection and receive a winning scratch off ticket for great prizes at their Booth #P18011. Eyewear Designs will also showcase its other brands including: Psycho Bunny, Moleskine, Perry Ellis, New Balance,

Elizabeth Arden, Jill Stuart, Tony Hawk, Hello Kitty and K'NEX Eyewear.

## See What's New From Aspex Eyewear

Stop by the Aspex Eyewear Booth #P19013 to discover their latest releases and technologies, and to take advantage of their promotions. Aspex is giving you an Amex gift card with your purchases. Offers range from a \$75 gift card when you buy 16 frames, all the way to a \$275 gift card when you buy 50 frames. These promotions are available for all Aspex Eyewear brands, including: TurboFlex, Easy-Clip, EasyTwist, Takumi, Paradox, Cool Clip, Cargo, EasyTwist N Clip, iChill and OAK NYC.



## Explore Pepe Jeans London Optical at SD Eyes

SD Eyes has been named the U.S. distributor to independent ECPs for Pepe Jeans London optical. Come see the debut collection, which includes a polarized magnetic sunwear clip, at the SD Eyes Booth #P20071. While you're there, check out show specials and gift with purchase for SD Eyes' Rip Curl optical and Rx ready sunwear and C-Zone optical. ■



## VM Leads Spirited Salute to 20 Years of Optical's Most Influential Women

Courage and empowerment fueled the atmosphere at the 20th Anniversary Most Influential Women in Optical luncheon at Vision Expo West on Friday. The event brought together current and past female change makers and influencers who were recognized by their peers for making significant contributions to the optical industry.

Between 2003 and 2022 more than 700 women have been honored for their work in all facets of eyecare. Marge Axelrad, senior VP and editorial director of *Vision Monday* welcomed attendees, noting this event is a true representation of the modern optical industry.

"These women have made amazing contributions as their careers have progressed. They represent all sectors of this incredible eyecare field we are in. They are the shaping arch of the eyecare field and present so many opportunities for the future. They are creating change and creating a fresh future for our business."

The event also recognized a number of

sponsors who have also been making strides to create more inclusive and female driven workplaces. Sherianne James, chief marketing officer and senior VP wholesale marketing at Essilor Luxottica North America noted that the face of the optical industry is changing, with 70 percent of new optometry students being female.

James said, "This is why this award is so important. To give us a voice and to celebrate each other. When you are being tenacious and pushing through, you are doing it for the ones coming behind you. When you reach the top, send the elevator down and grab up some more and bring them up with you."

The event was capped off by a special presentation by keynote speaker Gina Rudan, director and cultural alchemist at Google X. She shared her personal and professional



Keynote speaker Gina Rudan, director and cultural alchemist at Google X, shared her personal and professional journey with attendees.

journey with attendees, noting it is important to take note of the women in your life who have demonstrated fierce courage and use that as a model for personal and professional growth.

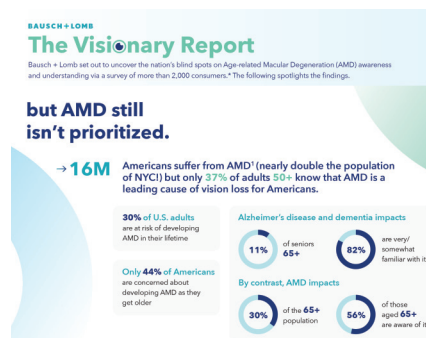
"You have to look at what shows up in your personal life that's holding you back and what is amplifying you forward," she said, not-

ing that failure should never be seen as a negative but a chance to continue to grow. "You have to keep experimenting and finding what's new."

