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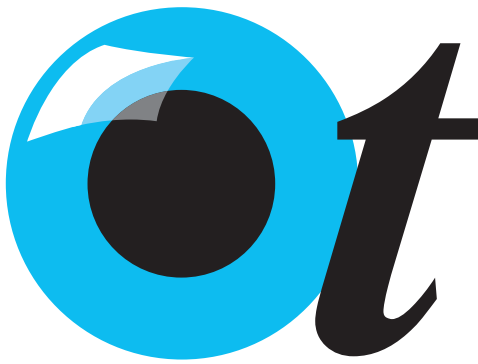




BEYOND REASON

INTERCHANGEABILITY IS A GAME CHANGER | THE ALL-NEW RADARLOCK™
WITH SWITCHLOCK™ TECHNOLOGY





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Supplements Editor:

Chris Donkin
T: 020 7549 2074
E: chrisdonkin@optometry.co.uk

Editorial Office:

Optometry Today,
2 Woodbridge Street
London EC1R 0DG

OT Sponsorship:

Sunil Singh
T: 020 7878 2327
E: sunil.singh@tenalps.com

OT Advertising:

Vanya Palczewski
T: 020 7878 2347
E: vanya.palczewski@tenalps.com

Production: Ten Alps Creative

T: 020 7878 2323
E: gemma.trevillion@tenalps.com

www.optometry.co.uk

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Subscriptions

Alliance Media Limited,
Bournehall House,
Bournehall Road, Bushey,
Herts, WD23 3YG
T: 020 8950 9117
E: stelios.kontos@alliance-media.co.uk
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The evolution of optics from sport to education



IN THIS Olympic year the purpose and place of sport has never been under such scrutiny. There is an open debate about whether competition is good or bad, is exercise important, how much

and in what form? Playing fields continue to be built on and one scandal after another brings professional sport into disrepute, whether it is the behaviour of our senior athletes on or off the pitch or drug abuse.

Sport cannot be viewed in isolation from social deprivation, malnutrition or lack of educational opportunities and it is prescient that these issues have never been so important in ophthalmic optics.

The lessons of sport permeate every part of society and apply to those who love it and those who hate it. The visual process affects everything we do and everything we do feeds back through the same system to affect how well we do it and how we behave.

The detection of manifest pathology and its early treatment is clearly an important part of our professional brief, but an equally important and unique role is the prevention of ocular, systemic and psychological morbidity. This can only come from an understanding of the relationship between vision and the effect

it has on the way we occupy ourselves. Every part of life impacts on this, from our formative years in education, how and when we exercise, what we eat and drink and what work we do.

As the primary sense the eye and particularly the way the eyes work together is a perfect measure and barometer of general health.

More than anything sport reminds us of our evolutionary origins as hunter-gatherers where binocular function has always been essential to survival. When the relationship between the eyes is distorted even microscopically (fixation disparity) it can affect every waking moment at work or play and can put us risk of serious injury.

Coping with this without understanding the visual problem can have a devastating effect on physiological and psychological well-being.

Non-tolerance of varifocals for example, with all this implies to the practitioner and patient, can be predicted by a simple measurement of fixation disparity at the near point.

Nothing illustrates the lessons of sport more clearly than their affect on education and the ability to read.

Sport magnifies these problems because of the intensity of the visual demand Sportvision research is now completely changing the understanding of our professional role and the importance of refraction and visual correction.

Geraint Griffiths, managing director, Sportvision

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Contacts for all: are we missing an opportunity?

OT LOOKS at the patients who could benefit from contact lenses to help them in their leisure time activities

According to the latest government statistics up to 33% of us take part in some sport or active recreation, at a moderate level, for at least 30 minutes three times a week.

This equates to nearly 7 million people, then when you add to that figure the number of people who participate in weekend activities like hill walking, recreation cyclists and amateur footballers – you have quite a proportion of your patients who may be able benefit from performance eyewear of some sort.

Many patients with an active lifestyle will tell you that contact lenses win hands down when it comes seeing clearly and reliably in 'sporting' environments.

Spectacles slip down the nose, steam up, become streaked with sweat, rain, snow, get knocked off – in fact the list of disadvantages is long! Contact lenses, once applied, stay put in all but the most extreme of circumstances and no matter what your prescription will give stable concise vision.

Not everyone wants to wear contact lenses all the time and sporting environments are not always the most hygienic to clean and replace lenses so daily disposable lenses are ideal for sports use. Swimming in daily disposable lenses with well fitting goggles is an ideal solution for many ametropes (especially if they are trying to keep an eye on children at the same time). Participants in endurance sports such as running, cycling or triathlon,



may be better suited to silicone hydrogels due to their superior oxygen transmission and resistance to dehydration.

