

Winter 2006

# Focus

A Newsletter for your eyes.



**Discussion  
with  
Dr.  
Fredlund**

**Q** I have questions about whether I need surgery for an eye problem. What do you suggest as a first step?

**A** Let us examine your eyes to identify any conditions and to make suitable recommendations.

An Optometrist uses a variety of comprehensive and painless procedures to examine your eyes. These procedures range from simple tests – having you read an eye chart, to complex analysis – using a high-powered lens to visualize the tiny structures inside your eyes. Only through a complete eye evaluation and eye health assessment with our state of the art equipment can we determine your suitability for laser refractive surgery, cataract surgery or other procedures. In addition to diagnosing ocular conditions and recommending surgery, we can identify potential trouble in advance, before becoming a major problem.

Throughout your lifetime, your precious sight is at risk of developing any number of challenges, from macular degeneration to glaucoma to cataracts, all capable of robbing your vision. The trust you place in us today can make the difference in your clear and healthy eyesight tomorrow.

Your Optometrist is your first point in the consultation process – phone our office today and set up an appointment for an eye exam.

**Atrium Optometric Group - Saskatoon, SK**

**Sand, slopes or your own backyard?**

## Protect your eyes this winter

**Swimsuit, sunscreen, sun hat... ✓  
Skis, poles, parka... ✓**

**All packed? Not so fast!** Whether your destination is a sandy beach or a snowy ski hill, you're not ready to leave until you've packed your protective eyewear.

Glare and reflection from the sun and snow can cause snow blindness, a potentially serious eye condition that leaves you seeing spots, or worse – complete darkness for seconds at a time.

Improve your downhill performance or lounge at the water's edge with peace of mind by wearing sunglasses with UV and glare protection. Consider wraparound styles for maximum defense. And choose from our great selection of lightweight, fashionable and premium comfort styles.

### Staying home by the fireplace?

Even if your winter schedule doesn't include travel, you still need eye protection. When bundled from head-to-toe and trudging through snow, you might not think that sunglasses are as important as your warm mitts and boots.

Think again. Those harmful UV rays are a threat to your eyes 12 months a year. Snow reflects rays like a mirror, and any exposure can contribute to



your chance of developing cataracts and age-related macular degeneration.

For the ultimate in protection, your sunglasses should be well-fitted and large enough to cover your eyes, but not distort your vision. In addition to UV protection, ask us about colour tinting, anti-reflective coatings and specialized filters. We'll make sure your eyes stay safe while cross-country skiing or shoveling your sidewalk.

Talk to us first about how to stay safe this winter. And then go outside and have some fun in the snow!



**Atrium Optometric Group**  
Excellence in Eye Care

See Our New



**NIKE VISION Line!**

A Proud Member of DOCTORS EYECARE NETWORK

# Don't let red eyes colour your vision

## Mirror, mirror, on the wall, who has the reddest eyes of all?

If bloodshot eyes stare back when you look in the mirror, you may be suffering from Red Eye, an inflammation or infection of the conjunctiva (the membrane that covers the inside of your eyelid and white part of your eyes).

Allergies and various environmental factors can cause Red Eye, but a frequent trigger is a viral or bacterial infection. Pink Eye is another familiar name and while symptoms may differ, red and inflamed or itchy eyes are typical.

## Get the red out

Leave the diagnosis to your Optometrist and seek treatment immediately to prevent serious eye damage and relieve your suffering. Treatments vary, depending on the type of conjunctivitis.

With the viral form, your immune system can generally clear up the infection. Eye drops and cold compresses will help relieve your discomfort. But the bacterial form usually requires antibiotics.

## Peeved by pink eye?

Eye infections are highly contagious and easy to spread. To reduce the chance of spreading this infection to others, remember to wash your hands often. Also, don't wear contacts and avoid touching, scratching or rubbing your eyes.

## Are allergy eyes making you cry?

How many of these symptoms describe your eyes and your vision?

- Itching or burning
- Redness • Tearing
- Blurred vision
- Scratchy feeling or a sensation that something is in your eye
- Sensitivity to light

If your eyes are suffering, you may have Allergy Eyes, a condition known as **allergic conjunctivitis**. This is your eye's reaction to an allergen that



produces an allergic response. Besides eye symptoms, you might experience a runny nose or nasal congestion, sneezing, coughing and even difficulty breathing.

While red, itchy and watery eyes are signs that spring or fall is approaching and bringing its cornucopia of seasonal pollens, people with multiple allergies can suffer year-round.

