

FOCUS

Pack a healthy lunch...and healthy vision

Back-to-school time

Combat chaos

After a summer of sleeping in or doing fun things, the alarm bell announcing that first day of school can be a rude awakening. Dread it or love it, your children are heading back to class. The first day can be crazy. Lockers won't open. Someone forgot their gym shorts. Where's the washroom? Help!

How can you help combat first-day chaos? You can't be with your kids every moment, but you can send them back with healthy eyes and clear vision.

Since 80% of all learning is visual, eye problems will create barriers to learning. Unfortunately, it's easy to miss the subtle signs that your child is suffering from focus problems, nearsightedness, or "lazy eye," where both eyes don't work well together. And there could be other issues detected only through an eye exam.

But Junior's had an eye test – isn't that enough?

An informal eye test, such as asking a child to read from a distance, is not enough to test for the full range of potential eye disorders. Even if your child passed a vision screening, that score only means that 'Brianna or Brook' can see an object at a specified distance. That score does not relate to any other vision skills needed for learning. Plus, that score doesn't guarantee your child's eyes are healthy.

For instance, a mild misalignment, while not evident to the untrained eye, can cause eyestrain, headaches, and even a dislike of reading. Not only do eye problems hinder learning, but some problems can lead to blindness if untreated in the first few years of life.



Let us help

The Canadian Association of Optometrists recommends that all children have a complete eye exam by age three. No time is too soon. Until the age of eight, the connections from the eyes to the brain are still being formed, so it's important that vision concerns be detected and treated early. That's where we come in – Optometrists are fully qualified to conduct a complete eye exam.

Even if your child doesn't display any signs of vision trouble, we recommend a complete eye exam by age three and annually after that.

School is a time for your children to make friends and try new things. It's also a place where they'll learn skills that last the rest of their lives. Help your children return to school with all the tools they need, including good vision.

Your Doctor Recommends™ with Dr. Patterson

Q Why do my eyes feel dry, and what are the best drops to use?

A You're not alone – almost 6 million Canadians suffer in varying degrees from dry eye. Normally, a thin layer of tears coat the surface of healthy eyes. Dry Eye occurs when the natural production of tears is impeded, leaving your eyes unprotected. Mild sufferers complain of a slight burning sensation or a scratchy, sandy feeling. With moderate to severe cases, sufferers can experience sensitivity to light and even



blurred vision.

Dry Eye has many causes ranging from dry homes and offices, wind and smoke, to allergies and prolonged computer use. Or, you might have a condition that requires a specialized solution or treatment. Do you wear contact lenses? It's important to have the correct lenses for your eyes along with expert advice on proper wearing.

There is no cure for Dry Eye, but relief is on hand and there are excellent products available. Come in for a professional review of your condition and let us recommend a specialized solution or treatment.

Contact us

You will love these new contact lenses

We often hear from patients who wrongly believe that they can't wear contacts.

Good news – with the latest technological advances, almost everyone can enjoy the freedom of contact lenses. Experience crisp, natural vision with safe and comfortable contact lenses. Try daily disposables. Or choose from high-oxygen transmitting lenses that can be worn for up to 30 days and nights. Because more oxygen reaches your eyes, today's contacts provide even more comfort than ever.

Think you can't wear contacts because you have astigmatism? Think again – now you can. If you experience astigmatism or other vision problems, contact lenses are available for most people – lenses for near or far sighted, toric lenses for astigmatism, bifocal lenses and lenses that correct vision problems while you sleep.

Improve your performance

If you're an active Canadian, then get ready for winter sports. Whether you're an athlete in a competition or a recreational skier, you want to perform to the best of your ability *and* comfort level. A **sports optics lens** is just what you need. Your eyes will benefit from light-filtering tints, to help you track fast-moving objects more easily.

Designed for sports use, these lenses enhance certain colours to help certain elements stand out against the background more clearly. Some tints are designed for golf, running, and other sports played in bright sunlight where visual comfort and glare is a concern. The tint you choose depends on the sports you play.

Born before 1965?

You don't have to stop wearing contacts simply because reading small print has become a challenge. Ask us about the latest in **multifocal contact lenses**. If you are currently using readers, progressive glasses, or have never worn contacts before, you are a prime candidate to



try multifocal contacts. These lenses offer the perfect blend. See at all distances – near, far and in-between. Whatever your lifestyle, we have the fit. Since your eyes are unique, no single product is ideal for everyone. Your Optometrist can recommend the best lens option for your best vision possible.

Choose freedom

Life's memories are precious – don't miss a single sight! We're dedicated to offering you top-quality lenses and lens care for outstanding vision and ease. **Remember:** all contact lenses need a proper fit.

Talk to our professionals about the best contact lenses for you and your eye health. Book an appointment with us today.

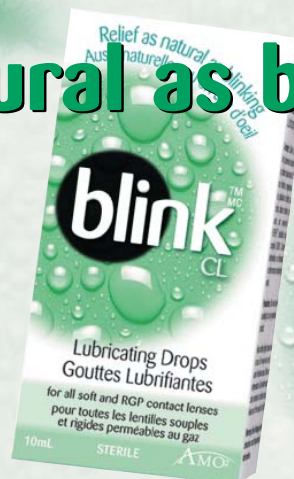
Relief as natural as blinking.

