

Early Detection May Prevent Loss of Vision



Discussion with Dr. Barbara Patterson

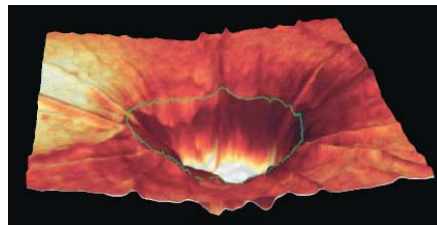
Q What are cataracts, and how do I know if I need surgery?

A A cataract is a clouding of the eye's natural lens, which lies behind the iris and the pupil. The lens is made mostly of water and protein. As we age, some of the protein may clump together and start to cloud a small area of the lens. UV rays contribute to cataract development. Over time, the cataract can grow. Your vision becomes blurred, like looking through a cloudy piece of glass, and light from the sun or a lamp seems too bright. Also, you notice when you drive at night that oncoming headlights cause more glare than before.

When cataracts reduce your vision to the point that they interfere with your daily activities, then it's time to have them removed. If you think you have a cataract, come and see your Optometrist for an exam and find out for sure.

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.



April 2004



Photo By Mark Bodine

Win Tickets to Shania Twain!

On June 9th, 2004 we will host two of our patients and their guests in our Corporate Events Box at Saskatchewan Place, to see Shania Twain live! Bring your tear away ballot into any of our offices by May 31st, and:

- Order prescription sunglasses; or
- Refer a new patient to Atrium; or
- Order a years supply of contact lenses; or
- Order 2 pairs of prescription glasses and

Your name will be entered into the draw for Box seats at the Sask Place concert of the year with Shania!

See Our New

VERAWANG Line!

Win Tickets to see Shania Twain

Name:

Phone:

Address:

Skill Testing Question:

$(30+4) \times 75 - 546 =$

Draw Date: June 1, 2004

Ballots must in by May 31, 2004.

The Great Outdoors just got Better!



Whether you are a weekend golfer, an aerobics instructor, or simply someone who loves long walks outdoors, we can suggest new contacts and glasses options that make your sport and outdoor times even better.

Special tints

By reducing light that enters your eyes, tints add comfort and help reduce eye strain. For sunglasses, brown, green or grey lenses are recommended. For snow sports, brown tint lenses work best for increased contrast. We even have lenses designed to enhance your vision while fishing!

To track the movement of the tennis or golf ball more clearly, ask us about contacts with light-filtering tints. Specially designed for sports, these lenses enhance certain colours, making that ball stand out more clearly against the background. Some contact lenses also have tints that improve your overall outdoor vision.

Defend yourself from UV damage

It's crucial that your sunglasses block ultraviolet (UV) light to prevent permanent vision damage. You can also opt for polarized or photochromic lenses. Polarized lenses reduce glare and reflected light from both water and snow. Photochromic lenses get darker when the sun is bright, and lighter when it's overcast.

Keep enjoying those sports

Are you skiing or kayaking this weekend? How about playing racquetball? While most sunglass frames are fine for low-risk sports such as track and field, you can benefit from a frame created specifically for your sport. For example, many cycling glasses have a wrap around style, which helps defend your eyes from wind and debris, and shields the sun from all angles.

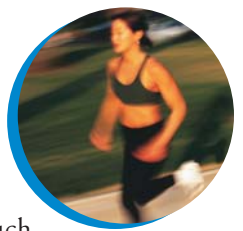


Some golf sunglasses are designed so that the frame doesn't interfere with your view of the ball. And snowboarders who wear sunglasses instead of goggles need to have a durable plastic frame. We can fit most sports sunglass frames with prescription lenses.

Lens coatings deliver comfort and health

Last but certainly not least – take advantage of lens coatings that increase your eye comfort and health. Whether you wear prescription glasses or contacts and non-prescription sunglasses, choose reflection free, scratch resistant, and easy clean coatings that provide both protection and peace of mind.

Talk to us about how to get the most from today's vision technology - style, safety, durability – and sharp eyesight.



UTMC® ANTI-REFLECTIVE LENSES

It's what you don't see that counts.

that counts.

SERENGETI™

bolle

Centennial

When you are old enough to know better

Proud Member

Our office is a member of Doctors Eyecare Network (DEN). DEN is a group of over 150 Optometrists in western Canada dedicated to providing our patients with complete eyecare and eye health services.



Be UV wise – protect your eyes!

With the warm days of summer approaching, all you really want to think about is having fun in the sun. But before you go outdoors, remember to protect your eyes from harmful Ultraviolet (UV) radiation, since UV rays have been linked to cataracts and long-term eye vision damage.

Fortunately, you can achieve vision safety while wearing styles that flatter your face – you can have it all!

