



VISION CARE NEWS/ACTUALITÉ OCULO-VISUELLE



CAO President Dr. Scott Brisbin fields one of many calls received during the Sunday, March 1 "Dial-the-President" Day at the national office.

Dial-the-President a Ringing Success

Successful enough "to encourage a repeat next year" is CAO President Dr. Scott Brisbin's assessment of the Association's first ever "Dial-the-President" Day. Dr. Brisbin spent virtually the entire day, Sunday, March 1, in the Conference Room at the new CAO offices fielding questions and comments from practitioners across Canada.

In a post-event analysis, Dr. Brisbin said that he was very pleased with the response and the range of topics discussed by the callers which, he said, indicated a widespread interest in the program carried out by the national Association.

In fact, he reported that he was still receiving calls — at his Edmonton office (!) — up to a week after the event from members who had either forgotten to call or had been unable to get through during the scheduled time.

CooperVision Distributes Hefty UV Information Kit to Media

Canadians Unaware of Ultraviolet Radiation Dangers is the headline on the lead-off news release in a package of information developed by a Toronto communications company for CooperVision in support of its Permaflex UV Lens.

Also included in the media kit are "backgrounders" on UV Radiation (which begins,



Waterloo School Awards Presented

Four long-time teachers in the School of Optometry, University of Waterloo's clinic were honoured recently at a special Awards Assembly. Recognized for "Dedicated Teaching" were Drs. R.R. Chen, K.S.

Dr. K.S. Chhatwall (R) accepts one of four service awards presented by Dr. Jacob Sivak, Director, Associate Dean of Science for Optometry, University of Waterloo.

Chhatwall, G.A. Grant and R. Saari, each of whom received a special commemorative certificate in appreciation of his services to the School.

"Harmful ultraviolet radiation known to cause sunburns, induce skin cancer and age skin, is strongly suspected of damaging other body parts as well."); How the Eye Works; a Corporate Backgrounder on CooperVision; its Permaflex UV Lens and a supplemental "Product Fact Sheet" also on the Permaflex UV which advises us that the lens absorbs UV radiation, converts it to heat and transmits the heat back into the air".

Further information is available from your local CooperVision contact or directly from CooperVision Inc., 100 McPherson Street, Markham, ON, L3R 3V6. Tel.(416)475-8555.

SOLA Technical Assistance Hotline

SOLA Optical USA Inc. has announced the inauguration of a new Technical Assistance Hotline to answer questions regarding the dispensing of any of its products, including the VIP progressive addition lens.

Unfortunately, in spite of the fact that the CJO • RCO was provided a news release announcing the service, it is accessible only through an "800" number that appears to cut off at the Canada/US border (or at least did when access was attempted from our Ottawa offices).

In the meantime, further information about SOLA products can be requested through regular postal and telephone routes at the following address:

SOLA Optical USA, Inc.
3600 Lakeville Highway
Petaluma, CA
94952
USA
Tel.(707)763-9911

N and N / Wetzel Merger Creates New CL Company

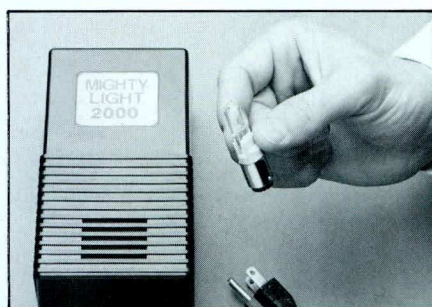
NAVCO (the North American Vision Company) is the name of a new firm formed by the merger of N and N Optical of Canada and Wetzel Contact Lens.

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In announcing the merger recently, NAVCO's VP-Finance, Peter Snook advised that its intent is to provide even greater access to Canadian markets.

Further information is available from NAVCO's public relations agency:

Matthews Associates
Suite 1018, 603 Stewart Street
Seattle, WA
98101
USA
Tel. Carole Holm (206)340-0680

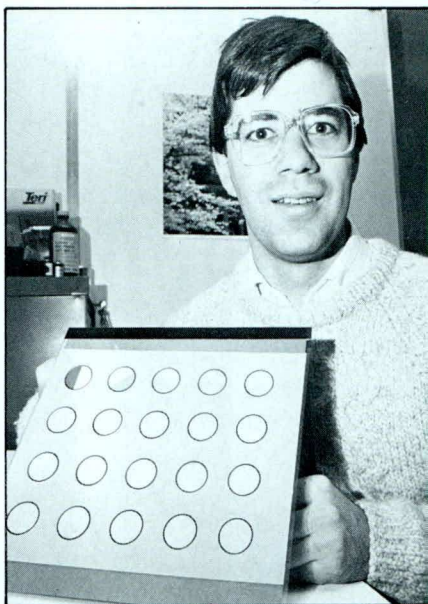


Mighty Light 2000 Illumination System

Medical Light Source, Inc. has announced a new product designed to improve illumination for standard chart projectors. According to a news release accompanying the announcement, the Mighty Light 2000 will "prevent 40 future exam interruptions and reduce bulb costs by 60%". Its quartz halogen bulb is rated for 2000 hours, 40 times longer than the older style of incandescent projector bulbs.

The complete system, which includes a low voltage power supply and a "uniquely engineered" quartz halogen bulb with a "Twist Assist" ceramic collar to save seared fingers, carries a suggested retail price of \$129.95 (US\$), although the company also promotes a trade-in program which could drop the price to as low as \$89.95 (US\$). According to the material received by the CJO • RCO, the system will be available for a limited time for a free trial period from:

Medical Light Source, Inc.
3133 North El Paso Street
Colorado Springs, CO
80907-5414
USA
Tel.(303)577-4931



Australian Eye Chart Measures Contrast Detection

An Australian optometrist, Dr. Jos Verbaken of Melbourne, has developed a low cost eye chart which measures a patient's ability to detect contrast.

Introduced at the October, 1986 Australian Optometrical Association Congress, Dr. Verbaken's **Melbourne Edge Test (MET)** consists of a card with 20 circles, one inch in diameter, each with a different semi-circular contrast ranging from 80 to 0.1 percent.

Says Dr. Verbaken, the MET chart "will be useful for screening vision abnormalities" like the glaucoma/diabetes link and will assist in early screening for particular diseases such as multiple sclerosis.

Dr. Verbaken holds the copyright on the chart, which he expects to market for "between \$300 to \$500" (because of the expensive photo-specific reproduction process required to produce the card).

Further information is available from: Dr. Jos Verbaken, 21 Waterloo Street, Carlton, Victoria 3053, Australia. Tel.(03) 347-0075.

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