



FOCUS



Doctors EyeCare

Red Deer
& Sylvan Lake

Fall 2010

Safe eyewear, safe sight



Whether your children play baseball in the backyard or on the school team, they're prone to eye accidents. Many sports-related eye injuries can be avoided by making sure they wear protective eyeglasses.

When choosing eyewear for your children, safety should be your first priority.

Choose polycarbonate lenses. Lightweight, shatter-proof and more durable than regular plastic, these lenses have the best impact resistance. Built-in ultraviolet (UV) protection protects eyes from the sun's harmful rays.

Get framed! Pair those lenses with a safety sports frame, constructed to withstand the high impact of fast-moving balls or heavy racquets.

Top marks in clear vision. Make sure your child's eyewear comes with a scratch-resistant coating. Though not scratch "proof," lenses treated front and back with a clear, hard coating are more resistant to scratching.

Remember: contact lens wearers require additional eye protection when playing sports. ▢

Sunwear saves sight

Parents should protect their children's eyes by getting them in the habit of wearing sunwear from an early age - on the beach, playing sports and at the park.

Your Doctor Recommends™

Dr. Gerry Leinweber



Q. My daughter is scheduled for her first eye exam, but she's nervous. How can I reassure her?

A. The onset of the school year brings in many young children for the first time. You can ease your child's anxiety by explaining they won't receive any shots or painful procedures. Mostly, they'll need to answer questions the best they can.

Explain they may need to sit very still for a few minutes while an eye computer checks their eyes. The doctor will briefly shine some bright lights in their eyes, and will ask them to read very small letters on a wall.

If they do need glasses, tell them there are all types of cool ones and they can help pick out the colours and shapes they like. Be encouraging: "Just think how much you'll enjoy watching your favourite movies."

We'll make their first eye exam a fun and positive experience, to maintain a lifetime of healthy sight. ▢

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

DOCTORS

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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 Doctors Eyecare and find out how free form lenses can improve your vision.

Nikon

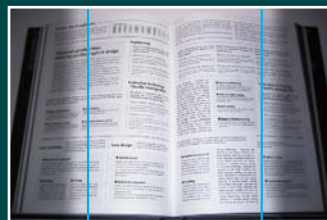
Experience the Power of
Customized Vision

3D Dual Power Progressive Design
Digital Progressive Lens

SEE
M A X
POWER

50% Wider Reading Area

SeeMax Power's customization features enable you to benefit from maximum reading field of vision. This ensures the highest comfort when spending hours on close range work such as computer related tasks.



Standard progressive lens



Customized SeeMax Power

www.nikonlenswear.ca

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.

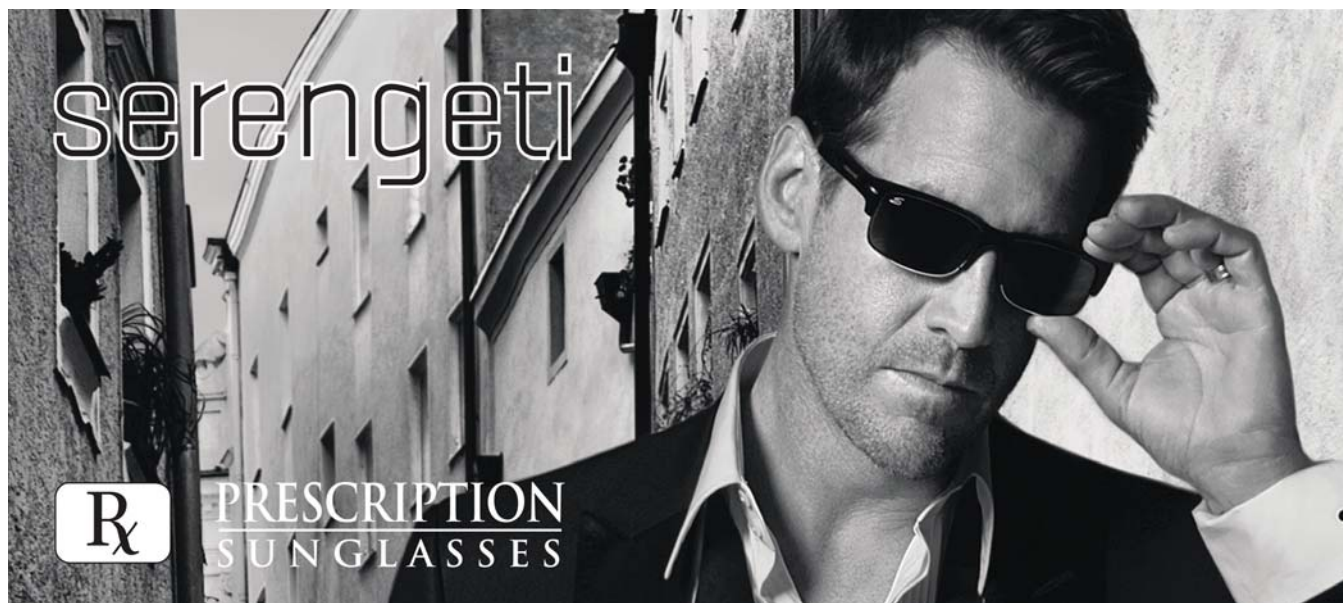
Winter, spring, summer or fall, love the freedom of photochromatics for all – lenses that quickly change from clear to dark. The more UV light, the darker the lenses become as they block 100% of harmful rays and also reduce painful glare.

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.





Doctors EyeCare

Dr. Gerry Leinweber
Dr. Rob Eastwood
Dr. Shari Stockley
Dr. Trent Allred

Red Deer

102, 5920 Gaetz Ave. Red Deer, AB T4N 4C3

Phone (403) 346-2020
or Toll Free 1-800-892-9518

E-mail: information@doctorseyecare.ab.ca

Mon. - Thurs. 8 am to 8 pm • Fri. 8 am to 5 pm • Sat. 8 am to 1 pm

Sylvan Lake

5043 - 50 Street Sylvan Lake, AB T4S 1S3

Phone (403) 887-2020
or Toll Free 1-866-887-4488

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

Visit us today at www.doctorseyecare.ab.ca

Your eyes are amazing!

How many eye facts do you know...

» Who sees further, an eagle or you?

An eagle can spot a rabbit from 1,600 metres away. You have to be about 500 metres away to see the same rabbit . . . unless you have “eagle eyes”!

» How many times do you blink each day?

Take away your eight hours of sleep and you blink 10,080 times. No wonder ‘the blink of an eye’ means fast!

» How do bats know where they’re flying?

Bats aren’t blind. They simply don’t need their eyes because they use sound waves. They make high-pitched sounds and then listen for echoes that bounce off objects.



Your eyes are precious – take care of them every day. ▢

OPTI-FREE® RepleniSH® Multi-Purpose Disinfecting Solution

14 hrs
of MOIST LENSES!

The *only* solution with **TearGlyde®** proprietary dual action reconditioning system that:

- works with your tears to keep a layer of moisture on the lens surface throughout the day, resulting in enhanced comfort.
- keeps your contact lenses wet for up to 6 hours longer than the next best solution.^{1,2}

It's cool to be comfortable!
Talk to your eye care professional today.



It's that good.®

1. Meadows D, et al. Clinical ex vivo wettability of traditional and silicone hydrogel soft contact lenses. Poster presented at: BCLA 2006. 2. Data on file, Alcon Laboratories.



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