Optometrist Andrew Elder Smith shared his sporting experiences with OT: "I ran the Great North Run last year and while I was waiting for the gun that signals the departure of the elite runners I witnessed a really odd occurrence – a runner, who must have been at least -5.00DS, judging by the thickness of his glasses, carefully removed them and handed them over to his partner, who was waving him off, 'See you at

South Shields'; they said and away we went. I don't know if they met up but I know he would have enjoyed the run much more if he could have seen what was going on around him!

"At local runs I have seen runners carefully stowing glasses in kit bags before races or running with string holding their glasses on – people spend hundreds of pounds on running gear, so why are they not wearing 'running eyewear'?"

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Give your patients the cutting edge of sports eyewear

WITH OVER 35 years of history in sport and innovation, Oakley is synonymous with elite athletes and market-leading performance eyewear that enables them to redefine what is possible in sport. From the velodrome to the running track, tennis court to rowing lake, professional athletes rely on Oakley High Definition Optics (HDO) for a superior level of clarity and protection.

For 2012, Oakley will have four key launches specifically for the sports eyewear market. As always, the three mantles for Oakley product creation – design, technology & innovation – have not only been incorporated, but completely restructured.

Radarlock is the latest model in the Switchlock family, a revolutionary new performance sunglass that allows the world's leading professional athletes to take full advantage of Oakley's wide array of premium lens tints. No matter the sport or location, conditions can vary at the drop of a hat. So, as with all of the Switchlock collection, this unique invention lets athletes adapt their vision instantly. A simple 'switch' mechanism on the inside of the arm unlocks the temple area, meaning the lens change only takes seconds.

Each Radarlock lens is optimised with the unrivalled clarity and impact protection of High Definition Optics, while tailored to suit all conditions from flat to extreme bright light.

In addition to Switchlock, the full Sports Performance collection is available with Oakley True Digital lenses. OTD for short, this prescription lens optimisation ensures the wearer has the best possible peripheral image and motion recognition. Utilising Oakley Dual Peripheral



Lolo Jones wears the new Radarlock

Technology, OTD takes advantage of the extensive frame database to digitally tailor lenses to the specific frame and individual prescription. As Oakley athletes say themselves, acute and accurate vision is needed not just straight ahead, but in all directions. Oakley True Digital delivers the best possible overall vision over the entire high-wrap lens surface.

Oakley has also merged two key categories, producing a new active prescription piece that suits the active man. With an O Matter frame, Unobtanium non-slip earsocks, and changeable colour-combinations taken from the Sports Performance collection, the frame style itself is

fashion orientated. Whether in the gym, at work, or out jogging, the Crosslink is the perfect eyewear of choice.

The standout release for the UK market is the London 2012 collection. As an official UK licensee of the London 2012 Olympic Games and Paralympic Games, Oakley will be releasing a special edition collection of men's sunglasses that include two Team GB performance styles, Radar and Flak Jacket, and two London 2012 active-lifestyle models, Fuel Cell and Scalpel. This limited edition eyewear will feature Team GB or London 2012 logos and come complete with official microbag cases and keepsake packaging.

Radarlock

As well as utilising the unrivalled clarity and protection of High Definition Optics, the ease of Radarlock's shield-lens interchangeability has given Oakley the opportunity to update one of their brand stories – environment specific lens tints. No matter the sport or location, the Radarlock can suit any athlete.

From £200.



To swap the lens: Locate the lock-latch on the inside surface of the temple. In one motion, rotate the temple and push the lock away from the lens. Squeeze the nose bridge inwards to release the lens. To replace, simply insert the top corner of the lens into place, position into the groove across the frame edge and close the arm. No matter the sport or location, the Radarlock can suit any athlete.

London 2012 Collection

Oakley has been announced as an official UK licensee of the London 2012 Olympic & Paralympic Games. To commemorate this momentous sporting event, four special edition styles of eyewear are being released. All four products come with Plutonite lenses featuring Oakley's patented High Definition Optics for unrivalled clarity and protection, plus the unbeatable comfort of a lightweight, stress-resistant O Matter frame.

From £110.



Team GB Radar – RRP£165



London 2012 Fuel Cell – RRP£110

Crosslink

The cross over between what is worn casually, to what is worn when undertaking an activity, has always been blurred. Some opt for oversized-goggles over glasses, some for elastic head straps. Oakley has strived to solve this issue and in doing so created the Crosslink. This new style can be used for all activities and comes with interchangeable stems – bright for performance and subtle for lifestyle.

