

# SIGHTLINES



Dr. Bruce Johnson

Dr. Lorrie Oliver

Dr. Don Martin

Dr. Jay Whitehead

## Change is great!

What a summer it's been! We have been in our new office for a few months now and it truly feels comfortable and established. There have been some big changes; you'll be amazed at what has happened in the past few months:

### Our new associate: Dr. Jay Whitehead

Dr. Whitehead joined our practice in July, shortly after we moved into our new office. This Alberta guy grew up in Lethbridge and Fort Macleod. He did his undergrad at University of Lethbridge before heading to Waterloo, ON to complete his Optometry Degree. He has been married for 7 years and has 3 children (2 boys and 1 girl). He loves spending his time outdoors camping, hiking or just playing with the kids. He has really enjoyed working with his patients in Wetaskiwin, and is looking forward to assisting you with your eyecare needs.

### Spacious new office!

We have room to move in this office, and our patients love it! Attention to detail and design with the patients in mind combine to offer you the best vision care experience. Our own parking lot and large open reception area are very accessible for families and patients in wheelchairs. With three times as many exam rooms and state of the art new equipment we can now offer you a vision exam like no other available. And with our open new dispensary, you can choose your new frames in the latest style in comfort.

### Sunglass Cove!

Now that summer is over, do you need to protect your eyes? Yes! Your eyes need UV protection all year round. UV rays come from reflections off snow, sand and water as well as direct sunlight. We are proud to bring a new concept to Wetaskiwin: the Sunglass Cove. We bring to you the top names in fashion and the best in sunglass technology. Many frames are able to be fit with your prescription. Our designer frames will make you look fantastic, and with full protection from the sun's damaging UV rays, you will have the perfect prescription for a hot new look! ▢

### Your Doctor Recommends™

#### Dr. Jay Whitehead

**Q.** I need my first pair of glasses but have no idea what shape and colour to choose. Help!

**A.** Don't worry, our qualified, professional and friendly team is here for you. They'll consider your face shape and skin tone while suggesting frames that complement you to a T. No matter what your level of activity, we offer the perfect frame materials for the ultimate in flexibility and fashion, strength and style. With our extensive selection, you'll have a tough time stopping at one pair! Drop in and experience our personalized service, attention to eye health, great products and great value. We will be happy to recommend a frame that suits you and your lifestyle. Look and feel fabulous! Visit our Sunglass Cove for the latest in designer sunwear with 100% UV protection.

## Grand Opening Week!

September 14 - 18

Prizes and promotions

**GALORE!**

Stop in to take in the

**FUN!**

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



# Score big on safety!

You do your best to protect your kids. They eat their veggies, get plenty of rest and wear a helmet when they ride their bicycle. But what about protecting their eyes?

Back in school, your children will take part in a wide range of sports. Eye injuries can be devastating. Basketball, for instance, is one of the leading causes of injuries because of blows from fingers and elbows.

As well as abrasions of the cornea, sports injuries can include internal bleeding and retinal detachments. The most serious risks involve permanent vision loss along with infection. Patients who have sustained eye injuries are at greater risk for developing glaucoma.

Student athletes of all ages need to wear sport-specific protective eyewear that's been properly fitted by an eye care professional. Lenses made from polycarbonate materials provide the greatest level of impact protection and can withstand a ball or other projectile travelling at high speeds.



Properly fitted protective eyewear won't hurt performance and may save your child's sight. Even if the school or sports league doesn't require protection, parents need to ensure their children wear eye protection.

Parents – don't slow them down. Instead, help them understand the importance of eye safety while they dribble, pitch, swing, kick or spike. They can have fun and stay safe! ▢

## School time, any time

Back to school time is the perfect time to bring in your children for a thorough eye examination. That's where we come in – Optometrists are fully qualified to conduct a complete eye exam.

**It's never too early.** Even if your child doesn't display any signs of vision trouble, the Canadian Association of Optometrists recommends infants have their first eye exam by the end of their first year, and toddlers by age three. Early diagnosis of a vision development disorder will allow for early intervention.



SERENGETI®  
EYEWEAR 

The Doctors Eyecare advantage

# We are here for you!



As a member of Doctors Eyecare, a group of over 210 Optometrists from coast-to-coast, we benefit from power in numbers. We access the best technology and products for great vision, then provide you with unbeatable value.

## Personalized service

Our expert Doctors and staff pursue ongoing training for the ultimate in product knowledge. Patients appreciate our personal care and commitment to enhancing their visual life and looks.

We make sure you're happy. Our goal is to make it right!

## Specialized knowledge

A technician or an automated device can determine a lens prescription. But only an Optometrist can perform a comprehensive eye health exam, supported by the specialized knowledge and 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'll only find this level of expertise at a Doctors Eyecare practice.

