

A Newsletter
from



Atrium Eye Care
Excellence in Sight

SIGHTLINES

Winter 2008

Dr. James Kerr • Dr. Barbara Patterson
Dr. Michael York • Dr. Kenton Fredlund • Dr. Kerry Bishop
- Optometrists -

UV Protection

Sun safe through the seasons

Your eyes need UV protection all year round. That's because UV rays come from reflections off water, sand and snow as well as from direct sunlight. Glare and reflection from both 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.

New snow can reflect up
to 80% of ultraviolet rays.

World Health Organization

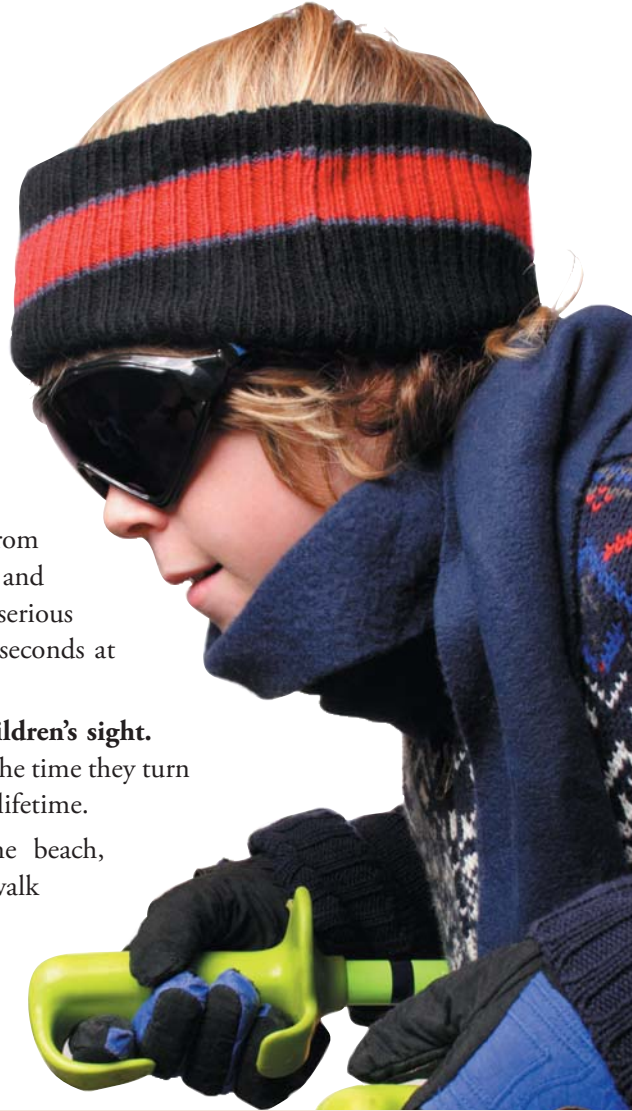
around your snowy block this winter, always be sun safe.

Talk to us about how to stay safe this winter – UV coated lenses, transition lenses (colour changing), fashion forward sunwear. For your eyes, for every season.

Remember to protect your children's sight.

They get more UV exposure by the time they turn 18 than during the rest of their lifetime.

Whether you're heading to the beach, the ski slope, or simply for a walk



Your Doctor Recommends™

Dr. Michael York

Why is it so important to follow the wear instructions for my contact lenses?

Contact lenses are among the safest forms of vision correction when you follow the proper wearing instructions. However, when you don't use lenses as directed, the consequences may be dangerous. Always stick to the recommended replacement schedule provided by your Optometrist.

Use your calendar – paper or electronic – to remind yourself to replace your lenses. And when you open a new box of lenses, write your 'fresh lens' date on the individual lens packages. Need more useful tips? We can help. For optimum eye health, see us for your regularly scheduled contact lens and eye exam.

Not all frames are created equal



Think you've found a great deal by paying less? Think again. That wonderful "discount" on similar looking frames down the street might be less than wonderful. That's because not all frames are created equal.

Unlike discounters, we want you to have the long-term satisfaction that only comes with the best materials and best advice.

The best for you

Titanium – if you want a frame that's lightweight, strong, corrosion-resistant and available in a variety of colours, look no further. Enjoy whisper-thin designs with the promise of durability for your active lifestyle.

Stainless steel – an alternative to titanium, stainless steel frames are also lightweight and strong. Many stainless steel frames are nickel-free and thus hypoallergenic. (If metal frames cause a reaction, nickel is usually the culprit.) Stainless steel offers excellent resistance to corrosion, abrasion and heat.

High-quality acetate – we choose frames constructed from superior materials that are hypoallergenic and provide good tensile strength, the maximum stretching force that a material can withstand before breaking.

Nylon – a premier material for sports and performance frames. Frames made of nylon are heat and cold resistant, and are easily molded into popular wraparound styles.

Flex frames – ever accidentally twist, bend or sit on your frames? If you answered 'yes' you're not alone. "Memory metal" frames such as Flexon can return to their original shape. It's a titanium-based alloy so frames are 25% lighter than standard metals.

Add hypoallergenic and corrosion-resistant to the mix for premium performance.

Pay less, get less

You might pay less, but problems with frames made from inferior material include:

- Paint chipping
- Allergy issues and skin sensitivity
- Poor tensile strength – easy to break and difficult to adjust

Let our professionally trained staff explain the benefits of high quality materials. You're worth the best!



Dry eyes a challenge?