From £150.



Oakley True Digital

Oakley have released 5 new prescription tints for their True Digital lenses. Optimized for golf, cycling & fishing, the OO Red & OO Black Polarized, G30 Polarized and Deep & Shallow Blue Polarized are all proven to enhance performance for the wearer.



Prescription lenses for sports

Tanya Storey, FBDO, DipSV discusses the advantages and evolution of performance lenses

SPORTS PARTICIPATION is an increasingly popular pastime in the UK with many people enjoying more than one sporting activity and often well into and beyond their middle years of age.

Some 14.759 million adults take part in at least one 30 minute sporting activity per week with 6.927 million of those actually enjoying three or more sporting sessions each week*

With approximately one third of the population requiring spectacle correction, it is fair to say that if we use an estimate from the figures already given, there are some 4.92 million UK residents that require spectacle correction whilst taking part in sports. This equates to a possible market of nearly 5 million people that could be looking for a sports vision spectacle solution from their eye care professional.

A sports spectacle solution needs as much time and consideration from the dispensing process as a pair of 'everyday' wear spectacles. There are three main elements of sports spectacles, which when put together will provide the best sports vision solution for that wearer. High performance eyewear like this is a combination of lens design, frame design and tint/filter choices that are all of equal importance to the overall spectacle performance. With a limit here on space, attention will be focused upon the choice of suitable lens design as without a fully functional lens that provides clear vision, any set of spectacles is pointless!

The challenge

Historically eye care practitioners

would have declined any patients request to have their prescription placed into a high wrap fashion or sports style frame for several good reasons:

1. More often than not a high fashion sports frame would require a larger than average diameter lens blank. As the majority of lens manufacturers/suppliers would have limited their blank sizes to around 80mm, the practitioners would have struggled to acquire a lens large enough to fit in the frame.

2. If the practitioner was fortunate enough to get their hands on a big enough lens blank, they would've probably found that it was produced with a relatively low base curve, specifically the minus powers, giving the prescription lenses a fairly flat form. Glazing a flat lens into a high wrap frame forces the frame front to flatten out so the angle of side becomes too large for it to fit behind the ears.

[* Source: 2010/11 active people survey conducted by Sport England]

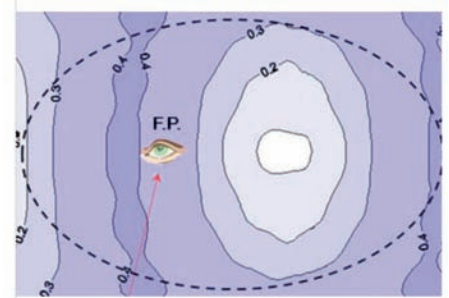
3. As we are all aware a large blank size will produce excessive centre/edge thickness so any practitioner who managed to overcome the first two issues given above, would be inevitably be faced with a cosmetic issue.

4. A practitioner succeeding to overcome all of the above and produce a pair of prescription wrap around spectacles with a traditional ophthalmic lens would then face a bigger challenge – the patient's visual acuity. The high wrap of a

sports/fashion frame would cause a discrepancy in the alignment of the visual axis with the optical axis of the lens, ie figure 1.

As the two axes no longer coincide, the wearer would experience uncomfortable distorted vision with an element of 'swim effect'. The following example shows a standard single vision -2.00DS lens that has been glazed into a wrap frame with a Face Form Angle (FFA) of 15 degrees: As you can see the actual power perceived by the eye is different to that intended by the dispenser, hence a poor optical performance.

Figure 2

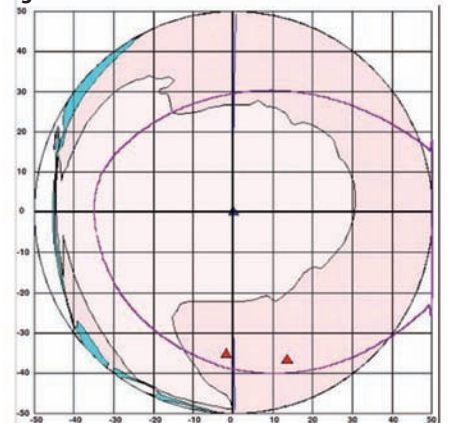


Required prescription: **-2.00DS / 0DC**
 Perceived prescription: **-2.1DS / -0.32DCx90°**

The first attempt

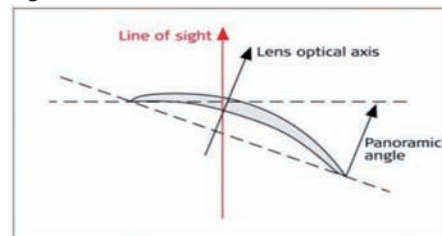
Spectacle lens designers first tackled sports vision with a prism compensated lens design which forced the alignment of the visual axis with the lens optical axis by surfacing

Figure 3



Cylinder in the periphery.

