



**Atrium Optometric Group**  
Excellence in Eye Care

**Saskatoon, Outlook, West Office**

**Dr. Kerr,  
Dr. Fredlund,  
Dr. Bishop,  
Dr. Patterson,  
Dr. York, Dr. Beaton**  
- Optometrists -

Spring '06

**FOCUS**

A Newsletter for your eyes.

*Your children's precious vision*

## Are their eyes sun-protected?

**We love the sun, but the sun can be harmful to our eyes.**

Did you know that you get more ultraviolet (UV) exposure by the time you're 18 than during the rest of your life? Studies show that children's retinas absorb more harmful UV rays than those of adults. While parents are concerned about their own eye protection, they often forget about their children's eyes.

No one likes to think about future risks but without proper protection, prolonged exposure to the sun's UV rays will increase their chances of developing cataracts and macular degeneration. Exposure to UV also contributes to dry eye, a condition that leaves eyes feeling itchy and irritated.

**Keep children sun-safe.**

UV rays come from direct sunlight as well as from reflections off water, sand and snow. Children typically spend more time in the sun than adults, so whether your kids are swimming in the backyard pool or building sand castles at the beach, they depend on you to keep their vision safe.

Symptoms of UV damage – eye redness, swelling, watering and sensitivity to light – can occur from intense short exposure. More importantly, UV exposure gradually builds over time. For this reason, protect your children's eye health in their everyday activities.



**It's never too early.**

We can help. Drop by our office today and discuss the many options in UV coated, scratch resistant, high impact and lightweight sunglasses. Does your child already wear eyeglasses? Then consider tinted prescription lenses or photochromic lenses (colour-changing – see inside for more information). A few minutes is all it takes to ensure a lifetime of healthy eyes for your children.

**Remember:** children should have a complete eye exam by age three. Their good eye health is in your hands!

### Your Doctor Recommends™

**Dr. York**

**Q** I used to wear contact lenses but found them uncomfortable. Is there anything new on the market?

**A** Absolutely! Welcome back to the world of comfort! It's all about oxygen - the new contacts allow additional oxygen to reach your eyes so that your eyes stay healthy and comfortable.

With revolutionary new silicone hydrogel materials, most of our patients can wear new lenses longer, with less dryness in the eyes.

Do you have astigmatism? We now have specially designed lenses that work for almost everyone, including patients with astigmatism.

You also have much greater choice in lenses now – choice that addresses your lifestyle, affordability, vision clarity and even appearance (lens colour tints). We have everything from daily wear lenses for occasional users to long term and overnight lenses. Also ask us about an annual lens package so that lenses you need are always readily available.

Everyone's eyes are different so start with a complete eye health exam and let us recommend the best lenses for your eyes and your lifestyle.



**We're so concerned about UV exposure in children that we're giving away sunglasses**



**FREE**

**to children under age 5!**

Coming soon to Atrium Optometric Group.

# Photochromics for children

## Super sight - in every kind of light



**How can you ensure that your children have great vision indoors and out?** Prescription sunglasses and sunglass clip-ons are great solutions for adults, but we all know what a hassle it can be trying to help a youngster manage more than one pair of lenses.

We suggest that you consider simplifying your child's eyeglass situation with photochromic lenses. **One pair – all purpose!**

### Clear to dark – life just got easier!

Photochromic lenses will keep your children's eyes healthy *and* help them see comfortably in both dim and bright lights. Indoors, the lenses are as clear as regular lenses; outdoors, they become as dark as sunglass lenses. Today's photochromics change tints **quickly** – not like the lenses your grandpa wore 20 years ago. That means your kids can enjoy their active lives, whether chasing a soccer ball or hitting a new level on a video game.

Photochromics block out 100% ultraviolet (UV) radiation and reduce glare, all while providing great features – scratch resistance and sturdy construction. Lenses are reflection free and virtually care free!

Kids no longer have to carry (or search for) that second pair of glasses. And you have peace of mind knowing that they will wear their glasses, which means their eyes are always safe.

**Why do my kids' eyes need protection? Nobody worried about my eyes when I was young.**

They should have. The "crystalline" lenses in children's eyes are not fully developed so their retinas absorb more harmful UV rays than those of adults. That means sun-loving children and teenagers need properly fitted UV coated lenses as part of their standard outdoor gear. Call or pop into our office today to learn more about photochromic lenses for your children's glasses and how you can reduce eye-related disorders, now and in your child's future.

## Did you know?

- Before your child reaches age one, 90% of UVA rays and more than 50% of UVB rays reach the retina.
- From ages 10 to 13, 60% of UVA radiation and 25% of UVB reach the retina.
- By age 18 to 20, practically all UV radiation is blocked by the crystalline lens.
- About 80% of our lifetime exposure to UV radiation occurs before the age of 20.
- Solar radiation damage to the retina accumulates, year after year.

# NIGHT & DAY<sup>®</sup>



Try them, we guarantee your satisfaction

- NIGHT & DAY<sup>®</sup> Lenses allow up to 6 times more oxygen into your eye than the leading soft lenses.
- Approved for up to 30 Nights & Days of continuous wear.

[www.nightandday.ca](http://www.nightandday.ca)

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# A, B, U, V...

## what do these really mean to me?

### Answers to an Alphabet of Questions

**Q. Do all sunglasses have UV protection?**

A. No, always look for labels that read UV 400 or 100% UV protection. We recommend you visit us, to ensure your children's sunglasses are safe and comfortable.

