

# OPTICAL PRISM

OCTOBER 2024 • VOL. 42 • NO. 9

## Weight Loss, Vision Loss

Keeping a watchful  
eye on Ozempic

## CONCUSSION VISION

On the road to  
recovery with  
NeuroLens

## DRIVING FORCE

Performance-  
driven driving  
glasses

## A MISSION WITH PASSION

Two Blind Brothers  
launch a collection  
in Canada

## Precision Prescriptions

The science behind  
competitive shooting

## PERFECTING THE PICK-UP

Bringing it all  
together at the  
Eyewear Pick-up

# Winning Vision

Olympic worthy eyewear for peak performance,  
precision, and winning style

PROFILE

# Two Blind Brothers

Brothers in Arms Work to Eliminate Blindness

BY EVRA TAYLOR

“Eyeglasses don’t cure blindness, but these just might!” exclaimed Bradford and Bryan Manning, two blind brothers whose life mission and passion is to find a cure for blindness.

This past September, Centennial Optical proudly announced its new partnership with Two Blind Brothers (2BB) to launch their ophthalmic frame collection in Canada.

The Manning brothers are on a mission to cure blindness and to this end, they are donating 100% of profits from their products toward finding a cure for blindness. Through their luxury clothing brand and Shop Blind Challenge, to date, they have donated \$1.7 million to support organizations like Foundation Fighting Blindness and other clinical retinal research organizations to advance therapies and cures for blinding retinal diseases.

This mission is close to their hearts as both brothers were diagnosed with Stargardt disease at a very young age, causing them to lose their vision over time. “This collection brings us back to the beginning of our journey, in a dispensary, to now be the brand dedicated to helping others achieve better vision. This is the greatest gift we could imagine” stated the brothers.

After posting a YouTube video in 2016 announcing their launch, the brothers

said, “In the last year, we went from selling our first shirt to our high school physics teacher to one of the fastest-growing cause-driven companies in the country”. When they released a video on Facebook, the pair received an overwhelming response rate, including from others with Stargardt disease, thanking them for raising public awareness about the condition and their cause. “It was unbelievable to see the comments and messages. It was shocking and amazing.”

Centennial Optical is thrilled to join Two Blind Brothers by launching their innovative eyewear collection that not only epitomizes a harmonious blend of fashion and functionality but also carries a profound philanthropic message at its core and the commitment to make a difference by contributing a portion of the sales towards finding a cure for blindness.

“Centennial Optical is proud to be on this journey with 2BB. Their mission is also our passion”, said Allen Nightingale, president of Centennial Optical. “For over 57 years, we’ve been helping eyecare professionals provide their patients with the best vision solutions possible. Together let’s take another big step and take up this challenge. Centennial Optical is committed to donating 10% of every 2BB frame sale to Fighting Blindness Canada, the largest charitable funder of vision research in Canada.”

Centennial Optical views this collaboration as a tangible way of making a positive impact within the optical industry, by offering their customers a purposeful product they can be proud to dispense. This is more than just a frame collection, it’s a collective effort to actively help individuals with vision impairment. Centennial Optical invites their customers to explore the collection, share this inspiring story and encourage their patients to join the movement, making a difference in both the optical community and the lives of the blind and visually impaired.

The 2BB optical collection marries style and functionality, with a range encompassing 16 styles, each available in three captivating colors. The women’s collection boasts sleek acetate, showcasing trend-driven, easy-wearing shapes and fashionable combinations. The men’s collection incorporates memory metal in every silhouette, ensuring a lightweight, fashion-forward attitude. With sizes ranging from 50-54 across the collection, each frame offers a tactile “feel” with braille on the temple tips of each frame, meaning the number “2” or the letter “B”, represents “BROTHERS”, while also making a difference toward finding a cure for blindness.

The collection is set to be released in Canada in early November 2024. **OP**







*Centennial*  
[www.centennialoptical.com](http://www.centennialoptical.com)

X

**2BB:**

HELP US **CURE** BLINDNESS

**2BB:**



Learn More About Your Impact