Figure 1



prism into the rear surface. The result was a lens design giving excellent performance at the optical centre or fitting point of the lens, ie figure 3. This example shows us that a patient prescribed -3.00DS will perceive the -3.00D prescription at the optical centre of the lens but will experience distortion in the lens periphery caused by the induced cylinder from the poor lens design. A more suitable method of correction would still be needed and thanks to advances in digital lens surfacing methods, spectacle lens designers now have the solution.

The end solution

Freeform or digital surfacing as a form of lens production first hit our shores in 2002 and has opened the doors to lens design solutions that were previously inconceivable. We now have the capability of producing lens surfaces with unique curvatures that will provide accurate vision across a range of base curves and positions of wear. By utilising sophisticated algorithms in advanced design software, lens manufacturers could now overcome the historical issues of flat, small blanks that provided cosmetically and visually inadequate sports lenses and replace them with accurate high performance digitally surfaced sports lens solutions

Let us look once again at the example of a -3.00D lens correction that has now been digitally surfaced

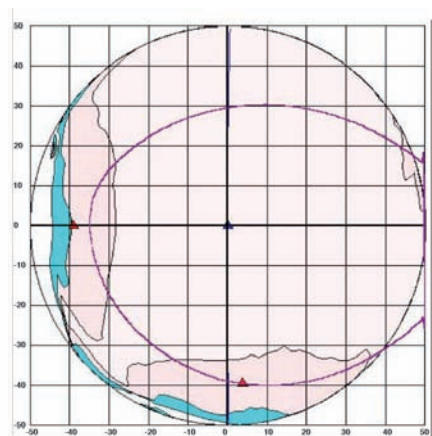
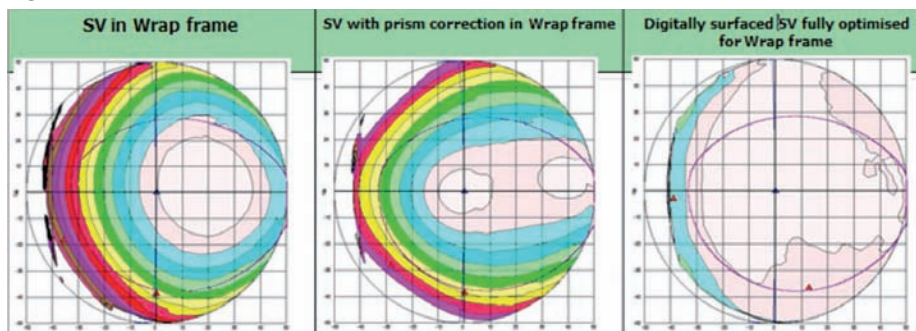


Figure 4

Figure 5



with a quality sports vision design that has been optimised for use in high wrap frames.

We achieve accurate optical power and no induced cylinder across the entire lens surface.

Let us now consider an example of a prescription that would at first glance probably have you thinking that a wrap frame correction would be out of the question. The above example is that of a +5.00D prescription correction in a wrap frame with a FFA of 15°.

The first image in the table depicts a standard single vision lens mounted in a wrap frame which shows a large amount of distortion at the lens periphery and at fitting point. The prism controlled lens has correct power at fitting point but again there are large amounts of unwanted cylinder across the rest of the lens surface. The final image in the table shows the performance of a digitally surfaced sports lens that has been fully optimised, during the design process, for use in wrap frames. This lens exhibits true power and no distortion at fitting point and across the lens surface.

As you can see there is a huge variation in lens performance with clearly only one suitable for classification as a high performance lens design solution – that which has been fully optimised for use in wrap frames that has been digitally surfaced. The opportunities for sports vision dispensing don't stop with single vision wearers either. Many

manufacturers now offer progressive solutions for presbyopic sports enthusiasts and the same principals still apply. You can try a traditional or prism controlled design which will provide compromised performance, or you can opt for the optimised digitally surfaced designs.

Conclusion

It should always be remembered that we can produce any lens design using digital surfacing but it is a complete waste of time if the design itself has not been optimised, for example in this instance, to perform in high wrap frames. It is the design of the lens not its surfacing method that dictates how a lens will perform, the role of digital surfacing is just to create the advanced curves calculated during the design process which traditional surfacing methods are unable to achieve.

