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Designers at our Seven Hills location...*

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Thursday, Aug. 18th • 9 to 5pm



Friday, Aug. 19th • 9 to 5pm



*Offer not valid in combination with insurance or other discounts.
Expires 08/26/2011

★ These designers will be showcased both days!

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IN FOCUS

NEWSLETTER OF THE VISION CENTERS

*Letter from the Editor
Dr. Christopher Chiodo*

Creating Your Best Vision



At the VisionCenters it's our mission "to help you look great and SEE

YOUR BEST," while maintaining your healthy eyes. In doing this, aren't all optical lenses created equal? Why should I pay more for these lenses in my glasses as opposed to going to the place advertised on the TV that will give me 2 pair for a lower cost? What's the difference? These are all questions that certainly should be asked and you as the consumer have the right to know. It's our goal and desire to create the best customer service available, including the best optical products to provide you (the patient) with your best vision. In our determination to do this, we are only providing to our patients premium lenses. A premium lens is one that will achieve optimal vision through using the most technologic advanced design. In less than premium lenses the patients would achieve less than optimal vision because of lens aberration and increased distortion. This is

not good. Would it make sense not to want your best vision? Take progressive (no-line bifocals/multifocals) lenses for instance — there are premium progressive lenses and then there are less than premium lenses. A less than premium progressive lens would create a "keyhole" like effect when looking down through the reading portion, enhanced distortion and would be very difficult to adjust to. A premium progressive lens conversely would give a wider field of view, less distortion and be much easier to adjust to. The pinnacle of premium progressive lenses would be the new "digitally surfaced lenses." These newest progressive lenses are like "HD" in your progressive lenses. These lenses are so advanced they actually take into account posture, head position, distance of the eye to the back of the eyeglass lens and how your eye rotates when you look from side to side. What exactly is a "digitally surfaced" lens? A digitally surfaced lens is one that incorporates WAVE technology. This is a technology that uses and incorporates molds to

provide very customized and specific curvatures to the lenses. The lenses are manufactured in a way that creates an infinite amount of curves on any one point of the lens (front and back surface) to maximize your eyesight through the lens in any direction.

In a further effort to provide you with this level of service we have recently teamed up with Essilor ("Varilux" products) to be the exclusive provider of their high quality lenses within our offices. They manufacture the best digitally designed lenses available.

Collaboratively, we are going to be adding a very technologically advanced piece of equipment within each office over the next several months. This machine will not only take into account all of the digital advancement but also the individual frame parameters. These parameters include the tilt of the frame and the "wrap" of the frame to add to the exact customization of your glasses.

We've come a long way since the days of Benjamin Franklin. Once again, "The Vision Centers" go the extra mile and prove they're "quality people providing quality products".

LIFESTYLE, DIET, NUTRITION, EXERCISE...AND YOUR EYES

How your body functions and how healthy it is, is often effected and dependent on many factors. Genetics play a large role in this of course. That we can not control. There are other variables that play a large role in our overall health as well. Lifestyle, diet, nutrition and exercise are all major players in regards to our health that we can control. All of these items do not only contribute to our overall health but also our ocular health.

Speaking of lifestyle exclusively, smoking cigarettes has been identified to be damaging and very harmful not only to our overall health, but also your eyes. There is increased incidence of cataracts and macular degeneration related to smoking. Substance abuse can also lead to certain eye diseases that may also cause permanent eye damage along with vision loss.

Talking diet, what we eat and drink is like the fuel that runs our high performance bodies (including our eyes). My mom always said, "eat your vegetables," and she couldn't have been more right. The green leafy vegetables are the best things to eat when we're talking eyes. Kale, spinach, broccoli, asparagus and carrots get top billing. These vegetables not only create sharper vision but also help retard the progression of macular degeneration once it's been diagnosed. The tomato is beginning to become known as the "miracle vegetable." There may be some positive effects on your eyes from eating tomatoes also.

Good nutrition goes hand in hand with diet to promote healthy eyes and good vision. Vitamin A, Zinc and Lutein get top billing as far as nutrition and supplements is concerned. Zinc and Lutein specifically help fight macular degeneration also. Typically, a minimum of 40 milligrams of Zinc per day (without exceeding 70 milligrams) is ideal for this. It's not been confirmed but there's belief amongst some that Ginkgo Biloba and Bilberry may also be helpful supplements for your eyes.

Exercise is of course good for everything in regards to optimal health including your eyes. As you exercise your metabolism speeds up. This is good for more than one reason. As your metabolism speeds up, the more readily your blood vessels can deliver oxygen and nutrients throughout your body along with eliminating toxins rather than them sitting and bogging you and your eyes down.

So as you can see, there are a lot of things you can do to improve ocular health along with your vision. I encourage you to take these steps and always protect your eyes as well. Always have UV protection in all your ophthalmic eye wear and in particular your quality sunglasses to be worn at all times when outdoors. At the Vision Centers, your eye health is our first priority. You only have two; let's maintain them.

FOCUS ON OUR STAFF

This is Christina Truelock pictured at our Seven Hills Vision Center location. Christina has been at the Seven Hills location for a year now and is very knowledgeable. She's an Optician with nearly 20 years of experience in this field. Her husband Todd has held several careers and is currently enjoying his time in auto sales at CarMax in Henderson. Christina and Todd have a lovely five year old daughter Samantha. Christina also has three older boys; Michael (21 years old), John (19 years old), and Nicholas (18 years old).



Besides being a wonderful staff member, wife and mother, Christina loves to cook and bake in her spare time. All of her coworkers enjoy all of the marvelous baked goods she brings to work with her. It's hard to keep those few extra pounds off when your work with Christina. It's comforting to know we have her serving the Seven Hills patients. Thank you Christina, and may God bless you and your family!

THE VISION CENTERS: GOING THE EXTRA MILE

Drs. Chiodo and Podloski brought Melissa Petrie (office manager at our Seven Hills Vision Center) and Christy Klimek (office manager at our Northwest Vision Center) to New York to attend Vision Expo East in the spring time. Vision Expo East is the largest vision/optical convention in North America, which showcases the latest in technology along with the most current eyeglass fashions in the industry. While there, the Vision Centers Group placed orders to bring in some of the most desirable eyeglass frames available here to the valley. While at the convention, the doctors received a photo with Rex Ryan (head football coach of the New York Jets) at the Revolution Eye wear booth. The whole group also made a point to visit the Statue of Liberty, Ellis Island, in addition to an emotional visit to Ground Zero. At The Vision Centers, we go the extra mile (or in this case, 2000 miles) to bring the best products and services to our well-deserving patients.