**Q. What's the difference between UVA and UVB rays?**

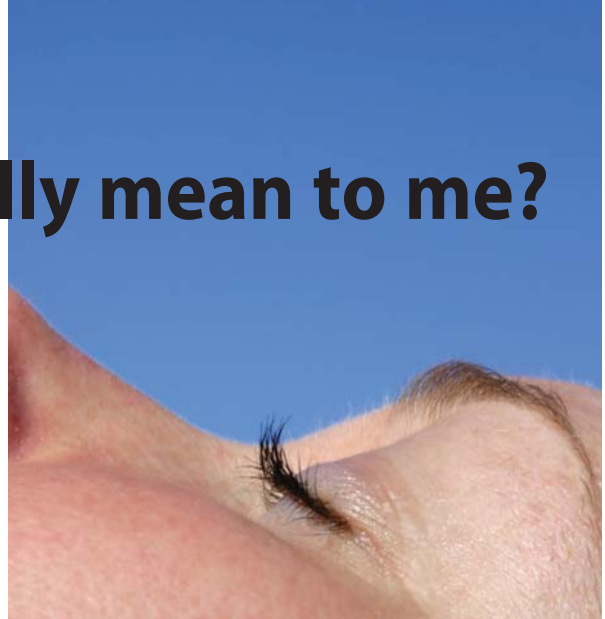
A. UVA rays can lead to cataracts, retina damage and even blindness. UVA rays are the most harmful – think *A* for *Aging* rays. UVB rays can lead to painful corneal burns – think *B* for *Burning* rays.

**Q. Can I see these UV rays?**

A. No, they're invisible. That's what makes them so dangerous, on both sunny *and* cloudy days.

**Q. What are polarized lenses?**

A. These are lenses designed with special filters to eliminate harsh glare caused by reflections. Ask us how polarized lenses can give you a clearer view and reduce annoying glare.

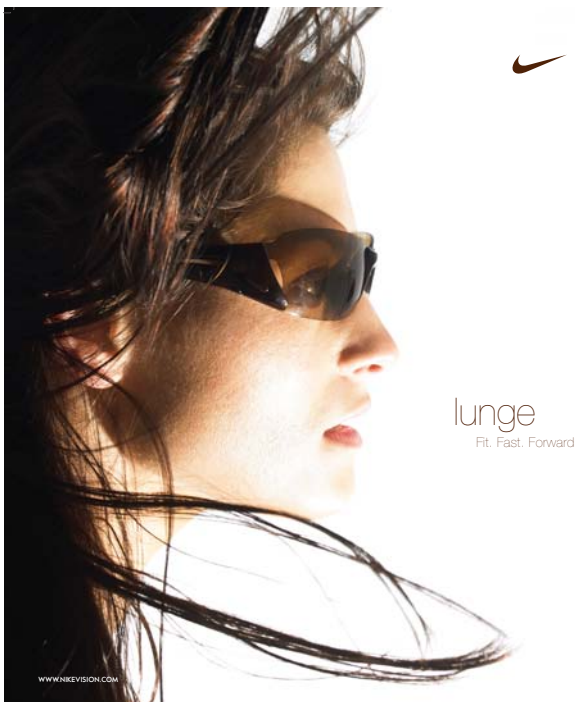


**Q. Why can't I get my child to wear his glasses?  
He says they hurt.**

A. Maybe his frames need an adjustment. Let us fit his frames to his face shape. Then his glasses will feel comfortable and he'll wear them.

**Q. My child plays a lot of sports.  
Won't she break her new glasses?**

A. Not likely. Today's frames are designed to be durable, able to withstand your child's active lifestyle. And new lens materials provide excellent scratch and impact resistance...because kids will be kids!



## Learn your ABCs!

We know **more than ever** about the sun's harmful UV rays, and how eyesight can suffer from short and long-term UV damage – cataracts, glaucoma, age-related macular degeneration and other eye conditions that can compromise vision.

Your Optometrist can offer all the eye health information you need – check in with us.



*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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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**

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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.



# Vitamins and your eyes



Eat carrots for your eyes? Well, it's not quite as simple as that, although Grandma had the right idea – **nutrition and vitamins play an important role in your vision and eye health.** In a recent study, scientists found that people who ate at least three daily servings of bananas, oranges and other fruits had a 36% lower risk of developing age-related macular degeneration (AMD) than people who ate fewer than one and a half servings. The more fruit people ate, the less likely they seemed to develop AMD.

**But are you one of those busy people on the run who don't eat as many fruits and vegetables as you should?**

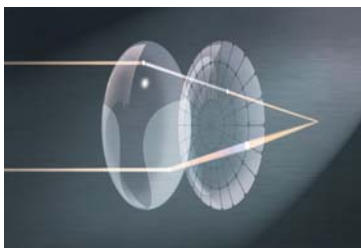
Are vitamin C-packed red peppers pretty to look at but rarely on your salad plate? Then consider taking nutritional supplements that contribute to healthy eyes. You'll want to look for ingredients such as beta-carotene, lutein, zinc, selenium and vitamins B, C and E.

A normal healthy diet is sufficient for most people, but for extra protection from conditions such as glaucoma and AMD, we recommend you take supplements with additional vitamins and minerals.

**Think Optometrist, think eye health** – pop into our office or give us a call and find out more about how you can protect your vision with a proper diet and the best nutritional supplements.



**The world's first bi-aspheric progressive lens with proprietary Aberration Filter™ technology**



**What it Means for You?**

- A clearer, sharper image across the entire lens
- Virtually no distortion
- A significantly wider field of vision
- Greater visual comfort & adaptability
- An ultra-light, ultra-thin lens

LEADING EDGE TECHNOLOGY - PROPRIETARY DESIGN - SPECTACULAR ADVANCE IN PERFORMANCE



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.