Sports participants will often spend hundreds of pounds on their clothing and equipment without a second thought as they believe the benefits of using such equipment will enhance not only their performance, but their overall experience whilst taking part. This attitude would therefore suggest that many patients would buy an optimised pair of sports lenses if the benefits were clearly explained and demonstrated.

Many sports enthusiasts are actively seeking new ways to enhance their sporting experience. The sports vision revolution is coming – ensure your dispensing solutions perform.

The key to Olympic achievement is vision

The most important consideration in the preparation for competitive sport, according to Sportvision

OPTOMETRISTS CAN make incredible improvements to performance. Sportvision optometrist Qausia Hassan astonished one netball star who had no idea she was slightly more short-sighted in her left eye than her right.

By correcting the small refractive error she was able to prevent her non-dominant eye taking over the aiming process in her game. Her goal scoring was transformed and after experiencing the change the patient said she felt practically blind without her contact lenses when she went out onto the court.

Ms Hassan said the key was to explain in sporting terms the need for correction to persuade the athlete

to take advice. This depends on understanding the importance of eye dominance to the ability to aim in the right direction and judge the distance of the target.

These abilities apply in all sports and occupations in varying degrees, including reading.

Hitting a golf ball down the fairway depends on the stability of the aiming eye looking at the back surface of the ball on the tee. If the right eye is obscured by the nose on the backswing the apparent position of the ball moves to the left, as a result the ball is struck early with the clubface angled down and turned out. This causes a topspin slice shot.

A national archery player found

her arrows forming a horizontal line level with and to the left of the gold centre of the target. She had become occupationally short sighted in her dominant right eye, so the left eye took over the aiming process. The solution was a soft contact lens in her right eye and a pair of VDU specs to address the myopic progression, which may also be related to a convergence insufficiency.

A young photophobic Manchester City footballer had his game transformed by wearing tinted contact lenses. A goalkeeper in the same squad was mis-timing catches and risking injury diving at the feet of oncoming players. His +2.00 prescription didn't prevent him seeing clearly but the associated over-convergence (esophoria) when uncorrected affected his distance judgement. Objects appear closer than they are if the proprioceptive feedback from the extra ocular muscles senses that the eyes are converging.

Distance judgement is critical in cyclo-cross; a senior athlete's confidence was transformed with a pair of bespoke cycling frames with measured tint and prismatic correction of a vertical fixation disparity.

Fatiguing 400m hurdle runners may hit the barriers as they lose control of a divergence excess affecting their distance judgement in the last part of the race.

High jumpers with vertical muscle balance problems can misjudge the



distance of the bar and take off too late. Right-footed footballers can slice a shot at goal because they are left eye dominant. Right handed left eye dominant clay shooters may never get past the first day's practice being totally unable to hit the target. The problem is exactly the same with 'air shots' in tennis or squash.

The list of sporting examples is endless and can be extended to all occupations; avoiding a car on the side of the road, asthenopia with VDU use and words that jump on the page when trying to read.

All are amenable to correction with contact lenses or spectacles in a way that the athlete will understand, whether it is a specialised sport appliance or office based leisure spectacles, the products and materials are legion and available to every High Street practitioner.

Eye exercises

Despite this the view persists, reinforced by athletes, that eye exercises, therapy or formal orthoptics are the panacea to improved sporting performance.

This has been difficult to support scientifically without a means of identifying the athletes at risk, but also it diminishes the importance of visual correction as though somehow athletes are exempt from the remedy by which every other occupation can benefit.

Establishing cause and effect is at the heart of everything Sportvision has done and this starts with the measurement of eye dominance and establishing dominance type. Early research established that there are two primary visual skills in sport and all other occupations¹: Aiming and anticipation (based on depth perception, monocular and stereoscopic).

Aiming: Depends on the stability of

the dominant aiming eye. It gives us our sense of position in relation to the position of the target. The target may be moving or static.

Anticipation: In order to anticipate the arrival of an object we need to know how far away it is and how fast it is travelling. The most efficient way of doing this is stereoscopically, but depth can be judged surprisingly efficiently using monocular clues like parallax and image size.

All sports and occupations require the primary visual skills in different proportions and to a greater or lesser extent. The proportion of each depends on the sport or occupation.

Sport - aiming or anticipation

Whether the sport is predominantly aiming or anticipation or a mixture of both, can be predicated by looking at the difficulty of the aiming task in terms of the angular subtense of the target at the eye. The further away and the smaller the target the more the skill of aiming predominates.

