

Spring '07

FOCUS

A Newsletter for your eyes.

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All about cataracts

What is a cataract?

When the normally clear lens within your eye becomes cloudy and opaque, it is called a cataract. Cataracts vary from extremely small areas of cloudiness to large opaque areas that cause a noticeable loss of vision.

What causes cataracts?

No one knows exactly what causes cataracts. It is known that a chemical change occurs within your eye that causes the lens to become cloudy. This may be due to advancing age or it may be the result of heredity, an injury or a disease. Excessive exposure to ultraviolet radiation present in sunlight, cigarette smoking or the use of certain medications are also risk factors for the development of cataracts.

Can cataracts be prevented?

Currently, there is no proven method to prevent cataracts from forming. Wearing sunglasses is a tremendous benefit as they protect your lens from harmful UV rays, which can speed up cataract formation. A diet rich in antioxidants (such as Vitamins A, C, E, Zinc and Magnesium) is seemingly also beneficial.

How are cataracts diagnosed?

A comprehensive eye examination by your Optometrist can determine if you have a cataract forming.



Normal vision



Vision with cataracts

Your Doctor Recommends™

Dr. James Kerr



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

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 – choices that address 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.

Wear your contacts with confidence

Do you "overwear" your contact lenses?

You love the freedom and the crisp, clear vision contact lenses provide. But to keep enjoying that freedom for many years, you need a healthy pair of eyes. Are you wearing your lenses for the time period designated by your Optometrist? And are you following the recommended cleaning and care?

"A crucial part of comfort is regularly caring for your lenses and making sure you replace them as recommended by the manufacturer and your Optometrist," says Shawn Laursen, National Sales Manager from Bausch & Lomb.

Your Doctor Recommends™ silicone hydrogel

The numbers are in: two years ago, silicone hydrogel contact lenses made up only 20% of the market. Now, they outsell the older hydrogel technology.

"With today's demanding lifestyles, healthier choices are being made. The higher oxygen silicone hydrogel lenses are the lens of choice for patients across Canada," says Laursen. "Some of these new lens designs also offer improved optics."

Healthy eyes are the key. The new silicone hydrogel contacts offer not only comfort and vision clarity, but are healthier for your eyes because they allow much more oxygen to reach your eyes than do traditional materials.

If you haven't tried contact lenses lately, give them a try – you will be pleasantly surprised.

Ageing eyes? Try multifocal contacts

The combination of multifocal designs and silicone hydrogel material is perfect for the over-forty patient. New materials are kinder to the



older, often dryer eye. People are more active at every age, so there are times when contact lenses are the perfect vision correction for your lifestyle.

Solutions that soothe

Depending on your lens, there are various solutions available – cleaning, rinsing, disinfecting, or a multipurpose solution designed to do all three. If you have questions about the right solution for your lenses, just ask us – we take pride in our product and professional knowledge.

Are long hours in front of your computer taking a toll on your overworked eyes? Do the harsh fluorescent lights in your office make you squint and strain? We have special drops that lubricate and clean while you wear your contacts.

For advanced eye comfort and the extended life of your lenses, your Doctor can suggest the right products and the correct lens use. If you haven't yet discovered the advantage, book your contact lens appointment today.

Say Goodbye To Dry

Today's environments can create tired, dry eyes.

Welcome to ACUVUE® OASYS™

Ask for a FREE* Trial Pair Today!

Ask for a FREE* Trial Pair Today! Important Information for contact lens wearers: ACUVUE® 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 have an eye irritation, 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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THE SATISFACTION GUARANTEE

Introducing “free form” Why settle for mass-produced lenses?

Your eyes are unique. Your lenses should be equally unique. And now they can be, thanks to new “free form” technology that customizes lenses to your individual eyes and vision.

Free forms create premium, personal lenses that give you wider vision zones while significantly reducing the “swim and sway” effect sometimes felt with conventional progressive lenses.

Wearers are impressed. Who wouldn't be – distortion is reduced by 40 per cent and presbyopic patients (those with difficulty focusing on nearby objects), can enjoy sharper and more effortless vision.

Optical precision. You expect a lot from your glasses,



such as using the same pair for both driving and reading. With free form lenses, you can experience 30 per cent wider mid-range vision. As well, a new vision zone below your reading area offers better vision of obstacles on the ground and better perception of your environment. That means walking down the stairs, for example, is now easier. That means an ideal prescription, even for hard-to-fit patients.

These leading-edge lenses are available in a range of high and ultra-high index materials. So whatever the prescription, we blend technology and your individual needs for optimum vision in lightweight lenses.

The Freedom of Free Forms

- Expand all vision zones – near, intermediate and far
- Eliminate distortion
- Thin, light and durable plastic materials
- Available with coatings that repel glare, dust and smudges

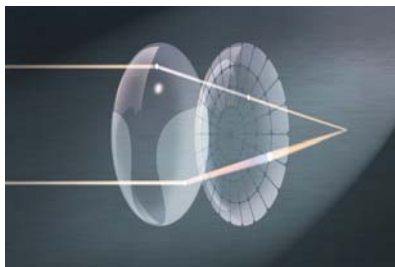
Free form lenses are the future of progressive lens technology. Combine these new lens designs with a premium anti-reflective coating and you have the best possible vision.

Talk to us at Atrium Optometric Group and find out how free form lenses can improve your vision.



NEW **Nikon** **V**
Keeps distortion out & definition in

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
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- Greater visual comfort & adaptability
- An ultra-light, ultra-thin lens

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Atrium Optometric Group
Excellence in Eye Care

Convenient times. Convenient location.

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

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Outlook, SK S0L 2N0

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Our office is a proud member of Doctors Eyecare Network (DEN). DEN is a group of over 230 Optometrists across Canada dedicated to providing our patients with complete eyecare and eye health services.

www.doctorseyecare.com

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Your Doctor Recommends™

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.

Say good-bye to dry eyes

Tears are essential for good eye health. Those simple tears you take for granted – unless you're watching a tear-jerker movie – have many duties. They're responsible for bathing your eyes, washing away debris and dust, and keeping your eyes infection-free with natural antiseptics.

Did you know you have two types of tears? There are "reflex tears" that flow when the movie takes a sad turn, and there are "basic tears" that form a film to keep your eyes naturally moist. While you can control the reflex tears (stop watching tear-jerkers!), dry eye syndrome occurs when you have a deficiency in basic tears.

Why so dry? Ageing can play a key role in reducing those basic tears, although dry eye can affect you at any time. There are a multitude of causes – sun exposure, eye strain from computer use, contact lens wear, dry or windy climates, and even side effects from medications.

We can help – talk to us about your dry eyes. A thorough eye health exam by your Optometrist is the starting point. Your Doctor can then recommend the right lubricating drops to give you long lasting relief.

Say good-bye to dry!

