

OPTICAL PRISM

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TopLook

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YOUR CANADIAN BRAND 

Since founding Justin Barry Optical in 1994, his passion for the business has become infectious. Some of the staff working at his shop in Bowmanville, Ontario have been there for decades. Barry has even watched their children grow up to become eye care professionals.

“I feel that I’ve had some sort of influence on those people who love our business so much that they never want to leave this industry,” he says.

The buzz Barry generates in his store is probably a big reason his customer base is ever-expanding. In 25 years, he has gone from a 500-square-foot shop to a 3,000-square-foot showroom, but he ensures that all of his clients get one-on-one attention.

“I treat customers how I want to be treated,” says Barry, adding, “Don’t worry about making that one sale. Treat every client interaction like you’re trying to sell a person glasses for the rest of their life.”

Industry insiders know Barry. He goes to all the trade shows in Vegas, New York, France and Italy. He’s always ready to talk shop with a smile and compare notes with like-minded eyewear fanatics from all over the world. And despite his taste for international travel, Barry doesn’t have plans to expand beyond his Bowmanville shop because the clients he cares about already know where to find him.

“I don’t count how many pairs of eyes we measure each day. I don’t even really keep track of exactly how many pairs of glasses we sell. The people who love my shop really love it, and I want those kinds of people to walk through my door. It’s the best job in the world.”



THE INNOVATOR

Pierre Bertrand

CEO, NeuroLens

For 20 years, Pierre Bertrand has been lending his marketing and strategic expertise to big eyewear brands, but he’s just getting started on his most interesting and innovative challenge yet. Bertrand was tapped to lead NeuroLens, the manufacturer and distributor of the breakthrough NeuroLens Measurement Device.

“The way that we use our eyes in the last 15 years has changed more than it has for the previous hundreds of years,” says Bertrand. “I joined NeuroLens because I saw an opportunity to transform the industry beyond visual acuity and to really think about how the alignment of the eyes could relieve the digital eye strain that we’re seeing explode around the world.”

NeuroLens’s lens measurement device, known as NMD2, can measure a patient’s binocular vision in just a couple of minutes and uses that data to help make a lens utilizing prism design to bring a patient’s eyes back into alignment.

Since joining NeuroLens, Bertrand’s most impressive accomplishment thus far has been his ability to build the

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We sell goosebumps and tears. We’re truly changing lives with our therapeutic solution, and that’s one of the reasons I jump out of bed in the morning.

— PIERRE BERTRAND

company from 20 employees to more than 150. And he was able to help this scrappy startup navigate a pandemic when potential clients were struggling to stay afloat financially and didn’t necessarily have the cash on hand to be investing in new technology, no matter how game-changing.

“We chose to take care of our people,” recalls Bertrand. “We didn’t lay off a single person. We kept everybody on full salary and benefits. We looked out for our customers and told them to hold off on their invoices.”

Now, with the pandemic behind us (knock on wood!), Bertrand says he can really start focusing on the reason he got into eye care in the first place – to help people.

“We’ve treated patients with traumatic brain injuries who were prescribed NeuroLenses and have now been able to go back to work and re-engage with society like nothing ever happened,” he says.

“We don’t sell eyeglasses here. We sell goosebumps and tears. We’re truly changing lives with our therapeutic solution, and that’s one of the reasons I jump out of bed every day.”



