

ALTERNATIVE AND PLAN B EYEWEAR

AN INDEPENDENT EYEWEAR GROUP

FOR IMMEDIATE RELEASE

Alternative Eyewear and East Optical Announce Exclusive Agreement to Bring MyoPro Myopia Control Lenses to Canada

Partnership reinforces a shared commitment to independent eye care providers and innovative myopia management solutions

Toronto CAN, April 22, 2026: Alternative Eyewear and East Optical are proud to announce an exclusive agreement to distribute MyoPro myopia control lenses in Canada. This strategic partnership unites two family-owned companies with a shared vision: to provide independent eye care professionals with high-quality, innovative solutions in the growing field of myopia management.

As myopia rates continue to rise globally, access to effective control solutions has never been more important. Through this agreement, Alternative Eyewear will serve as the exclusive provider of MyoPro lenses in the Canadian market, ensuring that independent practices have access to advanced lens technology designed to support long-term eye health in younger patients.

Both family-owned companies, Alternative Eyewear and East Optical are deeply rooted in those values and the entrepreneurial spirit they bring forward. Their alignment reflects a mutual commitment to offering an independent alternative within the optical industry, one that prioritizes quality, service, and practitioner choice.

“This partnership represents more than just distribution, it’s about empowering independent eye care professionals with meaningful options,” said Paul Storage, CEO at Alternative Eyewear. “We are proud to work with East Optical to bring MyoPro lenses to Canada and support practices dedicated to proactive myopia management.”

In addition to MyoPro lenses, Alternative Eyewear will incorporate this offering into its Indii Pro package, a comprehensive frame-and-lens solution designed specifically for independent optical retailers. The Indii Pro program will feature MyoPro alongside a curated selection of other premium lens products from East Optical, giving practitioners flexibility and confidence in delivering tailored solutions to their patients.

This exclusive agreement marks a significant step forward in supporting independent eye care providers across Canada with competitive, high-quality alternatives in the myopia control space.

For more information about the Indii Pro package or MyoPro lenses, please contact:

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About Alternative Eyewear

Alternative Eyewear is a family-owned optical company dedicated to supporting independent eye care professionals with unique frame designs and comprehensive optical solutions. With a focus on innovation and independence, the company continues to deliver products that help practices stand out in a competitive market.

About East Optical

East Optical is a globally recognized, family-owned lens manufacturer committed to advancing optical technology. Known for its high-quality lens solutions, East Optical specializes in innovative products designed to meet the evolving needs of eye care professionals worldwide.

MYOPRO[®]



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