- All of some sports and aspects of others have a high aiming demand for example:
Rifle shooting
Clay shooting (aiming just in front of the clay)
Golf (hitting the ball)
Down hill skiing (spotting the mogul and avoiding it requires acute aiming and anticipation skills)
Ice hockey (hitting the puck)
Football goal scoring (large targets; goal mouth and ball, means level of aiming skill is reduced, greater skills required in other areas will maintain the overall difficulty of the game)

- Where aiming is not the predominant skill, anticipation (based on depth perception) is likely to be the more important, for example:

Tennis (aiming is a subliminal skill based peripheral awareness)

Clay shooting (judging the distance and therefore speed of the clay is important but secondary to the aiming task)

Golf (aiming down the fairway is based on peripheral awareness with low stereoscopic demand, hitting the ball is a different phase and requires precise aiming skills)

Down hill skiing (aiming to keep to the middle of the piste relies on peripheral awareness)

Where visual demand in any sport is low (determined by the visual task analysis), other skills become more important.

In rowing a low visual demand is supplemented by stamina, strength and acute peripheral awareness. In football where the targets, ball and goal posts are relatively big, power, peripheral awareness and the ability to read the game become more important.

The lesson of sport is that we should be thinking about the same level of care for all our patients and not just for the elite. It is quite likely that the variety of sport is a reflection of the variety of vision profiles in the general population, every one with its own individual characteristics and needs.

In fact the greatest need and demand is likely to be from the 50% of our ordinary patients who are active competitors. This care is critical in the formative years when vision is the most important consideration in the preparation for competitive sport. For more information go to www.SVUK.info

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Contact lenses – the essential sports kit

CIBA VISION explains the benefits of its products for sport participants



12

06/04/12 PERFORMANCE EYEWEAR SUPPLEMENT

WOULD YOU go for a run in your party shoes or play tennis in high heels? You might – but you would get on much better in a pair of running or tennis shoes.

The correct footwear is essential to perform to the best of your ability in any sport – whether you are a world class athlete or just trying to keep fit and deny the aging process! If your glasses are slipping down your nose, splattered with rain or mud or smeared with perspiration or worse still in your kit bag you will not be able to concentrate and your performance will suffer. Crisp, clear, comfortable vision is fundamental to the enjoyment of sport – even if your involvement is limited to cheering on from the sidelines.

For many, spectacles and active sports just don't mix, they may even cause injury if hit by a ball or another player. For some sports such as rugby or martial arts they are simply banned. Poor uncorrected vision or the unsuitability of spectacles for most sports must lead to many people simply giving up.

All ages, all abilities

Figures from groups such as parkrun, which organises free 5km (3.12 miles) runs in local parks across the country, reveal that it is not just younger people who regularly participate in sport. In fact presbyopes make up approximately 35% of their total runners.¹ Runners of all abilities take part with finishing times varying from

under 15 minutes to over 40 minutes.

Sport England's 2011 survey shows that 40% of regular swimmers are between 35 and 54 with 24% over 55². It is not just a matter of seeing where you are going – runners, cyclists and triathletes use wrist or bike mounted computers to monitor heart rates, time and speed. GPS navigation systems are extensively used so runners and cyclists know where and how fast they are going – but without clear near vision they are all but useless! Slipping on a pair of readers is hardly practical and maintaining good stereopsis is essential so AIR OPTIX AQUA MULTIFOCAL contact lenses are a perfect solution providing crisp, clear vision at all distances.

A winning team, a great partnership

CIBA VISION has a long history of developing ground-breaking, innovative products that really make a difference to people's lives. And it is the unique characteristics of DAILIES and AIR OPTIX families of contact lenses that make them ideal for every aspect of modern living and in particular for sport.

AIR OPTIX – in for the long run, cycle or walk

Endurance athletes train for long hours. Often getting up in the small hours before work or going out late at night after the children are in bed to fit their training in. They consume huge amounts of oxygen and become dehydrated over the course of a one, two or three hour session. AIR OPTIX contact lenses with TriComfort Technology makes them ideal for endurance sports such as running, cycling or rowing. This unique technology ensures exceptional all day comfort and consistent crisp, sharp vision. It works

in three ways.

Breathability: AIR OPTIX contact lenses are made with a revolutionary silicone hydrogel technology that transmits up to five times more oxygen than traditional soft lenses

Retains moisture: The patented materials of AIR OPTIX contact lenses help retain moisture, preventing the lenses from drying out so they feel comfortable all day long.

Resists deposits: AIR OPTIX contact lenses feature permanent, ultra-smooth, biocompatible plasma surface treatment that resists deposits for exceptional comfort.