Sponsors of the Most Influential Women 20th Anniversary event include: **Visionary:** Johnson & Johnson Vision, EssilorLuxottica; **Partner:** Safilo, The Vision Council, Vision Expo, VSP Vision; **Supporting:** Modo, Mondottica, OWA, PECCA, Vision Source, Walman Optical and Zeiss. ■

## New Bausch + Lomb Report Spotlights Nation's 'Blind Spots' on AMD

VAUGHAN, Ontario—Bausch + Lomb this week released a report of survey results from the company's first annual Visionary Report which was designed to identify new key insights into the value Americans place on their eyesight, as well as the "blind spots" that may exist in the understanding and awareness of Age-related Macular De-



generation (AMD), a leading cause of vision loss for those over age 50 and the leading cause of blindness for the 65+ population. Most notably in the report, 81 percent of U.S. adults surveyed would be willing to give up something else that is important—going on vacation, a million dollars, the internet, listening to music, the ability to remember people's names or another one of their senses—if it meant never losing their eyesight. Despite this clear prioritization of the ability to see, only 37 percent of U.S. adults 50+ surveyed know that AMD is a very real threat as a leading cause of vision loss for Americans.

"Today in the United States, an estimated 16 million Americans suffer from AMD, and this figure is expected to grow as the number of those age 65 and older continues to rise," said Joe Gordon, president, Global Consumer, Surgical and Vision Care, Bausch + Lomb. "Bausch + Lomb is committed to addressing the eye health needs of patients, and we believe it's important to gain a better understanding of how Americans understand this condition and its potentially debilitating impact on their vision.

"Our hope is that this report will raise awareness, help to fill those education gaps and foster important dialogue between eye-care professionals and their patients." ■

# SHOW SHOTS



1. Shamir's Yagen Moshe (l) with Raanan Naftalovich at the company's 50th anniversary party held at TAO Asian Bistro and Nightclub.

2. Safilo's Francesco Rinaldi Ceroni (l) and Angelo Trocchia celebrated the company's 60 years in North America with a champagne toast at the booth.

3. (L to R) Dr. Contact Lens' Jeane Shauger and Robin Rhodes check out Expo's newest tech-inspired neighborhood, The Panorama, with Brianna Rue, OD, West Broward Eyecare.

4. State Eyewear's Nicolas Roseillier brought the factory to the floor of Vision Expo West giving attendees the chance to see how frames are made.

5. CareCredit made visiting the Show floor fun with the chance to win a number of prizes. Arlene Gutierrez, Coastal Vision Medical Group, was among the winners of a Star Wars themed backpack. CareCredit's Amar Malik handed out the prize.

6. Zyloware continues to draw inspiration from heritage brands like Halston. Company executives Chris (l) and Jamie Shyer were on the floor chatting with clients and new customers alike.

7. Eschenbach had their full range of magnifiers and other low vision products on display. Manning the booth are (l to r) Joe Buttazzoni, Tim Gels and Ken Bradley.



1. EssilorLuxottica's Dr. Millicent Knight (l) and Sherianne James addressed the audience at VM's luncheon celebrating 20 Years of Most Influential Women in Optical.
2. Johnson & Johnson Vision's Dr. Giovanna Olivares shared a moment with the luncheon's keynote speaker Gina Rudan.
3. (L to R) CooperVision's Alice Hsueh, Rose Britton, Pamela Jackson and Dr. Michele Andrews, all Most Influential Women in Optical honorees, gathered at the luncheon.
4. The group at the ClearVision booth raised a glass to celebrate the release of their new Italian fashion eyewear collection ILLA.
5. The Atelier provides a new home for collections that continue to shape the future of eyewear in an art-inspired world.
6. Thomas Burkhardt greeted attendees at the Marchon booth on a very busy day on the Show floor.
7. Silhouette's Gayle Krufal, Devin Heidecke and Vivian Elis prepare for a jam-packed day at The Suites.



# SHOW SHOTS



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1. Innovation strategist Shawn Kanungo shared his playbook and provided tips on how to make a dent in the world of eyecare during his presentation, “The Future of Eyecare is Human.”

2. Curt Duff, OptiCon Advisory Board Member, and Jim Morris, ABO-NCLE, shared their inspirational story of how one optician changed the life of a young child and an entire family. Submissions are now being accepted for the 2023 Patient Choice Award, which recognizes impactful opticians through nominations from patients.

3. Attendees browsed De Rigo Rem’s John Varvatos collection at the John Varvatos store in Las Vegas.

4. (L to R) Safilo’s Eric Blanchette, Victoria Hallberg and Francesco Rinaldi Ceroni, flanked by dancers and performers at the Keep Memory Alive Center, celebrated the Boss collection.