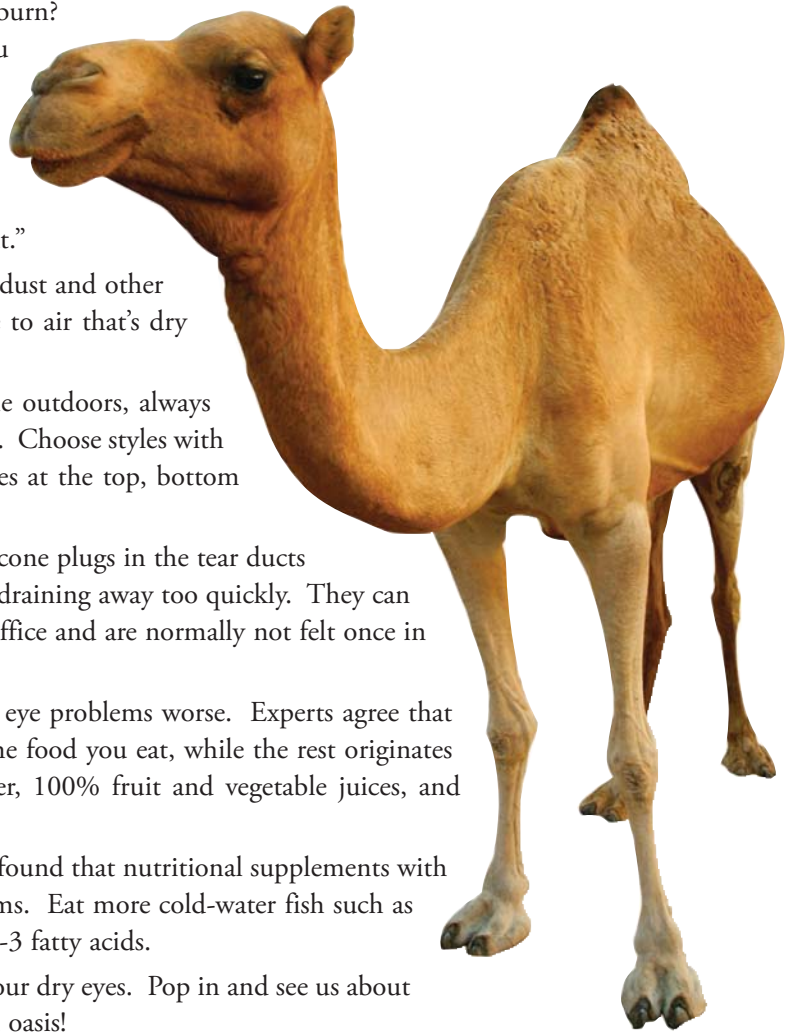
Get out of the desert

Does dry winter air make you want to cry? Do your eyes burn?

You may be suffering from Dry Eye Syndrome. But you don't have to live with discomfort and irritation. There are simple environmental and dietary solutions:

- **Use moisturizing drops** – artificial tears, or lubricating eye drops, will help your dry eyes feel better. * Don't confuse artificial tears with formulas that "get the red out."
- **Improve indoor air quality** – an air cleaner filters out dust and other particles from the air, while a humidifier adds moisture to air that's dry because of air conditioning or heating.
- **Wear well-fitted sunwear** – if you spend a lot of time outdoors, always wear sunglasses to reduce exposure to sun, wind and dust. Choose styles with a snug seal, to prevent irritants from getting to your eyes at the top, bottom and sides.
- **Consider punctal plugs** – temporary or permanent silicone plugs in the tear ducts help retain moisture on your eyes by keeping tears from draining away too quickly. They can be inserted painlessly while you're in the Optometrist's office and are normally not felt once in place.
- **Drink more liquids** – mild dehydration can make dry eye problems worse. Experts agree that about 20% of the water your body needs comes from the food you eat, while the rest originates from the liquids you drink. The best choices are water, 100% fruit and vegetable juices, and milk.
- **Add supplements and boost your diet** – studies have found that nutritional supplements with certain essential fatty acids can decrease dry eye symptoms. Eat more cold-water fish such as sardines, cod, herring and salmon, which contain omega-3 fatty acids.

Only your Doctor can recommend the best solutions for your dry eyes. Pop in and see us about the many changes that will turn your winter desert into an oasis!



**YOU KEEP GOING
AROUND THE CLOCK.
ASK FOR CONTACT
LENSES THAT DO TOO.**



**HIGH
PERFORMANCE
FOR LIFE PERFORMANCE.**



NIGHT & DAY breathable contact lenses for the health of your eyes.

**CIBA
Vision**
A Novartis Company



Eye ER: No waiting

Convenient hours. Convenient location.

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Our office is a proud member of Doctors Eyecare Network (DEN). DEN is a group of over 250 Optometrists across Canada dedicated to providing our patients with complete eyecare and eye health services.

www.doctorseyecare.com



Do you have an eye health emergency? Not sure about the right treatment? When an emergency strikes, please call us for an IMMEDIATE review of your concerns.

Seek emergency optometric care if:

- There is a visible scratch, cut or penetration of your eyeball.
- Any chemical gets into your eye.
- Your eye is painful and red.
- Nausea accompanies the eye pain.
- You have any trouble seeing (such as blurry vision).

To prevent eye emergencies:

- Supervise children carefully. Teach them how to be safe and provide a good example.
- Wear protective eyewear when using power tools, hammers or other striking tools.
- Wear protective eyewear when working with toxic chemicals.

Vision with uncoated lenses

**World's Best
3-in-1
Coating**

Anti-Reflection
Anti-Scratch
Hydrophobic

Vision with Nikon HCC Coated lenses

Nikon HCC Coating
You'll see the difference!

Have you been in to see us recently? We recommend an annual eye examination for children, those who wear contact lenses and adults over 65; healthy adults every two years.

If you are experiencing any vision difficulties, please arrange to see your Optometrist immediately.