

# FOCUS



Doctors EyeCare

Red Deer  
& Sylvan Lake

Fall 2009

## Eye on News

# Get *inked* on the dangers of UV

Scientists from Glasgow have developed UV-sensitive “intelligent inks” that change colour when there is danger of sunburn. But the challenge won't be cost or technology, since the indicators are easy to make and inexpensive (20 to 30 cents each) but getting sun lovers to use them.

The health dangers of UV overexposure range from sunburn and conjunctivitis to photo-ageing, cataracts and skin cancer.

The indicator strip, developed to suit different skin types, can be worn on a bracelet or as a sticky label on clothes. An acid-releasing chemical is activated by UV light and a pH indicator dye changes colour as the acid increases in strength. A prototype will be tested soon.

Most people don't realize they've been over exposed to UV because the effects don't show straight away.

Talk to us about protecting your eyes from UV. **D**

## Your Doctor Recommends™

**Dr. Rob Eastwood**

**Q.** I wear contact lenses – is it important to follow the care instructions?

**A.** Contact lenses are among the safest methods of vision correction when you follow the proper wearing instructions. However, when you don't use your lenses as directed, the consequences may be dangerous. Always stick to your Optometrist's recommended replacement schedule. Here's a tip: use your paper or electronic calendar to remind yourself to replace your lenses. Here's another: when you open a new box of lenses, write your 'fresh lens' date on the individual lens packages. Need more useful tips?

We can help. For the best eye health, see us for your regularly scheduled contact lens and eye exam.

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

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# New materials, new designs

## Contacts are healthier



Think you can't wear contact lenses? Or have you worn contacts in the past but weren't satisfied with comfort or clarity? **We have news for you!** Thanks to technological advances, the latest materials – most notably silicone hydrogel – provide comfort levels never before experienced, and for longer wearing times.

It's all thanks to oxygen – the more oxygen that reaches your eyes, the healthier they are and the better they feel. Silicone hydrogels have become the contact lens of choice for many. Today just about everyone can wear contact lenses, with more healthful and convenient options.

### Arms too short?

If you were born before 1965, you might have stopped wearing contacts. Now, **multifocal** designs let you keep enjoying the benefits of contacts. If you wear readers or progressive glasses, or if you have never worn contacts before, then multifocals are an ideal choice. See all distances – near, far and in between – these lenses offer the perfect blend. You can read AND see at a distance – in comfort.

### What colour?

Contact lenses aren't just for seeing better. They're for looking better, too. Today's tinted lenses let you to enhance your natural eye colour, making your blue bluer or your green greener. Or they can change your colour altogether. If you want to wear novelty or

“decorative” lenses (particularly popular during Halloween)

make sure they are prescribed and monitored by your Optometrist. See better and look better – with tinted lenses.

### Easy care

Proteins and lipids, which are naturally found in tears, adhere to the surface of a contact lens. That's where lens-cleaning products can help. Caring for your lenses are easier than ever. You can use “multipurpose” solutions but check with our staff for the solution your Doctor recommends – not all solutions are equal. We can set you up with a convenient, cost-effective bundle of contact lenses and solutions.

Or, avoid lens care altogether by using daily disposables. **Remember** – all lenses need a proper fit.

### Choices mean freedom

Whether your lifestyle includes playing tennis or playing computer games, and whether you choose *disposables*, *daily*, *extended*, or *continuous wear*, we have the lenses for you. Since no two people's eyes and vision are identical, there's no such thing as a “one size fits all” product. Our Doctors of Optometry can recommend the best lens option. Talk to us – we'll help you find the greatest comfort and the easiest lens care. ▢

## Introducing

## ACUVUE® OASYS™ Brand Contact Lenses for PRESBYOPIA

Breakthrough STEREO PRECISION TECHNOLOGY™ allows you to see clearly near, far and in-between.

HYDRACLEAR® Plus Technology provide exceptional comfort, even in challenging environments that make your eyes feel dry and tired.

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 care professional. 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 care professional immediately. For more information on proper wear, care and safety, talk to your eye care professional, call 1-800-843-2020 or visit acuvue.ca. The costs of preparing this postcard have been paid for by Johnson & Johnson, Inc. ACUVUE®, ACUVUE® OASYS™ and HYDRACLEAR® are trademarks of Johnson & Johnson, Inc. © Johnson & Johnson, Inc. 2009



# We browsers!

## 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.

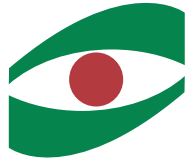
## Be bold or be classic

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



# FENDI





# Doctors EyeCare

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Flexible Spring and Summer hours, please call our office for an appointment.

Visit us today at [www.doctorseyecare.ab.ca](http://www.doctorseyecare.ab.ca)

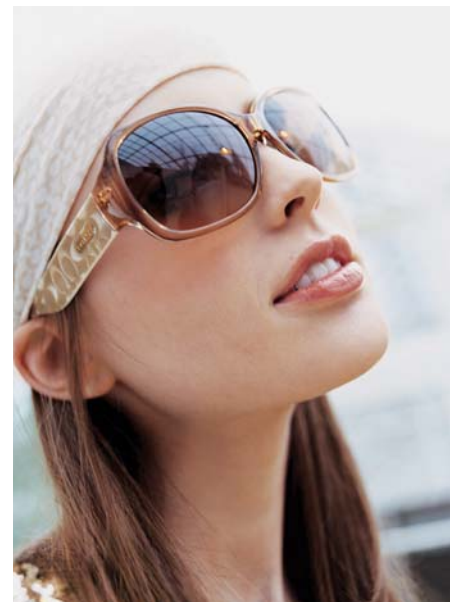
# Shades through the ages!


Today you slip on sunglasses to coordinate an outfit, match your mood and save your sight. Ever wonder how the sunwear of yesterday paved the way?

- In 1929, Sam Foster sold the first pair of Foster Grants from a Woolworth on the Boardwalk at Atlantic City. Sunglasses soared in popularity through the 1930s.
- Bausch & Lomb produced an effective spectacle in the 1930s that protected pilots from the dangers of high-altitude glare.
- Ray-Ban designed aviator style sunglasses for pilots in 1936. The drooping frame shape shielded the aviator's eyes, which repeatedly glanced down to the plane's instrument panel.
- From the 1950s on, sunglasses have become popular as a fashion statement for children and adults year round – at the beach, on the golf course and in the top-down convertible. ▢



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