The lenses are available in spherical, astigmatic and multifocal, and are all licensed for up to six nights continuous wear as well as AIR OPTIX NIGHT & DAY for those who require up to 30 nights of continuous wearing hours.

DAILIES AquaComfort Plus for the great outdoors – even for allergy sufferers

Daily disposable lenses are an

ideal choice for sports as many participants prefer to wear contact lenses for sport but are happy to wear glasses the rest of the time. Also, should a lens become displaced or lost they are cheap and hygienic to replace! DAILIES are obviously ideal for anyone participating in contact sports or where the lenses may come in to contact with water or become contaminated.

DAILIES Plus lenses offer enhanced blink activated moisture release for superior tear film stability, which will help maintain consistent, clear, crisp vision between blinks – vital in fast moving ball sports such as tennis or squash.

Additionally recent research has shown that for allergy sufferers DAILIES Plus wearers report their symptoms are reduced and their eyes look less irritated when they are wearing their lenses.³ For astigmatic wearers DAILIES TORIC All Day Comfort gives the benefit of AquaComfort, the built-in moisturising agent that refreshes with every blink and can correct over three quarters of wearers with astigmatism.

Regarding the thorny issue of swimming in contact lenses, the BCLA gives wearers the advice that only use contact lenses for swimming if tight-fitting goggles are worn over the top and that daily disposables are a better choice for swimmers⁴.

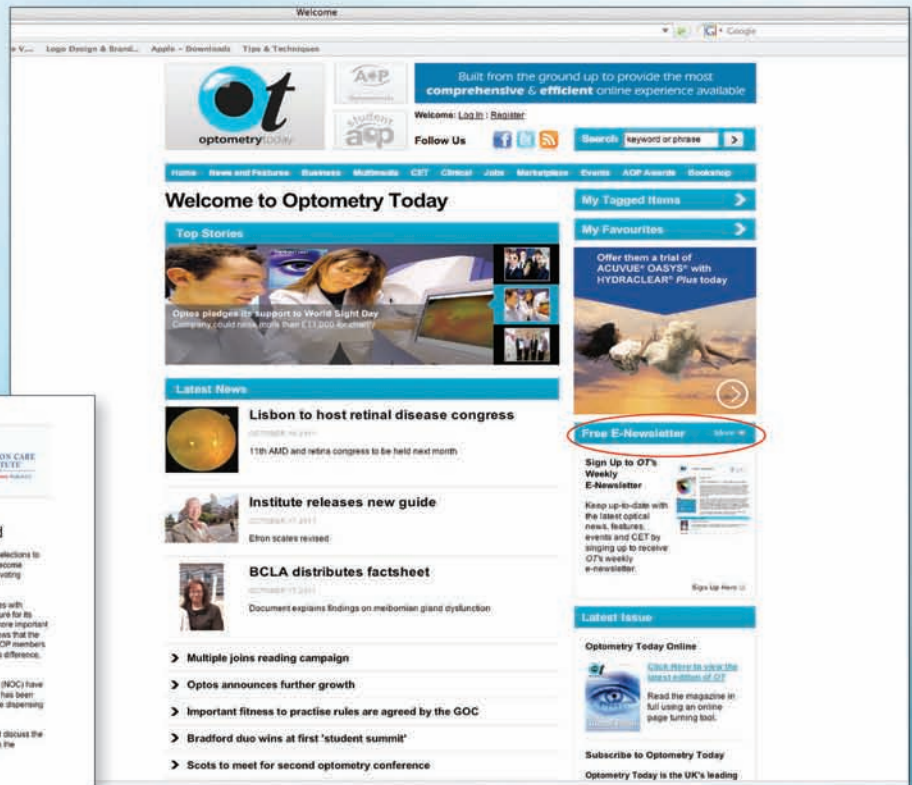
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Helping athletes keep their eyes on the prize

WHILE ATHLETES train and condition their bodies in the hopes of achieving peak physical performance, many forget the important role that vision plays.

It has been estimated that up to 80% of perceptual input in sport comes from the eyes, so we can see that vision can greatly impact performance in sport in many ways including: balance, timing and anticipation, reaction time, aiming accuracy, eye-hand-body coordination, visual and overall coordination depending on the sport.

For the 60% of the population who require vision correction – whether serious sportsmen or amateur athletes – it can be challenging to find the right vision care solution. According to a recent survey, nearly a third of people agree that their eyeglasses prohibit them from participating in activities – with swimming and football cited as the activities most likely to be impacted¹.

