



# FOCUS

Drs.  
**Johnson  
& Oliver  
& Martin**  
OPTOMETRISTS

780.361.2020

www.wetaskiwineyecare.com

Winter 2009

## Styles to suit your style

### Shop at your own pace

Everyone's wearing them, the models in magazines and the celebrities on TV. They're all slipping on the latest and coolest eyewear. Now it's your turn. Drop in and experience the newest trends for yourself.

Take your time and browse. Need help updating your look? We can guide you. Or, try on an array of eyewear and sunwear until you find the perfect pair. Or two. We have it all.

### One is the loneliest number

Does your closet contain one outfit? Not likely. You probably have several choices: a power suit for the board room, colourful coordinates for the dining room, active wear for the squash court, and lounge wear for kicking back with the latest title from Oprah's Book Club. Your eyewear should



be equally varied: classic style for work, funky fun for evenings, contact lenses and sports glasses for the gym, and bifocals or progressive lenses for the fine print. We have it all.

### We travel the world

From the fashion malls of Milan to Times Square in New York, we focus on what's now and what's coming. Then we bring the latest, most fashion-forward eyewear home for you to enjoy.

Our professionals will help you discover the perfect eyewear for your distinctive looks and lifestyle. Staff members regularly update their expertise by travelling to eyewear shows, and by attending specialized workshops and training sessions.

### Be bold or be classic

Browse. Savour. When you're ready, we're ready. We have it all for you. **D**

### Your Doctor Recommends™



Dr. Bruce Johnson

**Q.** As soon as the temperature drops, my eyes feel dry and gritty. Is there any relief?

**A.** Do your eyes also burn? You might be suffering from **Dry Eye Syndrome**. There are several ways to help with lubricating eye drops (artificial tears, not 'get the red out' type), well-fitted sunwear to reduce exposure to irritants such as sun, wind and dust, and supplements to boost your diet.

We can recommend the best solution for your dry eyes.

### Eye exams – how often should I have one?

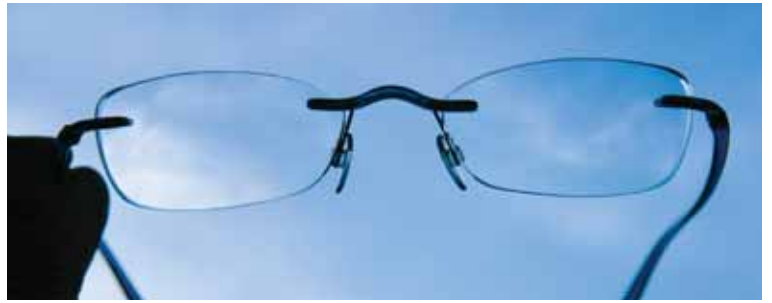
- Immediately, if you are experiencing any discomfort or difficulties
- Annually for children and adults over age 65
- Every 12 to 18 months if you wear contact lenses
- Every two years for healthy adults

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

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# 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 Drs. Johnson, Oliver & Martin and find out how free form lenses can improve your vision.

# D||R Digital Fx

## Sharp, natural vision without limitations

- Perfect interaction between near and far
- Wide view at all distances
- Extra comfort all day long
- Eliminates feelings of instability

Ask us about it today.

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# Your eye health exam

## Trust in our thorough medical expertise

Would you trust your car repairs to a piano tuner, or your hair cut to a welder? Probably not. Then why trust your precious sight to someone other than a Doctor of Optometry? While a technician or an 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.

Your Optometrist has the knowledge and the equipment to detect and diagnose serious eye conditions, even before any symptoms appear – diabetic retinopathy, glaucoma, macular degeneration and retinal detachments to name a few.

You may not realize it, but our thorough eye health exam can also detect non-eye health issues such as diabetes and high blood pressure.

**Peace of mind.** Place your vision care in the hands of qualified professionals. Schedule your eye exam today – we're a phone call away. ▢

My peripheral vision was getting worse and so I decided to see my optometrist. It ends up my retina was detached. I needed immediate surgery or I would have lost the vision in my right eye.

Jodie  
Calgary



Like an orange, your eyes can look and feel great on the outside.



But an optometrist knows your eyes inside & out.

*Eye health is more than 20/20 vision. Please call for an appointment.*



The Canadian  
Association of  
Optometrists

*your eyes deserve an optometrist®*

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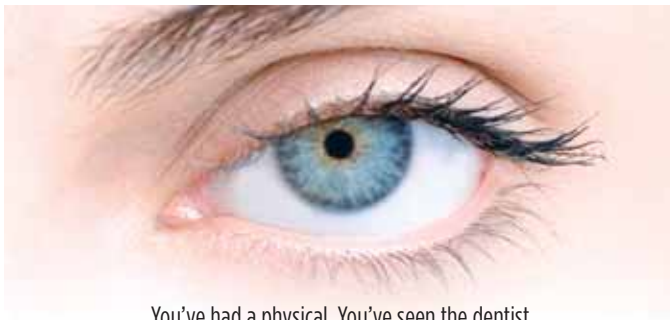
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[www.wetaskiwineyecare.com](http://www.wetaskiwineyecare.com)



You've had a physical. You've seen the dentist.

## Are you forgetting something?

Make vision care an important part of your overall health.

Ask your eye care professional about the exceptional comfort of ACUVUE® Brand Contact Lenses.

Schedule  
an eye exam  
TODAY!



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Visit [acuvue.ca](http://acuvue.ca) for savings.

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 doctor. Do not wear lenses if you have an eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. If one of these conditions occurs, contact your eye doctor immediately. For more information on proper wear, care and safety, talk to your eye care professional or visit acuvue.ca

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# Comfortable and safe contact lenses for life

Safe food handling has been a big issue in the news. But have you thought about how you handle your contact lenses? It's easy. Five simple steps will keep you smiling, and seeing clearly:

- 1 Wash, rinse and dry your hands before handling your contacts.
- 2 Handle your right lens first, your left lens last.
- 3 Put in your contact lenses before applying cosmetics and after applying hair products. Remove your lenses before taking off your makeup.
- 4 Lenses are made for different wear patterns. To protect your eyes, follow the wearing schedule recommended by us, your vision care professionals.
- 5 The health of your eyes should be entrusted to your Optometrist. Talk to us about the latest advances and stay safe. ▢



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

[www.doctorseyecare.com](http://www.doctorseyecare.com)

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