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Spring 2011

SIGHTLINES

DOCTORS

EYECARE™

WETASKIWIN

Introducing “free form”

Why settle for mass-produced lenses?

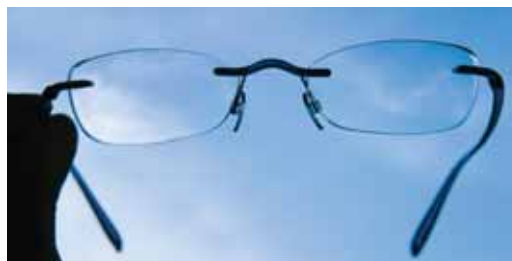
Your eyes are unique. Your lenses should be equally unique. And now they can be, thanks to new “free form” technology that customizes lenses to your individual eyes and vision.

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.



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

So whatever the prescription, we blend technology and your individual needs for optimum vision in lightweight lenses.

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 **Doctors Eyecare - Wetaskiwin** and find out how free form lenses can improve your vision. ▢

Your Doctor Recommends™

Dr. Jay Whitehead

Q. Are extended wear contact lenses the right choice for me?



A. If you're looking for the ultimate in convenience, the answer is yes!

Wake up and see clearly without having to search for your glasses or spend time putting in your contact lenses each morning.

And no more daily removal, cleaning and storage, which makes these an ideal lens option for your active lifestyle.

Because extended wear lenses allow more oxygen to reach your cornea, they're safer to wear when sleeping.

Consider the choices. Extended wear lenses offer continuous wear, from several days to a full month.

Your eyes deserve comfort and clear vision. Only an Optometrist can help you determine the safest type of lens and wearing schedule – let us recommend the best contact lens for your eyes. ▢

A one-of-a-kind professional eye care experience to enhance your visual life and great looks.

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Eye exams vs. sight tests

You read the sign in the window
– Free Sight Tests!

Sounds good, so you walk in. Within minutes you discover how well you can read or recognize items. This info is used to create your lens prescription.

That's all good, but only part of the story.



An eye exam tells the full story, and here's where the professionals come in. We look for other eye health concerns in addition to measuring your sight.

Using advanced equipment and highly trained staff, we can detect many eye conditions that become evident even before you experience any loss of sight – glaucoma, macular degeneration and retinal detachments to name a few.

A comprehensive eye exam can also detect other non-eye health problems such as high blood pressure, diabetes or thyroid disorders. Your Optometrist will keep a file of potential

vision or eye health problems to track any changes over time.



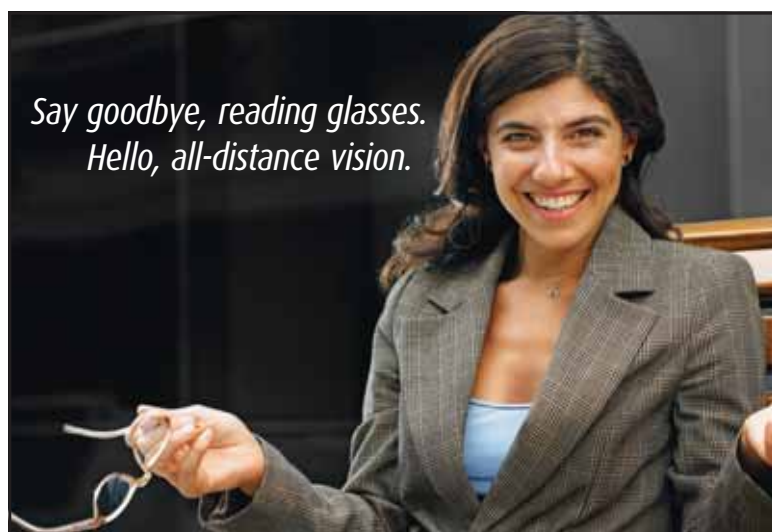
Digital Retina Camera

Regular eye exams can identify emerging concerns, so you receive the treatment you need to maintain healthy eyes – today and tomorrow.

State-of-the-art technology

Here is some of the equipment you can expect to find during your next eye exam:

>> At the push of a button, a **digital retinal camera** helps us perform a more thorough exam than ever. We generate a computer



*Say goodbye, reading glasses.
Hello, all-distance vision.*

Focus effortlessly at all distances.

Bausch + Lomb Multi-Focal Lenses

All-Distance Optics™ seamlessly adjust to every distance.

See clearly and naturally near,
far and everywhere
in-between.



BAUSCH + LOMB

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s are worlds apart

image of your retina (located at the back of your eye) to screen for abnormalities or disease. This technology has already led to improved disease detection and has prevented vision loss and blindness in patients.

The **FDT visual field instrument** is effective at detecting and monitoring the progression of glaucoma. By providing info on your "visual pathway," brain tumours and strokes are also detectable. Simple plus quick equal patient-friendly!

- >> The **auto-refractor** measures the prescription and the curve of your cornea. Light is directed into your eye while you attempt to focus on an image within the machine's viewfinder. The auto-refractor changes the magnification of the image until it comes into focus, calculating the approximate level of vision correction needed.
- >> The **non-contact tonometer** measures the fluid pressure in your eye and is an important test in detecting glaucoma.
- >> A **biomicroscope**, also called a *slitlamp*, consists of a high-intensity light source that shines a thin sheet of light



FDT Visual Field Instrument



Auto-refractor



Tonometer



Pupilometer

into the eye. The instrument provides a magnified view of your eye structure in great detail, enabling your Doctor to diagnose a variety of eye conditions.

- >> **Visual acuity tests** assess your ability to see small detail clearly at both near and far distances. When you sit behind a **phoropter**, lens choices are systematically changed until clear focus is reached.
- >> **Binocular vision testing** determines if your eye muscles are aligned and your eyes are working in a coordinated manner.
- >> When being measured for eyewear, a **pupilometer** device calculates the distance between pupils, to ensure your new lenses are correctly centred.

Take a proactive approach to your eye health!

While a technician or automated device can determine a lens prescription, only an Optometrist can perform a comprehensive eye health exam, supported by cutting-edge technology and professionally trained staff.

Let us tell you the full story and help protect your vision for a lifetime of breath-taking sights. ◻



DOCTOR RECOMMENDS.®

DIGITAL FX LENS

- FreeForm Design Technology creates minimal distortion and the widest possible intermediate zone for natural vision
- Delivers wide, limitation-free vision at all distances
- Provides for a natural transition between near and distance viewing
- Eliminates feelings of instability resulting in clear, comfortable vision

www.doctorseyecare.com

SHARP NATURAL VISION

D | R DOCTOR RECOMMENDS.®

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Sunwear myths & facts

How sun savvy are you?

Myth #1

I don't need to protect my eyes from the sun on a cloudy day in spring or summer.

Sun Fact – Yes you do! Up to 90 percent of the sun's UV radiation passes through light cloud cover.

Myth #2

It's impossible to get my young children to wear sunglasses.

Sun Fact – Not so. Newer sunglasses with strap-on frames are easy for them to wear. Colourful sunglasses with Velcro straps, designed for infants and toddlers, are comfortable and provide excellent protection from UV rays and foreign objects. Most young children adapt to them with little trouble. Pop in with your kids today and find out how to safeguard their eyes and vision. ▢



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MAGNETIC EYEWEAR

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