

# Focus

Spring 2005

## Spring sunshine and your eyes

Isn't it wonderful to once again be enjoying longer days and the warmth of the spring sun?

As our daylight hours increase, the sun's rays also become more direct. That means greater sun exposure – and your eyes need some special consideration. UV rays from the sun are a significant contributor to eye health problems such as cataracts.

### ATRIUM'S "POLAR EYES"

Polarized lenses provide the best sun protection you can give your eyes. A polarized lens allows you to see better. The 100% coverage in UVA and UVB is undisputed. Polarized lenses protect you visually as well. This lens stops glare you deal with everyday. Polarized lenses have the potential to prevent accidents due to all reflected glare.

The Atrium Optometric Group would like to introduce you to the "POLAR EYES" lens. Our staff is fully educated on showing you the advantages of wearing the lens and the disadvantages of not wearing a polarized lens. Unique to Atrium "POLAR EYES", is a custom anti-reflection coating applied to the back surface of the lenses to stop all glare. When leaving our office with your new "POLAR EYES" lens you get the best of either sides, or WORLD. "POLAR EYES" stops the front glare and the Atrium Optometric Group has your back covered. There are simply no better prescription sunglasses.

*"Excellence in Eye Care"*

Enjoy your spring outdoor activities-and stop by our office for more information on your eye protection needs, ask us about "POLAR EYES".



See Our New

**Nikon** lenswear®

Line!



### Dr. Kerry Bishop

I was born and raised on a farm near Jansen Saskatchewan and graduated from the University of Saskatchewan with a Bachelor of Science degree in Anatomy. I continued to pursue optometry and moved to the USA where I completed my optometry degree at Indiana University. I attended several externships including a pediatrics/low vision clinic in Indianapolis. After returning home I worked at the Regina Eye Health Center for 2 years and was then offered the exciting opportunity to join Atrium Optometric Group in 2004. Atrium's commitment to using state of the art equipment, well educated staff and implementing the newest technology and products allows me to provide high quality vision care to my patients.

I enjoy practicing family optometry with a special interest in children, contact lenses, and prevention of eye disease. Currently, I am on committees providing continuing education to Saskatchewan optometrists and low vision.

Outside of work I enjoy spending time with my husband, our family and friends. My hobbies include soccer, fishing, figure skating, golfing and traveling.

## Multiple Eyewear for your busy life!

When you select multiple eyewear whether it's Glasses or Contact lenses from our office, be sure to place Your Name into our on going event & concert draws at the Credit Union Centre.



# Contacts that deliver *comfort*

## Welcome back!

Have you worn contact lenses lately? If not, you'll be thrilled to discover that the newest lenses are healthier for your eyes. High-tech advancements will leave your eyes feeling comfortable, even at the end of the day. Contact lenses now keep your eyes remarkably moist, thanks to today's soft and flexible materials. We regularly test and compare the latest products, so if your eyes are craving comfort, ask us for a recommendation.

## New to contacts?

Have you avoided contact lenses because of comfort or vision questions? In the past, many people were discouraged from contacts due to astigmatism. But new options are available and almost everyone can now wear contact lenses, available in a range of colour, daily use and multi-focal choices.

## From your office to the beach

If you need to read your computer screen, order lunch from a menu and then drive home in the rain, consider the flexibility of multi-focal contact lenses. These revolutionary lenses let you see well at all distances. The correct design and fit of your contact lenses will ensure crisp, comfortable vision.

Ultra-modern disposable lenses are perfect for the sports enthusiast and ideal for all the activities you love. Contacts with a UV-blocking feature are also popular. These contacts don't replace sunglasses but they do stop much of the UV radiation that seeps in through the sides of your sunglasses. Enjoy peace of mind from the extra measure of safety provided by UV-blocking contact lenses.