Does your active lifestyle include . . .

- Working at the computer for extended periods of time
- Working in a dry office environment
- Sports and outdoor activities

. . . then you need the long-lasting, silky-smooth comfort for lens wearers with dry, overworked eyes.

NOW Available in our Office.



blink[®]
Lubricating Drops.

The nature of a blink[®]
captured in a drop

AMO[®]
ADVANCED MEDICAL OPTICS

Ready for a frame makeover?

Captivate, innovate

Style – you're defined by the way you speak and act, and by the clothes you wear. And it all starts with your face. Just as your lenses change the way you see the world, your frames can change the way the world sees you. Glasses reveal your character and reflect your individual personality.

The words *Optical* and *fashion* are no longer mutually exclusive.

Thanks to technological innovation, many new frames in lighter colours refract light to flatter the face. Choose from custom flourishes with whisper-thin “frameless” wire frames. Today's frames are high-impact, even twistable. Be relaxed and confident in your eyewear, wherever you go.

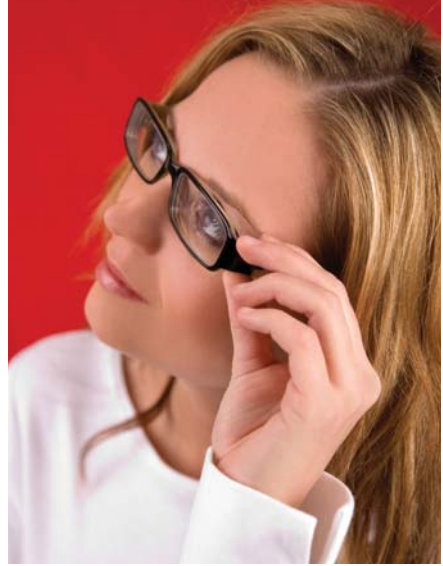
Love those lenses

Premium optics and ground-breaking engineering in lenses offer top performance to maximize clarity of vision:

- **Adjust** – from clear to dark – with all purpose photochromics
- **Protect** with a UV coating
- **Eliminate** glare from lights and computer screens
- **Filter** with light-separating tints that enhance colours, specially designed for sports
- **Play** hard, with durable streamlined materials
- **Reduce** “dazzle” when night driving
- **Say good-bye** to the mirror effect – let people see your eyes clearly through lighter, thinner lenses.

We have the eyewear to keep up with your pace. Whether you want lightweight durability for an active weekend, or comfort in front of your computer screen, ask us about the many frame options available.

You don't rely on a single pair of shoes, so why short-change your eyes and your lifestyle with a single pair of glasses?



Let our experienced staff show you the latest, from understated to distinctive signature eyewear, from practical to luxurious. We'll help you find eye glasses with the right prescription, ideal materials and ultimate style.

FAQs on Frames

- When removing your glasses, use both hands. This prevents splaying or bending the frame arms.
- If you've sat or stepped on your frames, drop in for a free adjustment by one of our professionals.
- Rinse your glasses before cleaning them.
- Use bottled lens cleaner and a soft lens cloth when possible. We can supply both!



EST. 1941



Convenient times. Convenient location.

**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

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

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

West Vision Centre

3120A Laurier Drive Saskatoon, SK S7L 5J7

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

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

Outlook Office

RenPro Building, 700 McKenzie Street Outlook, SK S0L 2N0

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

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

eyecare@atriumoptometric.com

www.atriumoptometric.com

Our office is a proud member of Doctors Eyecare Network (DEN). DEN is a group of over 200 Optometrists across Canada dedicated to providing our patients with complete eyecare and eye health services.



We're proud of our staff!

Trusted. Skilled. Caring. These three words are the benchmark of our practice. We offer you – our valued patients – personalized service by qualified staff members who regularly attend training on the latest technologies and the newest products. Through membership in Doctors Eyecare Network and our professional Associations, we regularly update our knowledge and skills.

Our Eyewear team is made up of dedicated professionals - Tanya, Debra, Linda, Shelley, Tiffany, Lianne, Corinne, Lauren, Koren, Lori, Barb and Coralee. We will guide you to the eyewear, sunglasses and contact lenses for your lifestyle. We're here when you need a frame adjustment or repair, or if you have any concerns. We're a phone call or visit away. You can also email us at spec@atriumoptometric.com or cl@atriumoptometric.com.

Your eyes deserve professional attention

To help maximize your visual performance at work, school and play, our Optometrists will recommend the best treatments and products for your vision care needs. Start with a comprehensive eye exam and a thorough eye health evaluation – benefit from state-of-the-art equipment and technology. Your ultimate eye health is our mission.

We look forward to serving new and current patients. We're here for you – put your trust in us and visit our practice today.

Help fight Macular Degeneration

Results from the Age-related Eye Disease Study (AREDS) showed that high levels of antioxidants and zinc significantly reduce the risk of advanced age-related macular degeneration and its associated vision loss.

Vitalux® supplements are now available at our office.

Purchase six and get one free!



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 Optometrist immediately.