PIERRE BERTRAND,
NeuroLens CEO

EASY ON THE EYES

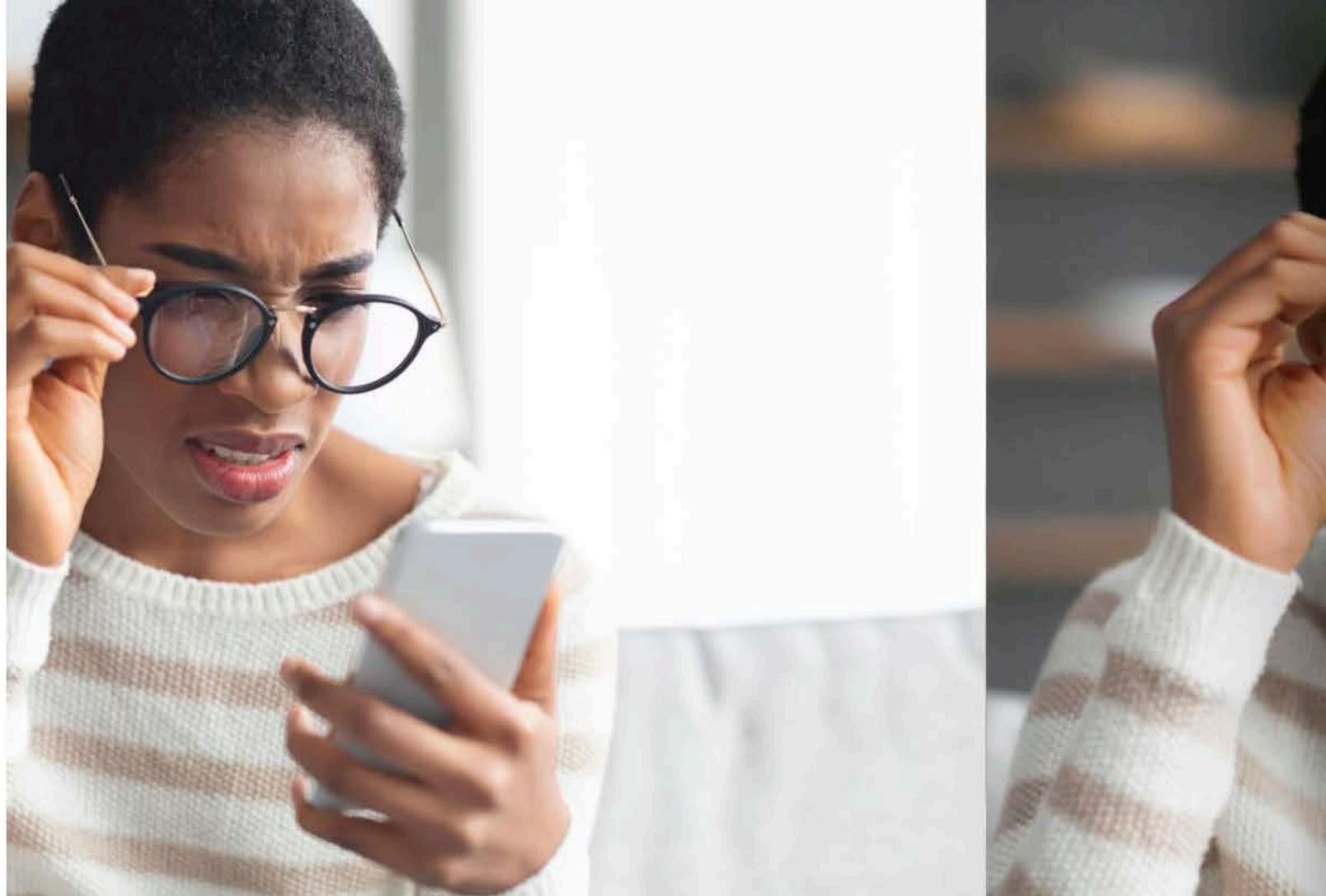
NeuroLenses' contoured prism technology brings the eyes back into comfortable alignment

BY DAVID GOLDBERG

NeuroLens is on a mission to transform eye care beyond visual acuity with a revolutionary therapeutic solution for digital eye strain that includes a measurement device and lenses.

Many consumers are still using the Snellen chart to evaluate their visual acuity and wearing bifocal glasses, both of which are nearly two centuries old. NeuroLens CEO Pierre Bertrand believes that today's patients deserve better.

"Fifteen percent of people in North America are still wearing bifocals that Benjamin Franklin invented, but in the last 15 years, we've been asked to do something with our visual system that has never been done before," explains Bertrand. "All of us are spending the majority of our waking hours looking at screens, and that means putting our eyes into a very uncomfortable posture for extended periods."



Approximately two out of three patients experience the symptoms of eye misalignment, and that number grows as we shift to remote working and learning. Even small misalignments can cause painful symptoms. The advent of smartphones put a digital device in every palm across the globe, leading lens manufacturers to bring more solutions to market.

The second-generation NeuroLens Measurement Device, known as the NMD2, can measure a patient's binocular system in approximately two minutes. The NMD2 is an objective, accurate and repeatable way to measure eye alignment.

The cutting-edge eye tracking system allows the NMD2 to identify eye misalignment as small as 0.01 prism diopters, acquiring over 10,000 data points per patient. The collected data is then used to develop NeuroLenses, which use a patented contoured prism design to shift images where the eyes comfortably want to be, so they don't have to work as hard anymore.

"We've been able to show relief in up to 93% of patients, and that's exciting because we're only going to see more digital eye strain in the future, and we have a proven solution to provide help for patients whose needs were previously unmet."

Bertrand envisions this device as the future of optometry, providing a new

standard of care in every exam room around the world.