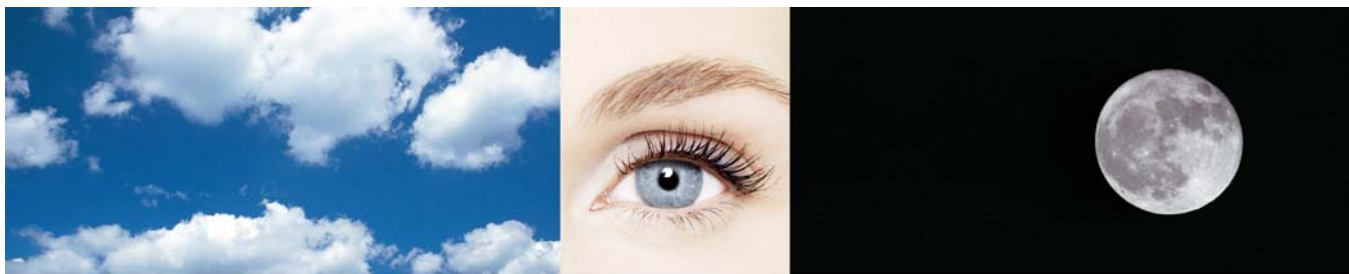
Choose prescription eyewear that suits your personality. If you already wear glasses, you'll need sunglasses in your prescription. Our professionally trained staff will help you select the ultimate combination of style, fashion tints, and lens materials. Be distinctive, be versatile – take your pick from plastic and metal frames, or choose from cool rimless or sports wrap sunglasses. Accessorize your favorite frames with matching clip-ons, adding even more UV protection.

Look your best in sleek and contemporary frames without worrying about the details, details that include lightweight, high-impact lenses and UV filtration, anti-reflection, polarized options and colour changing (photochromatic) lenses. Instead, be confident and carefree with the eye comfort that accompanies the hottest fashions.



Children too! Not only do youngsters have greater exposure to the sun, their eyes admit more UV rays. By the time they are 16 years old, your children's eyes have had as much sun exposure as they will get for the rest of their lives! We have sunwear that will protect your kids' eyes – sunwear that they will love.

Visit us today to check out our collections. Your eyes deserve it!



All contacts let your eyes breathe. Ours let yours breathe up to 6 times better. Sleep on that.

The soft contact lens you can wear up to 30 nights. The difference is NIGHT & DAY™.



Ask your eye care professional for complete information about NIGHT & DAY contact lenses. Not everyone can wear these lenses, and some who can may not reach the full 30-night wearing period. ©2003 CIBA Vision

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

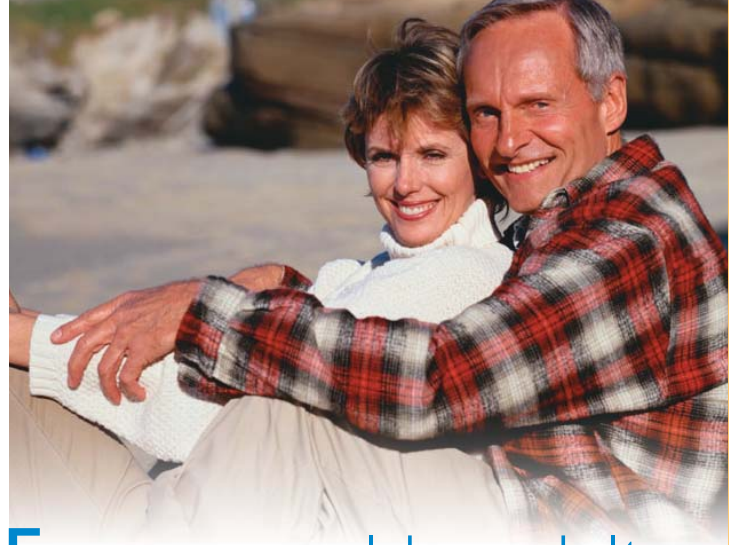
**eyecare@atriumoptometric.com
www.atriumoptometric.com**

FY(eye)

You blink every two to 10 seconds, which helps lubricate your eyes. Be sure to blink while you read or work on the computer.

Have you been in to see us recently? The recommended intervals for eye examinations are annually for children, those who wear contact lenses and adults over 65 years; healthy adults every two years.

If you are experiencing any vision difficulties, please arrange to see your eye care specialist immediately.



Focus on older adults

Glaucoma, also known as the “sneak thief” of sight, is a disease that damages your optic nerve and develops irreversible blind spots in your field of vision. One alarming fact is that many forms of glaucoma show no early warning signs and no obvious symptoms. For this reason, a regular eye exam that includes a visual field test is extremely important.

With regular eye examinations, you can help protect your sight throughout your lifetime. We are dedicated to providing you with the very best eye care available

Available here!



Dryness?
Scratchy or gritty feeling?
Burning sensation?
Light sensitivity?
Uncontrolled tearing?

If you said “yes” to any of the above, you might have DRY EYE.

Ask your eye care professional which GenTeals right for you.

Gel:\$

GenTeal® Artificial Tears are compatible with contact lens use!