## Wear contact lenses safely – even overnight

And wear them safely for up to one month! The secret? The latest in silicone hydrogel (night and day) lenses allow more oxygen to reach your eyes. Now, contacts won't fog up or stick to your eyes when you sleep. Say "goodnight" to the discomfort of dryness! Enjoy convenience and ease, yet none of the fuss associated with traditional contact lenses.

## Today's contact lenses equal freedom

Contacts are available to suit virtually every lifestyle and vision prescription. The health of your eyes should be entrusted to an Optometrist and trained contact lens specialist. Call us for a consultation.



6:15 AM      2:50 PM      7:35 PM      10:05 PM

**PROCLEAR®: CONTACTS THAT STAY COMFORTABLE UNTIL YOU CALL IT A NIGHT.**



FOR ENDURING COMFORT, ASK FOR A FREE TRIAL PAIR TODAY.

**CooperVision** | SEE BEYOND THE ORDINARY™

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### NEED BIFOCALS?

You have options



**CooperVision** | SEE BEYOND THE ORDINARY™

# Don't overlook your lenses

polarized lens allows you to see better. The 100% coverage in UVA and UVB is undisputed. Polarized lenses protect you visually.

Not all lenses are created equal

Your lenses are the most important part of your glasses. While lenses in one pair of glasses might look similar to another pair, not all are the same. You need to know what goes into your lenses – anti-reflective coating, light-filtering tints, scratch and shatter resistance, UV-protection and more – when you consider the overall value of a pair of glasses.

Say goodbye to heavy lenses – technological advances now offer feather-light materials and glasses are more comfortable than ever. Impact-resistant polycarbonate lenses are 50% lighter than regular plastic lenses and 35% thinner, making them the ultimate choice for children's glasses, and sunglasses whether used everyday, or just for sports.

## A high-tech mix – with dazzling results

The lenses we recommend have been developed by the world's leading lens companies to deliver sharp vision, consistency, ease-of-care, and eye comfort. High-tech manufacturing processes create a wide variety of single vision, bifocal, and progressive lenses to suit our varied patient needs.

Carefully controlled lens tints, coatings to reduce glare, finishes to make your glasses easier to clean – all of these elements contribute to the value of the lenses we help

you choose. Our lab then sizes and finishes the lenses to suit your choice of frames.

## Adapting to your world

A lens that quickly darkens in bright light is ideal for people on the go! Colour-changing (photochromic) lenses darken for sunny outdoor activities and turn clear when indoors. Today's photochromic lenses have improved dramatically from years past – the best lenses feature a rapid transition between dark and clear.

**Isn't your precious sight worth the best?** Consider eye health, vision quality, safety and comfort, as well as after-purchase service as part of the total value picture. Before buying your glasses, ask questions – what is the lens material, what are the coatings, what does my doctor recommend?

**All lenses are not created equal.** Talk to our professional staff about the best lenses for you. We are always up-to-date on what's available and we welcome any vision questions you may have.

## 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.





*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**

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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

**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

**Outlook Office**

RecPro Building, 700 McKenzie Street

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**

## Check our new frames Styles to suit your style

Did you know that our extensive selection of frames is regularly updated with the latest brand name products? Through our arrangements with the world's leading brands, we bring you an ever-changing selection of shapes, styles, and materials.

Our staff are trained to help you find the right frame for your face shape, your eye prescription, and your lifestyle. Even if you're looking to keep a similar style to the one you have grown comfortable with, we can introduce you to the latest materials – which are often lighter, more flexible, and stronger than older frames.

Many people today prefer to select different frames for different aspects of their busy lives – sturdy sports frames, edgy fashion frames for evening wear, and more conservative for the workplace. **Stop by our office some time to see what 'catches your eye.'**

A connection to life in a way that's **urban**.

A connection to life in a way that's **modern**.

A connection to life in a way that's **fashion**.

Some things just **<kliik>**

Introducing KLIK Denmark, a line of ultra fashion eyewear for men and women who understand the connection between style and statement. Get connected by calling your

Winnipeg Sales Representative: **1.888.576.2224**

**KLIK**  
denmark

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.