

EGLINTON BUSINESS PROFILE

Learn about the history, unique shops and restaurants in the neighbourhoods along Eglinton Avenue.

Vision Aids

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EXPERIENCE
EGLINTON 



Vision Aids is one of few stores in Canada that sell a wide variety of vision aid products.

It sells a big selection of magnifiers that range from \$20 to \$700; writing aids and specially-lined booklets, along with special markers and other stationery designed for the visually impaired and those afflicted with Parkinson's disease. Add to that, there are also entertainment products such as braille BINGO cards and playing cards, which are extremely popular among the senior community.

"Only three out of ten blind people work," explains owner Iyasu. "Daily activities that you and I take for granted are extremely challenging for the blind, especially without the right tools."

Products such as talking watches, talking scales, and contrast-enhancing eyewear can go a long way in bettering people's lives.

Iyasu has many clients from the CNIB and he makes weekly visits to senior homes and attends trade shows. He teaches his clients everything from how to use a cane to how to cook.

A graduate in computer studies, Iyasu started his career designing software and hardware for the blind.

"In the beginning, it was just a job. Now it is a passion."

When the previous owner of Vision Aids was ready to retire ten years ago, Iyasu jumped at the opportunity to take it over.

"I want to transfer knowledge to my clients – teach them how to use these products to enrich their lives. When at the end of the day there's a smile on their face, it is extremely rewarding."

