

Dr. Bruce Johnson
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Winter 2011

SIGHTLINES

DOCTORS

EYECARE™

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Protect your children's vision

The holiday season is over but the need to protect your children's vision is year-round. Teach your child some everyday eye safety:

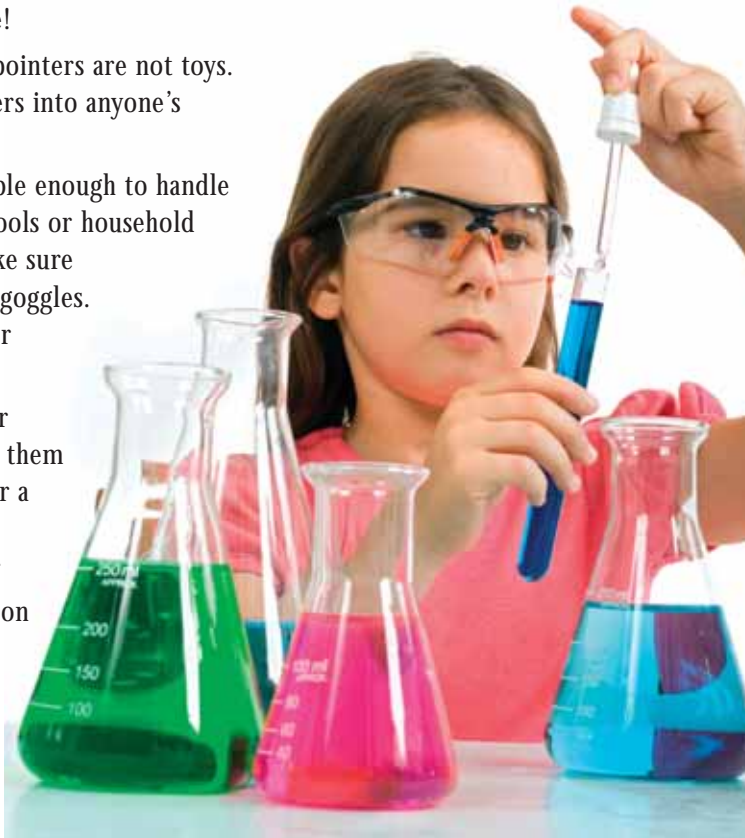
- Stay far away from the targets of darts, bows-and-arrows, air guns and any other toys that are thrown and can cause an eye injury. * **First** make sure your children's toys are age-appropriate!
- Teach them that laser pointers are not toys. Never shine laser pointers into anyone's eyes.
- If your child is responsible enough to handle chemistry sets, power tools or household and yard chemicals, make sure they always wear safety goggles.
Parents: provide proper supervision.

Care and concern for your children's vision will help them develop eye care habits for a lifetime of good vision.

If your child complains of any eye discomfort or vision problems, call us or come in immediately. ▢

Did You Know?

- > 35 percent of eye injuries happen in children 17 or younger
- > Nearly half of all children's eye injuries occur at home



Your Doctor Recommends™

Dr. Lorrie Oliver



Q. Why do my eyes feel dry and irritated every winter?

A. You could be suffering from Dry Eye Syndrome. Several factors can trigger eye discomfort in the winter. One culprit is air quality in your home or work place. An air cleaner will filter out dust particles while a humidifier adds moisture to air that's dry from heating.

Other factors can make your eyes feel the burn. Are you wearing well-fitted sunwear when outdoors to reduce exposure to wind and sun? And are you drinking enough liquids? Mild dehydration can worsen dry eye problems.

Moisturizing drops – artificial tears or lubricating eye drops – will also help your dry eyes feel better.

For extreme cases, we can talk about punctual plugs to help your tear ducts retain moisture.

Only a Doctor can recommend the best solutions for your dry eyes. Pop in and see me about how to turn your irritation into comfort. ▢

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

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Vacation time? How to pack

Going...going...gone!

Whether you're headed to the beach or the snowy slopes this winter, remember to pack products for great vision, reduced glare, comfort and UV protection.

You jot a list for wardrobe essentials – flip flops and sun hat for the beach, boots and toque for the mountains. While you're organizing, here's what your eyes need for a carefree get-away:

>> Prescription sunwear

If you require a vision prescription, it doesn't mean you are destined to wear easy-to-lose sunclips or learn to insert contact lenses: the answer for you is prescription sunwear! We can put your prescription into almost all of the sunglasses we carry in the Sunglass Cove. Sunglasses must block out 99-100 percent of both UV-A and UV-B radiation. Sunwear without UV protection may shade the eyes, but actually cause the pupils to dilate, allowing in even more harmful rays. All sun lenses we sell are 100% UV protected. Polarized lenses reduce glare reflected from water or snow, making your eyes much more comfortable in any light conditions.

