



FOR IMMEDIATE RELEASE

NUXE EYEWEAR NOW DISTRIBUTED IN CANADA

Montreal, April 4, 2024 – Lanctôt Optical is proud to announce the conclusion of a partnership with Seaport - ODLM for the exclusive distribution of NUXE ophthalmic and sun frames in Canada.

NUXE is a French brand known for over 30 years for its natural and sensory cosmetic products for women. With the expertise of the French design firm Seaport - ODLM, the brand is launching high-quality optical and sunglasses. Lanctôt will market them nationwide starting now.

The French Nuxe Eyewear collection stands out for its colour harmonies and sensory approach to products. Just like NUXE cosmetic products, the frames in this collection are crafted using natural materials.

Diane Lanctôt, President of Lanctôt Ltd., is very excited to add this renowned brand to the company's brand portfolio: "This partnership with NUXE, a pioneer in natural cosmetology, allows us to add a completely new line of eco-friendly frames, to our product offering."

About Seaport - ODLM

Since its establishment in 1985, SEAPORT - ODLM has been creating frame collections for leading French brands. SEAPORT - ODLM is present in 4500 points of sale and in over 50 countries. Each collection reflects the DNA of the brands, their positioning, and their values.

About Nuxe

Founded by Aliza Jabès over 30 years ago, NUXE is a reference in natural cosmetology, present in over 30,000 points of sale worldwide. Each Nuxe treatment, formulated with pharmaceutical quality requirements, blends naturalness, effectiveness, and ultra-sensory experience.

About Lanctôt Optical

Lanctôt Optical is a division of Lanctôt Ltd., a Canadian family-owned company specializing in the distribution and production of sports equipment, clothing, and ophthalmic and sunglass frames.

Our unparalleled expertise in distribution and design, combined with our passion for sports, are at the core of our success, which has been thriving for over 70 years.

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