## Where affordability meets quality

To help you cope with today's stresses, Doctors Eyecare has created its own exceptional line of private label products:

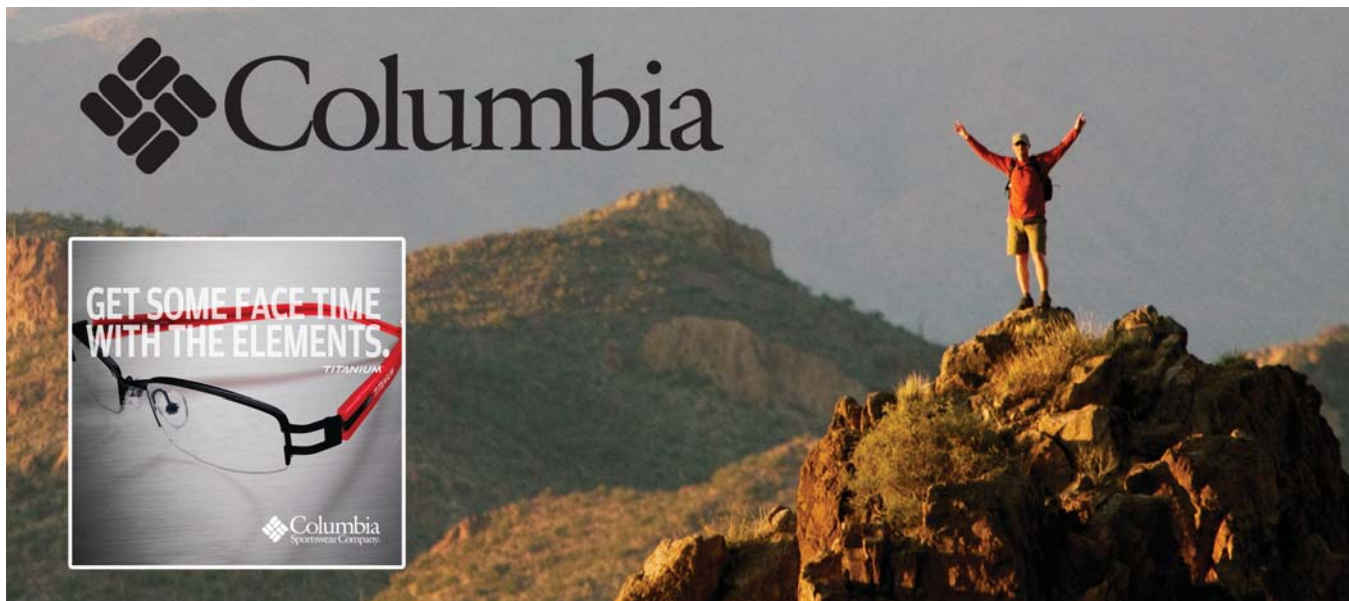
*DesignR Eyewear* – our frames are made from quality materials and guarantee super value. We research everything to ensure top-notch components and include a worry-free two-year warranty. Exclusively at our office, only available through Doctors Eyecare.

*D/R™ Progressive lenses* – our free-form progressive lenses and antireflection coatings give you improved vision that exceeds bifocals, trifocals and standard “no-line” progressive lenses.

**Put your trust in us.** For personalized service, eye health attention, leading technology, great products and great value, choose a Doctors Eyecare Optometrist. Phone or visit us today. ▢

## Welcome Libby!

Libby Vant joined us in May – just in time to help us move to the new office! She has commuted to Nisku for several years, and is finding the walk to work quite refreshing! Libby spends her free time teaching her 3-year-old son Ridley to ride horses!



Dr. Bruce Johnson  
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## Lenses that fit your life.

Ask your eye care professional about a Free\* Trial Pair of ACUVUE® Brand Contact Lenses and see how they can fit into your life.

DOCTORS | EYECARE.  
WETASKIWIN



**ACUVUE®** \*Professional Exam and Fitting fees not included. Valid only while supplies last at a participating eye care professional.  
**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 [www.acuvue.ca](http://www.acuvue.ca)  
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# Catch the wave at



If haven't experienced our Sunglass Cove, it's time you did.

We have a concept at the Cove: life is a journey meant to be enjoyed. Start enjoying yourself right here with our designer sunglasses!

**Safe and smart.** Trend and technology have joined fashion forces to offer you quality materials, top optics and scratch / impact-resistant lens options. Choose frames that are lightweight and durable, sealed with peace-of-mind UV protection. Be confident that you're getting straight professional advice while finding that awesome style.

**Luxury has privileges.** Whether you're headed to an outdoor café for biscotti or a snowy mountain chalet, treat your eyes to the fashion they deserve.



## Is your sunwear authentic?

Beware and *be aware*: the choices in sunwear are countless. But what's the *right* choice? Not all sunglasses are created equal when it comes to quality, craftsmanship and safety.

Sunglass Cove offers what you'll never find on a mall kiosk or convenience store rack – medical knowledge to support a lifetime of exceptional eye health and vision.

See? Now you can look fabulous *and* feel confident that you're protecting your eyes and precious sight.

**Cultivate your inner diva!** It's all about you – what's your style? Sassy and savvy, chic and classic or fun and funky? You'll find a pair of sunglasses (or three) at our designer boutique.

Trust your Doctor's recommendation. Pop in today and experience our Sunglass Cove for the hottest (and coolest) selection of sunwear. **D**