



Dr. Stephen Taylor*
Dr. Charles Simons*

3196 Douglas Street
Victoria, BC V8Z 3K6

Ph. (250) 361-4444

Fax (250) 361-4424

Monday - Saturday • 9 am - 5 pm, Thursdays • Open to 8 pm

Saanich Optometry

#119 3995 Quadra Street

Ph. (250) 744-2992

www.morethanjust2020vision.com

* denotes Optometric Corporation

October is Eye Health Month

Imagine any awe-inspiring sight: a newborn baby, a radiant sunset, or the face of your grandchild. Now imagine how different your world would be without good vision.



Eye Health Month is an annual public awareness campaign through October that highlights the importance of preventive eye health and regular eye examinations.

Vision and eye conditions don't always have symptoms, and the risk to your sight can increase if you don't seek timely treatment. The Canadian Association of Optometrists recommends regular eye exams for:

- Infants and toddlers – by age 6 months
- Preschool children – at age 3, and prior to entering elementary school
- School age (6 to 19 years) – annually
- Adults (20 to 64 years) – every one to two years
- Older adults (65 years and older) – annually

If you experience any eye discomfort or injury, see your Optometrist immediately. Let us help protect your vision for a lifetime of awe-inspiring sights. ▢





A PUBLICATION OF



VIEWPOINT

Why smart people buy their glasses from *Mayfair Optometric Clinic*

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. 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 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.morethanjust2020vision.com

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

DOCTORS

EYECARE NETWORK

Be your best *and* protect your eyes from the sun — a winning combination!

Sun smart for great vision...

“No matter what your game, you have to be able to see clearly,” says Jean Luc Brassard, Olympic Gold Medallist, mogul-skiing.

“The most important equipment isn’t your skis or your clothing, but your lenses. When I won the gold medal at the Lillehammer Olympics, my ultra-clear and accurate vision counted for much of my success.”

Besides a winning athlete, Jean Luc is also the **Essilor Sunwear** brand ambassador: “Our vision lets us anticipate movements around us and coordinate our own movements to within fractions of a second. That’s what makes us the best!”

...and great protection

For Jean Luc, an equally important element is his eye protection. In the same way you protect your skin with sun block, it’s essential that you guard your eyes from the sun’s harmful ultraviolet (UV) rays.

Natural defences aren’t enough and no one is immune to the sun’s danger. If UV rays can tan your skin and fade your clothing, imagine how those rays can threaten your eyes!

Not only can UV rays cause discomfort – glare, blurred images, inflammation – but those rays can cause irreversible damage such as age-related macular



Did you know that more than 90% of Canadians are unaware of the sun’s danger?

degeneration. Worse, you can harm your eyes and not even know it. Until it’s too late.

You can prevent the sun’s rays from damaging your visual health. The number one way to protect your eyes is to wear sunglasses with 100% UV protection. Always read the label.

“If you protect your skin from the sun, why not protect your eyes? That’s why I choose my lenses with the utmost care. I trust **Essilor Sunwear** lenses. What about you?” ▢



Protect Your Eyes with Doctors Eyecare Sun Solutions



DOCTORS | EYECARE
NETWORK

Bring this coupon in to your Doctors Eyecare office and receive

\$100 off

any prescription purchase of surfaced **Essilor** Single Vision or Progressive Lenses that include polarizing lenses, **Airwear Sport** lenses, **Melanin** lenses, **Physiotints**, tinted lenses or **Transitions** lenses.

Coupon expires March 31, 2010

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.

Comfort. It's in this family's DNA.



Never before has a contact lens been this breathable, this soft and this naturally wettable.

AQUAFORM™
COMFORT SCIENCE™

The next generation of contact lenses.

CooperVision | SEE BEYOND THE ORDINARY™