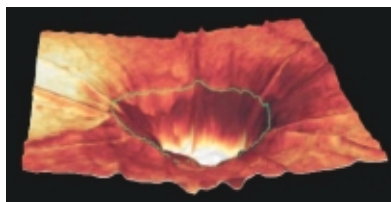




FALL 2003

Another 1st for Atrium! Early Detection May Prevent Loss of Vision

Atrium is proud to announce an addition to our diagnostic testing equipment, the Heidelberg Retina Tomograph (HRT). We are the first optometrist office in Canada to purchase this “state of the art” instrument. The HRT is a system that combines a laser-scanning camera and specialized software that evaluates the optic nerve. The HRT may diagnose glaucoma years before symptoms become apparent to the patient. Using the HRT, our doctors have one of the best diagnostic instruments available.



Remember that the key to controlling glaucoma is catching it early. The best way to prevent vision loss from glaucoma is to know your risk factors and to have eye examinations at appropriate intervals. Book your next eye exam and ask your optometrist for more information on glaucoma and its prevention.

Atrium “kicks off” its Saskatchewan Place box with **CHER**



We would like to congratulate and thank our patients who won tickets to the Cher concert, which was held on August 27th at Saskatchewan Place.

The Atrium Optometric Group would like to thank our **Major** sponsors **Johnson & Johnson, Centennial, Ciba, and Nikon** and event

supporters Western Optical, Bausch & Lomb, Coopervision, Safilo Canada and Perfect Optical for helping us open up a corporate event suite at our local arena Saskatchewan Place.

See Our New

VERA WANG Line!



Discussion with Dr. James Kerr

Q Lately I’ve noticed small spots in front of my eyes. What are these? Should I be worried?

A Seeing small spots or “floaters” is a common occurrence for people of all ages. Floaters follow your eye movements and travel back and forth across your vision. They’re caused by a change in consistency between your lens and your retina, and they can take on various forms: from small dots or threads to the appearance of spiders! There’s no treatment available and if anything, they’re more of an annoyance. Don’t worry as they don’t usually signify eye disease.

If, however, the spots appear with flashes of light, or if you have any other eye condition, like glaucoma, they could be the warning sign of something more serious. I recommend you come in for a consultation, and let me know about any vision or eye health matters that seem out of the ordinary.



Win Tickets to the 2004 Nokia Brier!

Here’s How:

You can enter when you Purchase:

- > Prescription Sunglasses
- > 1-year supply of contacts
- > Multiple pairs of glasses
- > 6 months of contacts & Non-prescription sunglasses

*Ask for details on our next Saskatchewan Place Concert Promotion

Is one pair all yo



You wouldn't think of trying to get through life with one pair of shoes, would you? Boots for hiking, sandals for the beach, dress shoes for formal occasions, high performance sneakers for sports – our feet get the gear they need for our active lifestyles.



So what about your eyes? Vision is your dominant sense, and your eyes are the first thing that other people notice when they meet you.

Great eyewear for your varied lifestyle will help you get the most out of each activity – and look great to boot!

Eyewear to Keep Up with Your Lifestyle!



Avoid Eye Strain

If you spend long periods of time in front of a computer, it's important that your eyewear offers the correct focal length for optimum vision and decreased eye strain. Further reduce strain by wearing glasses with anti-reflective coating for glare reduction. With less glare, the transmission of light increases, producing stronger colour and greater clarity. Glare reduction also minimizes distraction from lamps and bright lighting. Ask us about office task lenses.

It's Party Time!

Look your best from head-to-toe – match your eyewear with your fast pace by choosing an exciting array of frames from major manufacturers and leading fashion designers. Have fun with frame shapes and colours. Feel like a change from eyeglasses? How about a new eye colour as well? Complete your fashion statement with coloured contact lenses – hazel, blue, grey, green, or violet. The only limit is your imagination!

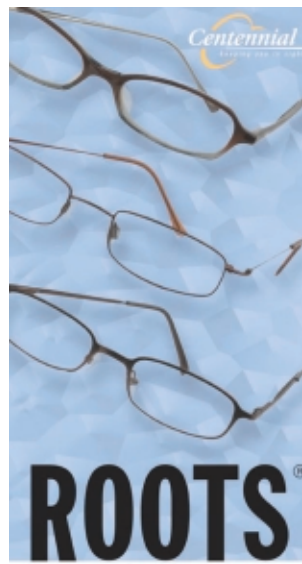


ALFRED SUNG
eyewear



Centennial
keeping you in sight

When Fashion Counts



ROOTS®

Get in touch with your roots.



u need?



Proud Member

Our office is a member of Doctors Eyecare Network (DEN). DEN is a group of over 140 Optometrists in western Canada dedicated to providing our patients with complete eyecare and eye health services.



