



## College of Opticians of British Columbia Public Notice

### Valerie Afriat

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February 22, 2024

**Location:** Vancouver, BC

#### **Public Advisory**

The College of Opticians of British Columbia (COBC) has been made aware that **Valerie Afriat** continues to hold herself out as an “optician” on the Niche Eyewear Boutique website and in other advertising. An article titled “6 Best Opticians in Vancouver” published on January 19, 2024, refers to opticians at Niche Eyewear Boutique. The article names Valerie Afriat implying she is an optician.

Take notice that **Valerie Afriat** is not a current registrant of COBC and therefore not an optician.

A key purpose of regulation of health professionals is to protect the public. One aspect of regulation is [protecting professional titles](#)—such as optician—to ensure they are used appropriately. Only individuals who have met the requirements for registration and once registered, continue to meet the requirements for renewal, may use a [reserved title](#), such as optician.

COBC encourages all employers, as well as any individual considering hiring an optician, to check the [public register](#) to ensure they are registered in good standing with COBC. If there are any doubts at all about the registration status of an optician or contact lens fitter you can contact COBC at [reception@cobc.ca](mailto:reception@cobc.ca)

Individuals who do not meet the requirements are not permitted to use a reserved title. This legal restriction assures the public that anyone using reserved title is entitled to practise opticianry in British Columbia.

COBC takes the misuse of reserved titles seriously and will not hesitate to take any and all legal actions necessary to protect the public, including restraining individuals like **Valerie Afriat** from using any reserved title unlawfully.

We encourage employers, registrants, or members of the public with concerns about use of title to [contact us](#).