5. ABB Optical Group’s Tom Burke (l) and Aaron See with the newest team member Abby—ABB’s new contact lens ordering platform.

6. The OGI team was excited to share the latest styles from the brand. Visitors are invited to stop by the booth and meet with (l to r) David Duralde, Rob Rich, Cynthia McWilliams and Preston Jickling.

7. (L to R) Marcolin’s Jennifer Wright, Emanuele Cappellano and Stacy Beck celebrating Guess at TAO Nightclub.



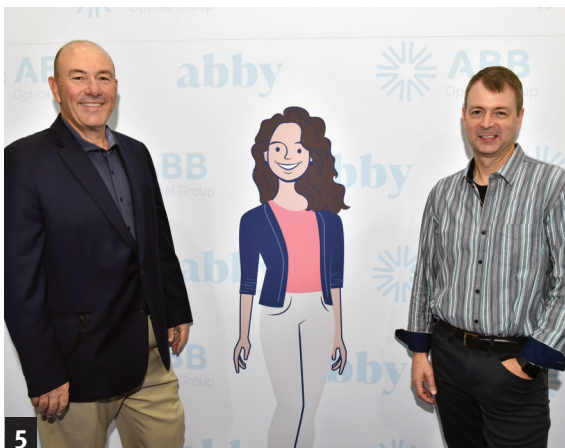
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## Horizon Therapeutics plc Joins the IAPB for #LoveYourEyes Campaign

DUBLIN—Horizon Therapeutics plc is teaming up with World Sight Day organizers IAPB to challenge five million people globally to pledge to have their vision checked before World Sight Day on Oct. 13. This year's theme is #LoveYourEyes and calls on individuals to prioritize their eye health, while raising awareness about the challenges faced by the one billion people worldwide who cannot access or afford eyecare services.

"We are proud to support World Sight Day as a global partner by raising awareness of the importance of regular eye exams and helping to advance global access to eyecare," said Eric Foster, senior vice president, general manager, gout and ophthalmology business units, Horizon.

"We have seen firsthand from our work in sight-impairing rare diseases that early intervention and self-advocacy are key to preventing vision loss."

To help achieve this year's vision screening goal, Horizon and Prevent Blindness—the leading volunteer eye health and safety organization in the U.S.—are providing free vision screenings and eye health education across the country. Events will be conducted at the U.S. Capitol on Wednesday, Sept. 21; at Gallagher Way adjacent to Wrigley Field on Friday, Sept. 30; and at state capitols in Atlanta, Ga., Austin, Texas, Columbus, Ohio and Raleigh, N.C.

"More than 7 million people in the U.S. are living with uncorrectable vision loss, which is a staggering statistic because vi-



sion loss and blindness are often preventable," said Jeff Todd, president and chief executive officer, Prevent Blindness.

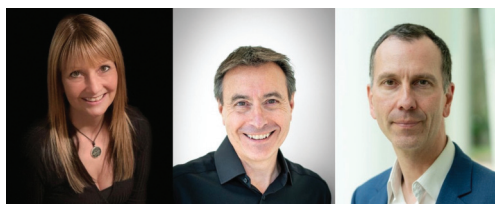
"The success of last year's World Sight Day and the Love Your Eyes campaign was unparalleled and showed the true power of what can be achieved when the sector comes together," said Peter Holland, chief executive officer, IAPB.

Visit [iapb.org/WSD2022](https://www.iapb.org/WSD2022) to learn how you can #LoveYourEyes and encourage others to do the same. You can also pledge your own vision screenings at <https://www.iapb.org/world-sight-day/pledging-tool/> ■

## Professors Craig, Jones and Wolffsohn to Lead WCO and Alcon Dry Eye Education Initiative

ST. LOUIS—The World Council of Optometry (WCO) and Alcon have named three global experts as lead faculty for their new dry eye disease education initiative. The worldwide evidence-based program is designed to raise optometrists' understanding of dry eye etiology and prevalence, diagnosis and practical management. Professors Jennifer Craig, Lyndon Jones and James Wolffsohn will distill the growing amount of research and clinical evidence into accessible educational content. This will begin with a series of online events and content.

