

# OPTICAL PRISM

NOV/DEC 2024 • VOL. 42 • NO. 10

## Express Yourself

Men's Eyewear and the Rise of Individuality

### WHEN CONFLICT HAPPENS

Strategies for effective communication

# The New Masculine

Exploring men's evolving eyewear styles, this issue highlights how frames are becoming a powerful tool for personal expression and individuality.

**VISION THERAPY**  
Why the controversy?

## Men of Vision

Men in the optical industry making a significant impact

### EYES ON EQUITY

Addressing the barriers to receiving eye care

### GEO-TARGETING

Reaching local patients with precision

### VISION INNOVATION

Checking in on lens innovations from around the world

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*Centennial*  
www.centennialoptical.com

x **2BB:**  
**HELP US CURE BLINDNESS**

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MEN'S & WOMEN'S COLLECTION

TWO BLIND BROTHERS



**FIGHTING  
BLINDNESS  
CANADA**

2BB: and Centennial Optical have partnered with the simple goal of giving back. A portion of these frame sales will go to Fighting Blindness Canada (FBC). FBC, is the largest charitable funder of vision research in Canada. For more than 50-years, FBC has contributed critical funding for the development of sight-saving treatments and cures for blinding eye diseases.

Learn more about FBC and your impact!

Learn more about the brand and the bothers behind it!