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Two lectures:

The safety of spectacle frames

The objective of the proposed presentation is to discuss highlight the aspects of spectacle frames that are often missing from conventional teaching of the subject area: The inherent safety of the materials from which spectacle frames are made and how this relates to the current ISO standards, and the potential for cross contamination with pathogens of these devices. The treatment of spectacle frames this way, rather than as a simple consumer product is in itself innovative, and offers an alternative approach to the very commercial one often seen in optical practice throughout much of Europe. Looking at frames from an objective viewpoint rather than a fashion one changes the level of professional involvement in this aspect of eye-care. It also extends the understanding beyond the concentration on lens design, for which there is already an extensive theoretical background.

Designer labels

"Designer" spectacle frames are an international phenomenon, as are "designer" products of all types. The influence of branding on spectacle frame purchase, and the reasons for this, and the choice of eye-care practitioner will be discussed. The investigation of branding is something that has been extensively carried out in other areas, but has not been widely done in the context of the eye-care profession other than as in-house studies for marketing purposes. The aim is to encourage discussion of the effect of branding in eye-care. Discussion of how eye-care consumers see both practices and products can lead to some interesting outcomes in marketing policies for both group practices and individual practitioners.