



EAST OPTICAL

FOR IMMEDIATE RELEASE

Toronto, ON – April 23, 2025

Alternative Eyewear. and East Optical Launch the “IndiiPro Package” Indii Kids Frames with MyoPro® Myopia-Management Lenses

Alternative Eyewear., in partnership with East Optical, today unveil the IndiiPro package—pairing the new Indi kids’ children’s frame with East Optical’s clinically proven MyoPro® lenses. This all-in-one solution combines cutting-edge frame engineering, with patented myopia-management technology to slow the progression of nearsightedness in kids while delivering everyday comfort and style.

Key Package Features:

- Patented 360° Flexible Hinges & CanFlex® Construction for durability and safety
- Adaptable Temple Tips and Integrated Silicone Nose-pads for a custom, secure fit
- Full & Half Strap options to suit every lifestyle adventure
- Unconditional 3-Year Warranty — industry-leading coverage
- MyoPro® Lenses slow myopia progression by up to 67%, and up to 81.2% in 10–12-year-olds
- 98.7% of clinical-trial participants rated wearability A+ / Excellent
- Value-Based Pricing making advanced myopia control accessible to families

“We’re thrilled to bring MyoPro’s groundbreaking myopia-management technology to Canadian children,” said Isabelle Tremblay, Country Manager, Canada for East Optical. “Partnering with a reliable, high-performance, independent frame company like Alternative Eyewear & Plan B ensures every child gets both the vision protection they need and the durability parents demand.”

“Our goal has always been to combine fun, functional eyewear with real-world eye-health benefits,” added Paul Storace, President of Alternative Eyewear & Plan B Eyewear Inc. “Teaming up with East Optical lets us deliver a package that demonstrated excellent wearability in clinical trials—so kids actually want to keep their lenses on all day.”

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.

About Alternative Eyewear & Plan B Eyewear Inc.

Alternative Eyewear & Plan B is an independent Canadian eyewear group renowned for its innovative frame designs, patented hinge technology, and commitment to Pediatrics. With over three decades of expertise, In Eyewear they specialize in creating durable, stylish eyewear for all ages and lifestyles.

Learn More & Order Today

- IndiiPro Frames: AlternativeEyes.com
- MyoPro® Lenses: MyoPro.ca

Media Contacts:

Paul Storace

Communications Manager, Alternative Eyewear & Plan B

lab@alternativeeyes.com

905 619 2742

Isabelle Tremblay

Country Manager, East Optical

Myoprocanada@gmail.com

(416) 705-2357

Introducing **ndiiipro** Package



The perfect partnership with innovative myopia management: MyoPro® lenses and the best eyewear for kids on the market.

ndiiikids LENSES

- Patented 360° flexible hinges
- Patented Canflex construction
- Adjustable Trimble Taps
- Full and Half Strap included for all lifestyle adventures
- Integrated silicone nose pads for maximum durability
- Industry leading warranty

MYOPRO

- Slows myopia progression by up to 67%
- Slows myopia progression by up to 61.2% in the 10-12 year old age group
- Fits, feels, and looks like a normal spectacle lens
- 98.7% of participants have reported A+/Excellent wearability
- Visual stability across entire field of view
- Value-based pricing

Scan to see the entire collection

Scan to learn about MyoPro® lenses

BY ALTERNATIVE AND PLAN B EYEWEAR
AN INDEPENDENT EYEWEAR GROUP

AlternativeEyes.com

EQ EAST OPTICAL
MyoPro.ca

up to 10% of Canadian children have myopia

second conditional 3 YEAR warranty