

eye to eye

THE EYE HEALTH NEWSLETTER OF
Calgary Optometry Centre LLP

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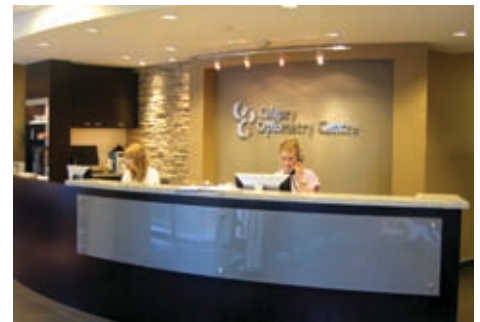
Downtown Office Renovation

A Bright New Look

Calgary Optometry Centre is pleased to announce a new look for our downtown location. After ten years with the original decor, the doctors and staff thought it was time for a makeover. It was exciting (and occasionally stressful) to watch the transformation to a more contemporary environment. The office has undergone an extensive floor to ceiling renovation



to serve our patients better. We are proud to unveil our new office surroundings to all current and new patients and know that you will enjoy the updated atmosphere.



Vision and Eye Health Care

Though the surroundings may have changed, the vision and eye health of every patient is our number one concern. Our doctors will provide a thorough examination, using multiple testing procedures to gather information. The information gathered will result in an accurate diagnosis and appropriate patient management.



Optical Dispensary

If you haven't noticed, frame styles continue to change and evolve. We have noticed all our patients, young and old, male or female, are more aware and paying more attention to frame styling. While the primary purpose for glasses remains providing clear and comfortable vision, the fashion side of it definitely can make a statement about you. We monitor the latest in frame styles, materials and colours to make sure our patients have access to the latest technology and fashion. Along with our new surroundings, we have added new frame lines from around the world.

Stop in soon to see the remodeled office. We hope these changes will make your vision and eye health care experience as comfortable and convenient as possible.

DOWNTOWN OFFICE HOURS: MONDAY TO FRIDAY 7:30 A.M. – 4:30 P.M.

DR. ROLAND BAUDER • DR. LINDA JACKSON • DR. EDWARD JANG • DR. KENT PRETE • DR. JEAN SHEN • DR. JEFF SMITH

DON'T MISS OUT ON OUR ANNUAL FRAME SALE!

July 6 - 25, 2009

ALL THREE LOCATIONS!

FRAMES WILL BE REDUCED BY 40%*

A PERFECT TIME TO UPDATE YOUR FRAME STYLE

REMEMBER, MOST OF OUR GLASSES COME WITH A 2-YEAR WARRANTY ON FRAMES AND LENSES. NO OTHER DISCOUNTS APPLY. *SOME EXCEPTIONS APPLY.





Vision & Aging

The truth is, every part of your body changes as you get older and, unfortunately, there is not much you can do about it. Hair colour changes. Skin texture changes. Voices change. Your eyes will also change as you get older, but this doesn't mean there needs to be a change to your lifestyle.

With the proper steps, your eyes can last an entire lifetime.

What can you expect?

As you age, there are a few eye conditions that you need to be looking out for.

PRESBYOPIA is often the first wake-up call that your eyes are not what they used to be. This affects all adults beginning in the late 30's to early 40's age group. This condition causes near objects/print to become blurred and difficult to read. Materials have to be moved further away before they are focussed. Presbyopia is treated with prescription glasses or contact lenses to provide clear vision at near.

DRY EYES are also a common condition as you get older. Tear production can be reduced with age, so that your eyes feel scratchy, burn and may look red. Also, it may be likely that you are taking medications for other age-related conditions. Many of these drugs cause dry eyes. There are a variety of treatments for dry eyes that your optometrist can recommend.

CATARACTS are usually a higher risk after the age of 60. Cataracts occur when the lens of the eye becomes cloudy causing blurred vision. Most cataracts are due to aging, but may also be caused by

other factors such as smoking, certain medications and conditions such as uncontrolled diabetes. Cataract surgery will be recommended by your optometrist at the appropriate time to restore your vision.

GLAUCOMA is one of the leading causes of blindness for people over the age of 50. Your risk for glaucoma is also higher if there is a family history of glaucoma, dark skinned ethnic groups or diabetes. This condition occurs when there is increased pressure within the eye that damages the optic nerve. This results in loss of your peripheral vision leading to "tunnel vision". Early detection is the key for glaucoma because in most forms of this condition the patient is unaware that they are going blind. Fortunately, in office testing by your optometrist is quite simple and direct to diagnose this condition and begin timely treatment. Glaucoma can be treated by various eye drop medications and surgery, but nothing can be done to repair nerve damage once it occurs.

MACULAR DEGENERATION is the leading cause of permanent blindness in seniors. The risk for this condition is also higher from smoking, diabetes, high blood pressure, and in some cases,

family history. Macular degeneration is a serious eye disease because the vision disruption is in the center of the vision-blur, distortion or complete loss. This can have a major effect on your day to day living activities. Like glaucoma, early detection is important to limit vision loss. Treatment options include nutritional supplements, special visual aids and surgical procedures.