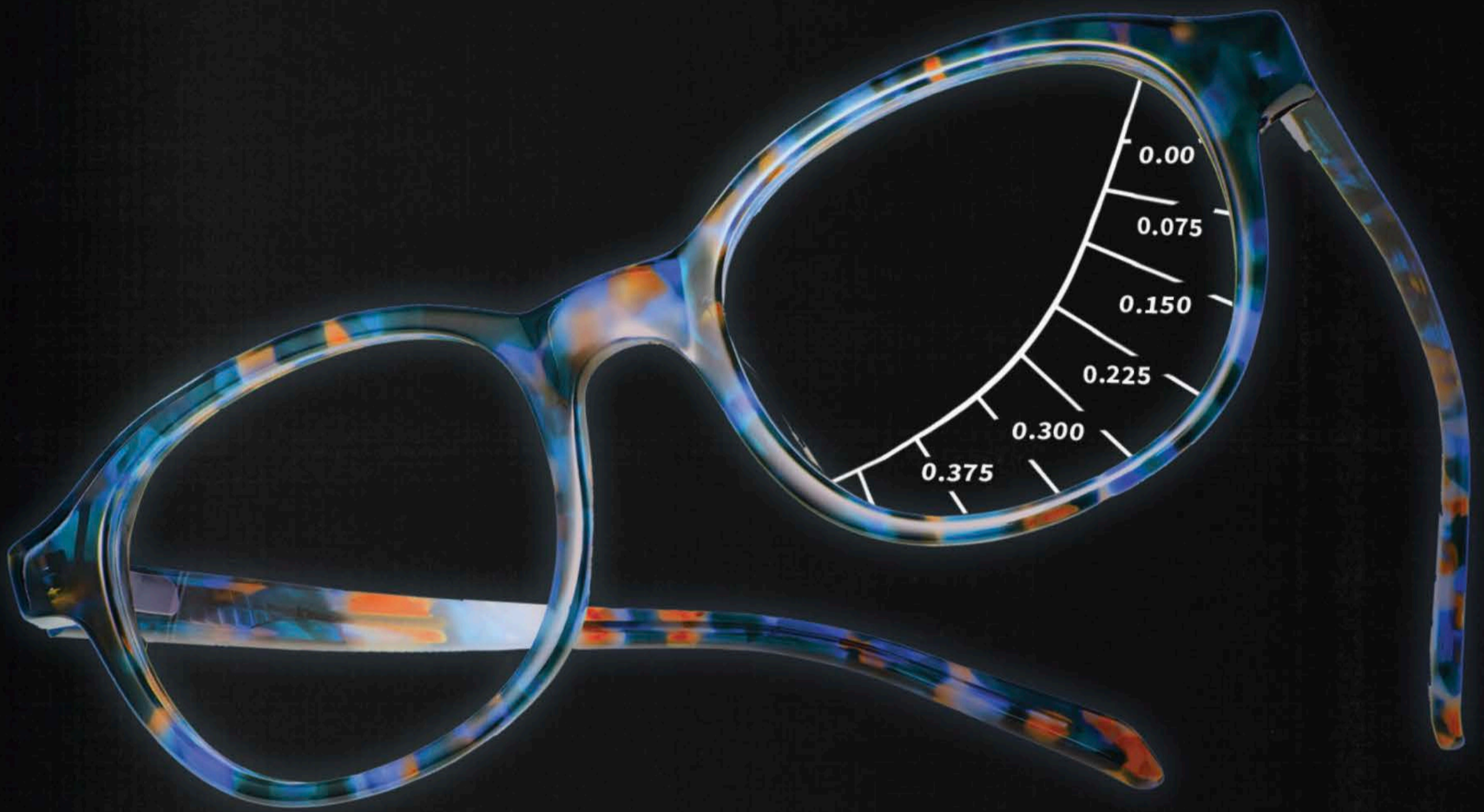
"The majority of your patients are suffering from some type of digital eye strain, so what are you doing to help them with that? What if you could offer them proven relief with a lifetime money-back guarantee? That's what we do here at NeuroLens. We've grown tenfold in the last three years, and we have growth ahead of us for years to come."

NeuroLens is now closing in on a thousand customers in North America – a milestone Bertrand expects the company to surpass in 2023. The goal is to help thousands more optometrists and provide even more research and data proving NeuroLens's worth to the industry.

"I believe that NeuroLens has an opportunity to raise the bar and not just to say things, but to show things through data and clinical trials," says Bertrand. "Earlier this year, our productivity study measured reading speeds and found that in only seven days of NeuroLens wear versus a control pair of premium eyeglasses, NeuroLens wearers read 70% faster."

Typically, patients need multiple pairs of eyeglasses to get relief from digital eye strain, notes Bertrand. "But with our patented contoured prism technology, we can provide relief in a single pair of eyeglasses, which is really a paradigm breakthrough." **OP**

Lenses as *powerful* as your patients



Neurolenses are proven to *increase productivity* up to **70%*** over competitive premium lenses, allowing your patients to make the most of their time.

[Learn More at Neurolens.com](https://www.Neurolens.com)