## Stop the tears

Over-the-counter antihistamines and decongestants can help the milder cases although for others, prescription medications are necessary. In severe cases, a short course of corticosteroid eye drops may be prescribed.

**Let us help you dry your eyes!** Talk to an Optometrist to determine the cause of your allergies and develop a preventative plan. Call us today for a consultation.



Lifestyle lenses are here...

# Contacts better than ever

Imagine a world where you wake up to clear vision. You no longer fumble for your glasses to read the clock. With Silicone Hydrogels, you can wear your contacts safely – even overnight – for up to one month. This breakthrough technology lets in six times more oxygen to your eyes than the best contacts previously available. The extra oxygen means your contacts won't stick to your eyes or fog up while you sleep.

Imagine comfort, safety and visual performance. New disposable lenses are ideal for the sports enthusiasts in your family and just right for all the activities you love. With the correct fit and design, you can improve your downhill ski carving or your tennis backhand with the sharp and comfortable vision that contacts provide.

Imagine contact lenses for most types vision – clear lenses for near or far-sighted vision, bifocal lenses for presbyopia, and toric lenses for astigmatism. How about coloured lenses to change or enhance your eye colour? Let us help you explore the best available options.

Imagine protection. Did you know there are contacts with UV protection? These contacts don't replace sunglasses but they do protect you from dangerous UV rays that seep in from around your sunglasses, especially the styles with small lenses. We are always up-to-date – talk to us about the latest advances and stay safe.

## Imagine the possibilities!

Contact lens technology is changing quickly. We don't sell you just any lens – our Doctor's recommendation is based on a thorough examination of your eyes, knowledge of your lifestyle needs, and our staff's up-to-the-minute awareness of lens properties. We invest in your eye health and vision by participating in ongoing professional training about new lenses.

To learn more, visit us today and let us help you imagine!



## Top 5 tips for contacts

5. Wash, rinse and dry your hands before handling contact lenses.
4. Handle your right lens first and your left lens last.
3. Put in your contact lenses before applying cosmetics and after applying hair products. Remove your lenses before taking off your makeup.
2. Lenses are made for different wear patterns. To protect your eyes, follow the wearing schedule recommended by us, your vision care professionals.
1. Schedule regular check-ups – the health of your eyes should be entrusted to your Optometrist.

**NEW!**

# Say Goodbye To Dry

Today's environments can create tired, dry eyes.

## Welcome to ACUVUE OASYS.

**Ask Us For a FREE\* Trial Pair Today!**

**ACUVUE**  
ULTRA COMFORT SERIES  
OASYS<sup>®</sup>  
with HYDRACLEAR<sup>®</sup> Plus  
Johnson & Johnson

**THE SATISFACTION GUARANTEE**

Important information for contact lens wearers. ACUVUE<sup>®</sup> Brand Contact Lenses are available by prescription only for vision correction. An eye care professional will determine whether contact lenses are right for you. Although rare, serious eye problems can develop. To help avoid these problems, follow the wear and replacement schedule and the lens care instructions provided by your eye care professional. Do not wear lenses if you feel or eyes irritate, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. If one of these conditions occurs, contact your eye care professional immediately. For more information on proper wear, care and safety, talk to your eye care professional.  
\* Professional exam and fitting fees not included. † Valid only while supply lasts.  
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# Atrium Optometric Group

Excellence in Eye Care

*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

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

RedPro 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](mailto:eyecare@atriumoptometric.com) [www.atriumoptometric.com](http://www.atriumoptometric.com)

## Glasses too heavy?

# Lighten up!

### Are heavy glasses a drag?

We have the solution. Lighter and smaller frames + thinner lenses + proper fitting = the ultimate in comfort.

We have the options. Eyewear should be a pleasure to wear, not a pain. Try a pair that includes cutting-edge features:

- Titanium frames – strong yet feather-light.
- Polycarbonate lenses – high resistance, comfortable fit, smart choice.
- Rimless frames – the lightest available today. Subtle, simply the best.

### Keep those glasses where they belong!

Take a load off, with the latest frames and lenses designed from the newest materials. Stop into our office and we can recommend the finest options for your lifestyle. Then lighten up!



Our office is a proud member of Doctors Eyecare Network (DEN). DEN is a group of over 170 Optometrists across Canada dedicated to providing our patients with complete eyecare and eye health services.



## LENSES HAVE NEVER BEEN SO EASY TO CLEAN!

# Nikon ICE

HCC

New on the market is HCC ICE, a revolutionary lens coating specially designed to make cleaning your lenses easier than ever!

Water, facial oil, fingerprints and smudges wipe away with the utmost ease.



Without coating

With HCC ICE

# Nikon

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.