Normal vision



Glaucoma

What Should You Do?

Even with the best preventative efforts, some changes in your vision and eye health should be expected. Your optometrist understands all these changes and will provide timely preventative and treatment options to ensure your eyes last a lifetime. During your comprehensive vision and eye health

examination, your optometrist can provide:

- Ideal prescription lens options to restore your near vision needs.
- Identify the implications of how medications you are taking may affect your vision and eye health.
- Address any age related dry eye problems.
- Perform the necessary tests to diagnose any degree of cataract, glaucoma or macular degeneration.

Overall, your vision and eye health assessment will allow your optometrist to identify your individual vision and eye health needs, assist you in understanding your conditions and make specific recommendations for your needs.

Living Tips for Aging Eyes

Experiencing age-related vision problems can be frustrating, especially if you enjoy an active lifestyle. Many people are worried that vision loss may mean that they will eventually have to give up on their favourite activities, and gradually lose some of their independence. However, there are a few things that you can do to adapt to vision changes and still continue to live an active life.

- ✓ Make sure you have a current eye glasses prescription and the lenses are clean.
- ✓ When you are reading or performing close tasks, make sure that you have enough lighting around you. To increase the amount of light, you can either add an extra light source and/or increase the wattage of the light bulbs.
- ✓ Your eye's ability to focus slows down with age which will affect your reaction time. Take extra time and precautions when you drive or walk, especially in busy areas.
- ✓ If driving at night, make sure your windshield, head and tail lights are clean.
- ✓ Feed your eyes. There is ample evidence that vegetables and fruits rich in antioxidants will keep your eyes healthy. Dark vegetables, leafy greens, citrus fruits and melons are all eye healthy foods.
- ✓ Regular examinations by your optometrist are crucial to monitor any changes in your vision and eye health, so that timely treatment can be recommended to reduce the risk of permanent vision loss.



CALGARY OPTOMETRY CENTRE

Ugly Glasses Contest

Win yourself a new pair of glasses!* Bring us any of your old glasses and enter our contest to judge the ugliest pair of glasses. Maybe it's a frame style that has outlived its time or a frame that seemed like a good idea at the time. Or anything that you think looks ridiculous or silly! Whatever the reason, search your closets and drawers and bring in your old glasses to any of our offices for a chance to win \$500 towards a new pair of glasses.

CONTEST RUNS JULY 6 – 25, 2009.

**Maximum retail value of \$500 for frames and lenses. No other discount offers to be applied. No cash value.*

BACK TO SCHOOL BASICS

✓ BOOKS ✓ CLOTHES ✓ EYE EXAM

Did you know that 80% of all learning occurs through the eyes? Children are often unaware of a vision problem because they think everyone sees things as they do — even if images are blurred. Or they may not know how to express any vision concerns to the appropriate adult.

The only way to be certain that your child's vision is normal is with a thorough vision and eye health examination. The Canadian Association of Optometrists recommends that children have a vision and eye health examination by age three and annual visits thereafter.

Our doctors will test for:

- Proper vision and make recommendations to achieve clear vision if necessary
- Normal eye muscle balance and eye movements
- Normal eye health
- Depth perception and colour vision

Early detection and treatment of any problems will improve your child's ability to learn and get the most out of school.



Call one of our offices today to schedule an appointment for your child. Don't forget about your child's vision as part of back to school basics.

Share the Care

Our practice continues to grow thanks to your referrals. One out of every four patients we see is new to our practice. Forty percent of those new patients say they were referred by one of our existing patients. When you tell your family members, friends or co-workers about us, it tells us we're doing something right. We work hard to provide comprehensive vision and eye health care to every one of our patients.

We want to reward our patients who go out of their way to tell others about our quality of eye care. Our Share the Care program was developed to say "thank you" for recommending our care to others. The program is quite simple. Your referrals earn you increased savings on your next purchase of glasses or contact lenses from our offices. We will send you verification of each new patient we see who was referred by you. Each verification will tell you the current level of savings you have coming (see chart below).

Share the Care Reward Program

REFER	SAVINGS
1 patient	10% off
2 patients	20% off
3 patients	30% off
4 patients	40% off
5 patients	50% off
6 patients	60% off
7 patients	100% off (up to \$150 off)

**no other insurance or discounts apply*



Many patients have already taken advantage of substantial savings on their eyeglasses and contact lenses. If you are satisfied with the eye care we have provided, start referring others and begin to save on your next glasses and contact lenses.

Calgary Optometry Centre is pleased to announce the addition of Dr. Jeff Smith to our practice.



Jeff is a recent graduate of the University of Waterloo Optometry School and has relocated from Ontario. We are pleased that he has chosen Calgary to begin his professional career. He is adjusting to and enjoying life in Western Canada.

As a new graduate, Jeff brings all the latest knowledge to evaluate your vision and eye health needs. He is now available to see patients at our Downtown and Hunterhorn offices. Please call either office to schedule an appointment.



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