



## Press Release

October 14, 2025  
Nikon Optical Canada  
Montreal, Canada

### NIKON OPTICAL CANADA LAUNCHES "NIKON LENSWEAR MOMENT MAKERS" – A GLOBAL CAMPAIGN SPOTLIGHTING EYE CARE PROFESSIONALS WHO BRING VISION TO LIFE

This campaign launches in Canada on October 14th – featuring sponsored social media posts across Instagram, Facebook and LinkedIn. Its goal is to target Canadian patients and eye care professionals to create awareness and education around vision and the Nikon Lenswear brand and to reinforce trust when choosing Nikon.

#### 2025 CAMPAIGN

Nikon Lenswear, a global leader in ophthalmic lens technology, proudly unveils its latest campaign, **Nikon Lenswear Moment Makers**, a tribute to the dedicated eye care professionals (ECPs) who bring unparalleled expertise, passion, and commitment to their craft. This initiative shines a light on Nikon Lenswear Partners who share a common mission: enabling people to experience the world through *Vision You Can Feel*.

With Moment Makers, Nikon Lenswear emphasizes the essential role these experts play in enhancing lives through precise, high-quality personalized vision solutions. Across different cities and cultures, these professionals form a global community united by their dedication to service, ensuring that patients not only see better but also live their lives to the fullest.

#### NIKON LENSWEAR MOMENT MAKERS

This campaign builds upon Nikon Lenswear's brand philosophy of *Vision You Can Feel*, showcasing the stories of eye care professionals and the dedication of the Moment Makers, Nikon partners. Canada's campaign is two-fold. The consumer campaign aims to create awareness and to reinforce trust from consumers in the in-store experience while highlighting the importance of expert guidance of Eye Care Professionals in vision care. The ECP campaign aims to disseminate the experiences and stories of Nikon partners that work with the Nikon Lenswear brand to deliver premium vision and customer experiences to their patients.

#### CAMPAIGN LAUNCHES THROUGH MULTIPLE SOCIAL MEDIA PLATFORMS

Nikon Lenswear Moment Makers will roll out across the country starting October 14th for a 6-week period across digital social media platform such as Instagram, Facebook and LinkedIn, featuring real-life testimonials from optometrists and opticians who are passionate about their profession. Through digital storytelling and social media engagement, the campaign will bring to life the commitment of ECPs in delivering the best visual experiences.

For decades, Nikon Lenswear has been at the forefront of optical innovation, delivering advanced ophthalmic lens solutions trusted by professionals and consumers worldwide. With a legacy of precision and quality, Nikon Lenswear continues to shape the future of vision, ensuring that every pair of lenses provides an experience beyond sight.

For more information about the Nikon Lenswear Moment Makers campaign, visit its official [Instagram](#), [Facebook](#) or [LinkedIn](#) page or log on to <https://nikonlenswear.com/en-ca/nlmm> view all the ECP testimonials.



--

### **About Nikon Optical Canada**

With over 100 years of heritage, Nikon is well known for its Japanese know-how and innovative technology in the field of high-precision optics.

Since 1946, Nikon Optical Canada has remained one of the most innovative ophthalmic brands, responsible for numerous innovations in ophthalmic lens technology.

Nikon Optical has been in Canada for 35 years, enabling Canadians to see with precision and experience their finest moments.