

# FOCUS



DR. BETH LENNOX  
& ASSOCIATES

Cambridge, Ontario

Dr. Beth Lennox

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Why smart people buy their glasses from *Dr. Beth Lennox & Associates*

## 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. Two-year “worry-free” frame 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. Optometric Assistants 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 satisfaction guarantees and follow-up after purchase to exceptional care.

## Whatever you need...

- the latest in frames and lenses
- a wide selection of specialty, sport and fashion eyewear
- sunwear for all ages, from babies to older adults

... we have it all for you!



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

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

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# 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.

**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.

## Have a look...

**sunglasscove.**



**Great looks, great vision care,  
great value for you.**

Bring in this coupon and receive

**\$30 Off** Your next Sunglass Purchase.\*

Canada's exclusive Doctor owned sunglass boutiques.  
[www.sunglasscove.ca](http://www.sunglasscove.ca)

\*Not to be combined with any other offer.

# 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 **Dr. Beth Lennox & Associates** and find out how free form lenses can improve your vision.

Varilux Physio®

Discover High Resolution Vision™

+30% improved contrast

Whatever the light conditions, whatever the direction of gaze  
Compared to previous generation progressive lenses

Varilux keeps progressing. You will too.

**VARILUX®**





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Tues. & Thurs. • 9 am - 8 pm

Second Saturday of each month • 9 am - 1 pm (Sept. - May)

**Now open over the lunch hour.**

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

## Visit us 24/7

Learn more about your eyes, and how we can support your vision needs, when it's convenient to you.

At any time of the day or night, you can request an eye exam or the vision news, special products and services, hours of operation and more.

Take a peek at [www.cambridgeeyecare.com](http://www.cambridgeeyecare.com).

Drop in any time – our online practice is open 24/7!

### On the move?

Whether travelling or relocating, there are optometrists and optical outlets all across Canada. But how do you find one that provides the complete and top-quality eye health care that you are accustomed to, along with the best in vision products?

As a proud member of Doctors Eyecare Network, we can recommend optometrists from Doctors Eyecare practices located from Halifax to Vancouver Island, from Toronto to Whitehorse.

Or, do a quick search for our Doctors Eyecare offices coast-to-coast. Go to [doctoreyecare.com](http://doctoreyecare.com) and click on Find An Office. We're here for you. ▢



**NEW** - Now reorder your contact lenses online through our website!

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

## Take a break from lens care

A contact lens with **BUILT IN CONVENIENCE** and **COMFORT**

- the convenience of no messy lens cleaning, disinfecting and storing
- the comfort of a fresh new lens every day



DAILIES AquaComfort Plus: Ask your eye care professional for complete wear, care and safety information.  
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