



A PUBLICATION OF



CALGARY TRAIL  
VISION CENTRE

Winter 2010

# VIEWPOINT

Dr. Bruce Butts  
- Optometrist -

Why smart people buy their glasses from *Calgary Trail Vision Care*

## Top ten reasons

For those times when you prefer to skip the specs, consider daily disposable contact lenses – with an expert fitting by our doctors.



10. Frame styles and brands to suit every budget – something for everyone!
9. Innovative lens technologies from top lens manufacturers
8. 60-day vision satisfaction guarantee
7. One-year “worry-free” frame AND lens warranty on manufacturer defects
6. Support for eye care in developing countries. We match patient donations, fundraise and recycle your old eyewear to give others new sight
5. Attractive ‘value bundles’ of the vision products you need
4. Professional staff who stay current through ongoing education and training
3. Complimentary adjustments, nose pad replacements and cleanings – service that doesn’t end with your purchase
2. Opticians who consult with your doctor to fill your prescription accurately, with the same exceptional care you received in your exam
1. And the number 1 reason why smart people buy their glasses from us... we focus on YOU, the most important part of our practice. *We know you deserve the best!* ◊

## Buy locally

Did you know there are advantages of buying glasses from your Optometrist’s office? Everything from professional fitting by highly trained opticians, to full warranties and satisfaction guarantees.

## Whatever you need...

- the latest in frames and lenses
  - a wide selection of specialty, sport and fashion eyewear
  - the latest sunwear styles from your favourite designer
- ... we have it all for you!



Visit us online at  
[www.calgarytrailvisioncentre.com](http://www.calgarytrailvisioncentre.com)

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

DOCTORS

EYECARE  
NETWORK

# A New Year's resolution that you can keep!

Now that you've counted down the New Year, start 2010 by celebrating great vision and healthy eyes. Start with an eye exam. Only an optometrist can perform a comprehensive eye health exam, supported by professionally trained staff and cutting edge technology.

## Trust our medical expertise

Glaucoma, diabetic retinopathy, macular degeneration and retinal detachments. Perhaps you've heard these medical terms before. Some conditions can threaten your eyes without any initial symptoms. Only your optometrist has the expertise and state-of-the-art equipment to detect and diagnose serious eye conditions, even before those symptoms appear.

## Thoroughly helpful

Did you know that our thorough eye health exam can also detect non-eye issues such as diabetes and high blood pressure? We offer so much more than a current prescription for your eyeglasses or contact lenses. As much as we love showing you the latest and greatest in vision products, we hope you'll think of us when you think of optimal eye health and vision care.

## We're here for the lifetime of your healthy eyes!

When was your last eye exam? Start 2010 with peace of mind – trust your precious sight to a Doctor of Optometry. Phone us today and schedule an appointment. ▢



## It's never too early

The Canadian Association of Optometrists recommends that all children have a complete eye exam by age three.

The recommended intervals for eye examinations are annually for children, contact lens wearers and adults over 65 years; healthy adults every two years. If you are experiencing any vision discomfort or difficulties, please see us immediately.

ALFRED SUNG



# Sun is a year-round vision risk!

Where will you be this winter, jogging on the beach or shovelling your driveway? No matter where you play and work, ultraviolet (UV) protection is important during every season. Even when the sun doesn't feel hot and summer seems a long way off, harmful UV rays put your vision at risk.

The damaging effects of UV rays may not develop for many years. In fact, UV damage is cumulative and has been linked to cataracts and macular degeneration later in life. With macular degeneration the leading cause of blindness in North America, this long-term UV exposure concerns optometrists the most.

## Make the sun your friend, not foe

Protecting your eyes and looking fantastic has

never been easier! With today's innovative technology, be assured of quality materials, top optics and scratch/impact-resistant lens options. Choose lightweight and durable frames, sealed with peace-of-mind UV protection. Be confident that you're getting straight professional advice while finding that perfect sunwear style.



Don't take damage from UV rays lightly. Ask us if you're at a greater risk.

**Winter, spring, summer or fall**, love the freedom of photochromatics for all – lenses that quickly change from clear to dark. The more UV light, the darker the lenses become as they block 100% of harmful rays and also reduce painful glare.

Trust your Doctor's recommendation. Stop in today and experience our all-season selection of sunwear. ▢

## Sun-smart protection for pint-size peepers

Since your kids likely spend more time outdoors than you, UV protection is ultra important. Whether they're building sand castles or snow forts, always protect their sight with quality sunglasses offering 100% UV protection.

Your children might not thank you today, but a lifetime of good vision and eye health is thanks enough! Let our professionally trained staff show you how to keep their vision safe.





# CALGARY TRAIL VISION CENTRE

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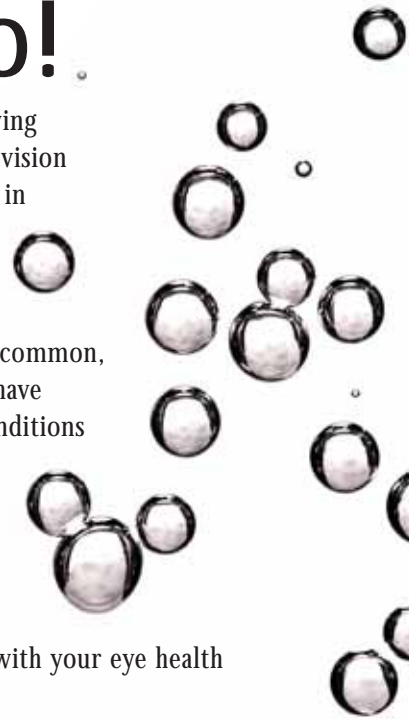
[www.calgarytrailvisioncentre.com](http://www.calgarytrailvisioncentre.com)

## EYE Do!

Seeing spots? "Floaters" swing back and forth across your vision and are caused by a change in the consistency of fluid between your lens and retina.

Although floaters aren't uncommon, flashes of light – or if you have glaucoma and other eye conditions – can indicate warning signs of something more serious.

Always tell your optometrist anything that seems out of the ordinary with your eye health and vision. D



Where  
have  
you  
been?

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# Frame Sale

# Save 40%

on our in-stock frames

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Sale ends March 31, 2010

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