DOCTORS EYECARE NETWORK

Relax, Read, and Enjoy

After a busy day, slide on your slippers and open your favourite book. Are you having trouble focussing? You're not alone. Most people over age 44 experience a reduced ability to focus. With today's special prescriptions, you can once again enjoy the freedom and focus of natural vision. Progressive lenses, for example, allow you to see a range of distances without a visible bifocal line. If you read for long periods, you may be most comfortable with a pair of single vision lenses designed for just the right reading focal distance. Or, try a pair of bifocal contact lenses with a blend of distance and close vision.

Let us recommend a lens option to best match your lifestyle.



Be Active this Weekend

Whether you're skiing down slopes or burning calories in aerobics class, the proper eyewear makes all the difference when it comes to ease and durability. With glasses, choose from a variety of materials and finishes offering thinner and lighter lenses that are shatter-resistant, well-fitted, and comfortable. Or, appreciate the freedom provided by contacts within your active lifestyle. Ask us about light-filtering tints that enhance certain colours, specially designed for sports.



Safety First

Get serious about safety – protective prescription eyewear is a number one priority when working on the job. Choose reflection free, scratch resistant, and easy clean coatings for optimal vision and sturdy eyewear. You don't have to sacrifice comfort and convenience, so work smart and protect your eyes.



Ah, Holidays

You work hard so you can play hard. As you start planning for some R & R during the coming winter, don't forget sunglasses for all members of the family. Whether you are on water, snow, or sand, you and your children need protection from glare and the sun's ultraviolet rays. Enjoy the style, strength, and protection afforded by today's leading technology. Wrap around glasses are an excellent defense for shielding rays from all angles. UV protection is also available for your clear prescription glasses. Happy holidays, to you and your eyes!



Treat your eyes as well as you treat your feet. Get the glasses you need – the right prescription, materials, and design for each role you play.

We have the eyewear you need!



Vision with uncoated lenses



**World's Best
3-in-1
Coating**

Anti-Reflection
Anti-Scratch
Hydrophobic

Vision with Nikon HCC Coated lenses



Nikon lenswear*

Nikon HCC Coating

You'll see the difference!

Convenient times. Convenient locations.

**Dr. Kenton Fredlund Dr. Michael York
Dr. Barb Patterson Dr. Jim Kerr
Dr. Brent Beaton Dr. Kerry Bishop**

Atrium Optometric Group

407–1st Avenue North

Saskatoon, SK S7K 1X5

Phone (306) 652-4374 • Fax (306) 652-7875

Open Monday to Friday: 8:00 am to 5:30 pm

Saturday: 8:00 am to 12:00 pm & 1:00 pm to 4:30pm

(Closed long weekends)

West Vision Centre

3120A Laurier Drive, Saskatoon, SK S7L 5J7

Phone (306) 683-4374 • Fax (306) 683-4376

Open Monday to Friday: 8:00 am to 12:00 pm & 1:00 pm to 5:00 pm

(Closed weekends)

Outlook Office

Credit Union Building, Outlook, SK S0L 2N0

Phone (306) 867-8989 • Fax (306) 652-7875

Open Tuesday: 9:00 am to 12:00 pm & 1:00 pm to 4:30pm

**eyecare@atriumoptometric.com
www.atriumoptometric.com**



Sunglasses for All Seasons

With winter around the corner, you may not be thinking about sunglasses this fall. But when you're dashing down ski slopes or trudging through snow banks, sunglasses are a vital part of your gear. The damage potential from ultraviolet (UV) radiation is a year-round matter, especially if you spend time outdoors and near snow. UV rays contribute to the development of cataracts and also to a condition known as age-related macular degeneration. The snow's white surface reflects UV rays similar to a mirror, resulting in increased UV exposure and "snow blindness." Safeguard your eyes with sunglasses that provide 99 to 100% UV protection. A proper fit is essential – lenses should be large enough to cover your eyes but not obstruct your vision. Other available lens features include colour tinting, anti-reflection coating, and specialized filters. Come see us before you hits the slopes this winter!

**Not a candidate for
lasik surgery?**

Now you can wake up and see clearly, have more visual freedom when you're active, enjoy hassle-free contact lens wear.




BAUSCH & LOMB PureVision contact lenses from Bausch & Lomb.
Live in them for the next 30 nights.

Introducing
Bausch & Lomb
SofLens® Multi-Focal
contact lenses.



SofLens® Multi-Focal
Exceptional vision at any distance.

DISTANCE ZONE
Helps you see things far away, like road signs, movies and sporting events.

READING ZONE
Lets you see objects up-close, like books or newspapers

INTERMEDIATE ZONE
Allows you to shift focus between near and far & see things at mid-range distance, like your computer screen.

*PRESBYOPIA: (prez bi o'pe a)
1. When you can't read the fine print on the shampoo bottle anymore. 2. When large print books start looking attractive. 3. When a magnifying glass suddenly seems necessary. 4. When it's time to ask your doctor about Bausch & Lomb SofLens® Multi-Focal contact lenses.*