Professor Craig, PhD FCOptom, FAAO, FBCLA, FCLS, heads the ocular surface laboratory in the department of ophthalmology at the University of Auckland (New Zealand). As a therapeutic research optometrist, she teaches undergraduate and postgraduate students, leads international multicenter



(L to R) Professor Jennifer Craig, professor Lyndon Jones and professor James Wolffsohn.

clinical trials, and holds visiting academic appointments around the world. Her research focus is the ocular surface, primarily dry eye disease and tear film dysfunction.

Professor Jones, DSc, FCOptom, FAAO, is the director of the Centre for Ocular Research & Education (CORE) at the School of Optometry and Vision Science, University of Waterloo (Canada). His research interests focus on the interaction of novel and existing contact lens materials with the ocular environment, dry eye, and the development

of novel materials for ocular drug delivery. He has authored more than 450 referred and professional papers.

Professor Wolffsohn, BSc, MBS, PhD, FCOptom, FAAO, is head of the school of optometry and department of audiology at Aston University (United Kingdom). His main research areas are the development and evaluation of ophthalmic instrumentation, myopia management, contact lenses, intra-ocular lenses, and tear film. He is a National Teaching Fellow, has published more than 290 full peer-reviewed papers, and presented at numerous international conferences. He is the academic chair of the British Contact Lens Association.

More information on the WCO and Alcon dry eye disease education initiative including the timing of the first educational session will be available in the coming weeks. ■



## Question of the Day: What Are Your Priorities This Year at Vision Expo?

Continued from page 1



**David George**  
Senior Director, U.S.  
Wholesale, Vision Ease  
Colonial Heights, Virginia

"The priority this year has been equipment innovation which is usually the case. Vision Expo is a chance to see customers

that I don't normally see. It's also a chance for folks to get out and about and chat with one another in a business environment."



**Joel Brown, OD**  
Brown Family Vision  
Grangeville, Idaho

"There are not as many vendors but the booths are upgraded. I think the quality of the booths are up too. My priorities have been focusing on

the lectures and though there are not as many classes, the education is still quality."



**Shad Saremi, OD**  
Dr. Saremi OD  
and Associates  
Bell Canyon, California

"There has been a focus on glaucoma, presbyopia and dry eye. Companies are focusing on this which means people are

going to be asking about it and we have to have answers."



**Paul Faibish**  
President, Plastic Plus  
Toronto, Canada

"There has been a lot of great new equipment and a definite increase in automation. There are also a lot of excellent

advanced lens designs we are considering adding to our portfolio."



**Mitch Hirsch**  
President, MH Optical  
Hackensack New Jersey

"It's great to meet old friends. I was at a lot of the equipment booths and there was a lot of talk about automation and

new lab technology."



**Jordan Ballantyne, OD**  
Ark Valley Vision Care  
La Junta, Colorado

"There has been a lot more talk about expansion of skills technology for optometrists. I didn't realize how much it has

spread across the country. So that's been a big focus here."

## Today's Focus Is on the Next Generation of ECPs as Vision Expo West Comes to a Close

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**12:30-2:00 pm**

**Professional Headshots**

*Provided by Young ODs of America*

**2:15-3:00 pm**

**Life, Work, Balance in Optometry**

*Moderated by: OWA*

**3:00 pm**

**Passport Sweepstakes Drawing**

**3:15 pm**

**Champagne Toast**

*Hosted by the OWA*

Please note, the programming is subject to change. Reference the mobile app for the most up-to-date information.

For those who were unable to attend the Show, Vision Expo+, a complimentary digital extension of the Vision Expo experience, will be offered from Thursday, September 15 to Friday, September 23, 2022 through ShopVISION, Vision Expo's global sourcing platform. Vision Expo+ will offer a number of virtual experiences, including online showrooms from Vision Expo West's exhibitors and recorded

content from events taking place at The Innovation Stage.

To gain access to Vision Expo+ offerings, register for ShopVISION at <https://shop-vision.balluun.com/en-us/home/anonymous> by clicking the "Sign in/Join" button and then "Register Now." ShopVISION and Vision Expo+ are being offered on a complimentary basis to all eyecare providers, buyers and all Vision Expo West 2022 exhibitors. Registrants who signed up for Vision Expo+ ahead of previous Shows do not need to register again. ■

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