>> Convenience and comfort

With photochromic lenses, say bon voyage to switching eyewear. These special lenses automatically darken when you're outdoors on a bright day and then lighten when inside. Another bonus – reduced glare with fast-changing technology adds to your eye-ease.

>> Extra contacts and supplies

Yikes! You're travelling in a remote area and discovered that you've run out of soaking solution or lenses.

Before you leave home, stock up – disposables, daily, extended or continuous wear, whatever your lifestyle. You've packed extras? Now say "ahhhh," and enjoy a stress-free vacation.

Contact lens wearers: remember to bring along your non-prescription sunwear with UV protection.



Find that *healthy, natural feeling*

AIR OPTIX™

Family of breathable contact lenses*



See how natural they feel

CIBA VISION
Shared Passion for Healthy Vision and Better Life

*AIR OPTIX® for ASTIGMATISM (Iofrafilcon B) contact lenses: Dk/t = 108 @ -3.00D, -1.25D x 180. AIR OPTIX® AQUA and AIR OPTIX® AQUA MULTIFOCAL (Iofrafilcon B) contact lenses: Dk/t = 138 @ -3.00D. AIR OPTIX® NIGHT & DAY AQUA (Iofrafilcon B) contact lenses: Dk/t = 175 @ -3.00D. High oxygen transmissible lenses. Other factors may impact eye health. Ask your eye care practitioner for complete wear, care and safety information. AIR OPTIX, NIGHT & DAY, CIBA VISION, the AIR OPTIX logo and the CIBA VISION logo are trademarks of Novartis AG. © 2010 CIBA VISION Corporation, a Novartis AG company.

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Look for your eyes

>> Fashion forward sunwear

UV protection: check. Glare reduction: check. Now complement your beach wear with great looking sunglasses. Whether your style is fun and flirty or subdued and stylish, treat yourself to a pair (or two) from our extensive selection of sunwear. Practical to exquisite, we have your shades! **See for yourself at our Sunglass Cove boutique!**

>> Athletic eyewear

If your holiday involves more adventure than down-time, pack your duffel bag with the right equipment. From a prescription diving mask to tinted goggles that help you manoeuvre a cross-country trail, we can recommend the ideal options.

>> Soothing drops

Despite the steps you take to protect your peepers, do your eyes feel irritated after a busy day of vacation fun? Take along a bottle of moisturizing drops. * Artificial tears aren't the same as formulas that "get the red out."

Let your optometrist recommend the best drops for eyes that feel better fast. ▢

Need advice from the eye professionals?

Drop in or call us today – we'll help put the fun into your sun and fun-tastic holiday!

Greater risk for children

What's wrong with this picture: Mom and Dad don their UV-protecting sunwear while Junior squints into the reflective water or snow!

According to the World Health Organization, up to 80 percent of your lifetime exposure to UV is received before age 18.

Children are at a greater risk of UV damage because the lenses of their eyes are more transparent, allowing additional light to reach the retina. UV eye damage builds over time and UV exposure has been linked to cataracts, macular degeneration and other eye problems.

From infant to teen and everything in between, your children depend on you to keep their eyes safe and their vision top-notch. Do all that you can for a lifetime of super sight, at home or on vacation. ▢



MARCHON®

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Indulge your eyes!

Changes in fashion happen in the blink of an eye. Here are a few tips when indulging in the latest eyewear fashions:

For the wild child. Stand out in a crowd with over-sized angular frames, vivid prints and brightly coloured plastic frames. Consider lace, jewelled accents, wire, and cut-outs.

For subtle and stylish. Try on small, round frames in blush and beige tones. Create a softer, more natural tone with rose and amber lens tints.

Gentlemen, start your engines! Create a sleek, sophisticated look with added metal accents. Go for bold colours and bright plastics, or lenses with a hint of tint. Add colours and patterns to your black or tortoise frames while updating your vintage look. Choose eyewear with dark gradient mirrored lenses.

What's right for you? No need to worry as our trained professionals will help you find the ultimate in eyewear, to match all of today's trends. D



Calvin Klein collection



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