For those who do wear spectacles during sport, 70% agree that sweat can affect the stability of their glasses when they are being active¹. These are just some of the reasons that people may opt for wearing contact lenses instead, are a comfortable and convenient choice for sport, as they eliminate the disadvantages of spectacle movement and fogging.

However, it is less well known that contact lenses can provide performance benefits as well. Research closely links contact lenses with improved performance in sport and in an active lifestyle since lenses offer a more complete field of vision (15% better than glasses²) as well as improved peripheral awareness and depth perception.

“Clarity of sight is just one aspect



of vision which can affect optimal performance in sport,” said eye care professional Gavin Rebello who has worked with Olympic athletes, the Cambridge Boat Race Crew and local amateur athletes. “Depth of perception and peripheral awareness are also extremely important, and contact lenses provide significant benefits over glasses in these areas,” he added.

For those involved in outdoor activities some contact lenses can also offer protection from UV overexposure, which has been linked to the development of certain types of cataracts, and also may play a role in the development of macular degeneration.

Whether your patients are eyeing up an Olympic medal or a spot in a weekend football league, it is clear that vision plays an important role in performance and that eye care professionals need to help patients find the vision care solution that will best enable them to achieve their goals.

References

¹Johnson & Johnson
February 2012.

²Berman, Alan M., O.D., “Sports Vision,” Pacific University College of Optometry, Online CE (Institute for Sports Vision), 20

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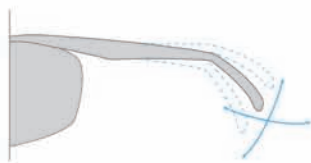
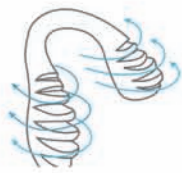
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*Fitting fees may apply. Terms and conditions: 30 day offer open to UK & Ireland residents only. This promotion ends on 22nd April 2012. Applies to 1•DAY ACUVUE® TruEye®, 1•DAY ACUVUE® MOIST® and 1•DAY ACUVUE® MOIST® for ASTIGMATISM Brand Contact Lenses and limited to a maximum of 30 pairs of contact lenses only. Only available to patients new to ACUVUE® Brand Daily Disposable Contact Lenses who have undertaken an eye test and been deemed suitable for contact lenses by their Eye Care Professional. Only one claim per person. Visit www.acuvue.co.uk for full terms and conditions. 1. The Virgin London Marathon 2012.

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Please call the ACUVUE® press office team if you have any interesting London Marathon patient case studies or want to be a case study yourself for media use. Contact details are: Jenni Luyk - 020 3047 2051 OR Roshni Nichani - 020 3047 2194

Making London's greatest annual sporting spectacle, spectacle-free!

Improved vision and performance through contact lenses could help to bring the finish line into sight for runners and spectators alike

RESEARCH CLOSELY links contact lenses with improved performance in an active lifestyle, since lenses offer a more complete field of vision (15% better than glasses¹) as well as improved peripheral awareness and depth perception.

Despite these findings, only 12% of people who need vision correction wear contact lenses. That means that more than 19,000 London Virgin Marathon runners, and approximately 32million people across the UK, could potentially improve their performance by wearing contact lenses^{2,3,4}. That's why just in time for London's greatest annual spectacle – the Virgin London Marathon, ACUVUE, the UK's leading contact lens brand, is challenging

runners, sports enthusiasts and spectators across the UK, to go 'spectacle free' by providing ACUVUE brand daily disposable contact lenses free for 30 days to see the difference it makes to their performance.

"This is my first time participating in the London Marathon and as an eye care professional and contact lens wearer, I know that running in contact lenses gives me a competitive edge to perform my best," said Damian Conway, an optician from Norwich.

"Though ACUVUE 30 day free trial, I encourage fellow eye care professionals to speak with patients about the benefits of contact lenses for sport and everyday life."

Whether running or spectating, there is no escape from potentially damaging UV rays – which have been linked with cataracts and macular degeneration. Contact lenses can provide additional protection from UV exposure beyond wearing sunglasses



or a hat. Acuvue's best-selling contact lens, 1-DAY ACUVUE TruEye offers the highest level of UV protection of any daily disposable contact lens.

For further information on how you can get involved in this exciting opportunity, please contact your ACUVUE account manager or visit www.jnjvisioncare.co.uk

References

- 1 Berman, Alan M., O.D., "Sports Vision," Pacific University College of Optometry, Online CE (Institute for Sports Vision), 2006
- 2 <http://www.ons.gov.uk/ons/taxonomy/index.html?nscl=Population> accessed on 9 Feb, 2012
- 3 Johnson & Johnson data on file October 2010
- 4 Johnson & Johnson data on file October 2010



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