



FOR IMMEDIATE RELEASE

East Optical Appoints Isabelle Tremblay as Country Manager for Canada

Toronto, March 31, 2025 – East Optical is pleased to announce the appointment of Isabelle Tremblay as Country Manager, Canada, effective April 11, 2025.

With over 24 years of experience in marketing and sales within the optical industry, Isabelle has built a remarkable career driving customer engagement, brand development, and global market positioning strategies. She is widely recognized for her expertise in strategic planning, digital marketing, and integrated campaigns, as well as her ability to foster strong industry relationships that lead to exceptional business growth.

In addition to her extensive industry experience, Isabelle is the author of *Love, Lead, Succeed: The Supernatural Approach to Business and Life*, showcasing her passion for leadership and professional growth.

As Country Manager, Canada, Isabelle will lead business strategy, marketing, and sales operations, driving growth and expanding East Optical's presence in the Canadian market.

“We are excited that Isabelle is joining the East Optical team. Her extensive sales and marketing experience, coupled with her strong relationship-building skills, will be a significant asset as we grow our presence in Canada.”

– Olive Su, General Manager, East Optical

“I’m eager to build awareness for East Optical in Canada and introduce our full portfolio of premium lenses. I’m particularly excited about making MyoPro™ lenses available to Canadian children. In randomized clinical trials, MyoPro™ lenses have demonstrated excellent efficacy, wearability, and performance in myopia management.”

– Isabelle Tremblay, Country Manager, East Optical

About East Optical

Founded in 1982, East Optical is a family-owned business based in Jiaxing, Zhejiang. Today, it stands as one of China's leading manufacturers and exporters of premium spectacle lenses, offering innovative solutions that enhance visual health worldwide.

For more information about East Optical, visit <https://eastopticalamericas.com/>

About MyoPro™

MyoPro™ is an advanced spectacle lens design featuring 540 seamlessly integrated hexagonal lenslets embedded into the front surface of the lens, combined with a smaller central zone. This innovative technology generates a stronger defocus signal in front of the retina, helping to control axial elongation and slow myopia progression.

A double-blind, randomized clinical trial conducted at Wenzhou Medical University in China demonstrated that MyoPro™ lenses deliver a 57% reduction in myopia progression and a 50% reduction in axial elongation compared to single-vision lenses, offering an effective solution for myopia management in children.

For more information about MyoPro® lenses, visit www.myopro.ca.



Media Contact:

Isabelle Tremblay

MyoproCanada@gmail.com

C: 416.705.2357

East Optical
