



FOCUS

Chemainus Family Eyecare



Spring 2011

Life-saving benefits of polarized lenses

The day is bright and sunny. Optimal conditions for driving, right? Wrong! Blinding glare from sun and vehicles is a contributing factor to fatal vehicle accidents. More than 90 percent of reactions made behind the wheel depend on good vision. A recent survey by Essilor revealed a disturbing fact – 20 percent of eyeglass wearers sometimes drive without their prescription glasses and instead wear non-prescription sunglasses. That means one in five make day-driving unnecessarily treacherous.

Another Essilor study found that reaction times improved by one-third of a second for drivers who wear polarized prescription lenses. For a car traveling 80 km/h, one-third of a second allows a driver to stop seven metres sooner, or the length of an intersection.

In glare-intense situations, polarized lenses improve vision clarity by 75 percent, compared to ordinary sun lenses.

How do polarized lenses work?

Sunlight itself is not polarized – it's either absorbed or reflected. Sunlight bouncing off a horizontal surface will strike the driver's eyes at a similar angle and produce strong glare.

Working like a venetian blind, polarized lenses have a laminated surface with vertical stripes that allow only vertical light to enter the eyes. Glare is eliminated because the horizontally-polarized light waves can't bypass the polarized filter.

Make your driving experience safer and easier – we can recommend the best lens options for your unique lifestyle. ▢

Trouble seeing on sunny days?

- > Over 60 percent of eyeglass wearers surveyed agree that glare from the sun makes it difficult to see while driving. However, those with prescription sunglasses, especially those with polarized lenses, experience less trouble.



Your Doctor Recommends™

Dr. Anita Voisin



Q. Are extended wear contact lenses the right choice for me?

A. If you're looking for the ultimate in convenience, the answer is yes!

Wake up and see clearly without having to search for your glasses or spend time putting in your contact lenses each morning.

And no more daily removal, cleaning and storage, which makes these an ideal lens option for your active lifestyle.

Because extended wear lenses allow more oxygen to reach your cornea, they're safer to wear when sleeping.

Consider the choices. Extended wear lenses offer continuous wear, from several days to a full month.

Your eyes deserve comfort and clear vision. Only an Optometrist can help you determine the safest type of lens and wearing schedule – let us recommend the best contact lens for your eyes. ▢

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

DOCTORS

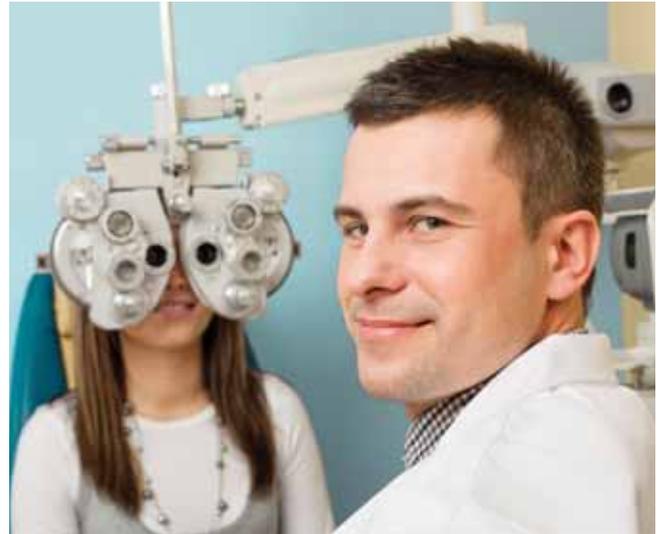
EYECARE NETWORK

Eye exams vs. sight tests

You read the sign in the window
– Free Sight Tests!

Sounds good, so you walk in. Within minutes you discover how well you can read or recognize items. This info is used to create your lens prescription.

That's all good, but only part of the story.



An eye exam tells the full story, and here's where the professionals come in. We look for other eye health concerns in addition to measuring your sight.

Using advanced equipment and highly trained staff, we can detect many eye conditions that become evident even before you experience any loss of sight – glaucoma, macular degeneration and retinal detachments to name a few.

A comprehensive eye exam can also detect other non-eye health problems such as high blood pressure, diabetes or thyroid disorders. Your Optometrist will keep a file of potential

vision or eye health problems to track any changes over time.



Digital Retina Camera

Regular eye exams can identify emerging concerns, so you receive the treatment you need to maintain healthy eyes – today and tomorrow.

State-of-the-art technology

Here is some of the equipment you can expect to find during your next eye exam:

>> At the push of a button, a **digital retinal camera** helps us perform a more thorough exam than ever. We generate a computer



Varilux keeps progressing. You will too.

VARILUX



Varilux® Computer™

ON SCREEN VISUAL COMFORT AND PRECISION

- Large and comfortable intermediate vision zone which allows natural full coverage of the screen
- Comfortable near vision with fast access to reading the key board and documents
- Distance vision to interact with the environment

Crizal® antireflective coating is highly recommended to enhanced sharpness and contrast while preventing distracting reflections.

s are worlds apart

image of your retina (located at the back of your eye) to screen for abnormalities or disease. This technology has already led to improved disease detection and has prevented vision loss and blindness in patients.

The **FDT visual field instrument** is effective at detecting and monitoring the progression of glaucoma. By providing info on your "visual pathway," brain tumours and strokes are also detectable. Simple plus quick equal patient-friendly!

- >> The **auto-refractor** measures the prescription and the curve of your cornea. Light is directed into your eye while you attempt to focus on an image within the machine's viewfinder. The auto-refractor changes the magnification of the image until it comes into focus, calculating the approximate level of vision correction needed.
- >> The **non-contact tonometer** measures the fluid pressure in your eye and is an important test in detecting glaucoma.
- >> A **biomicroscope**, also called a *slitlamp*, consists of a high-intensity light source that shines a thin sheet of light



FDT Visual Field Instrument



Auto-refractor



Tonometer



Pupilometer

into the eye. The instrument provides a magnified view of your eye structure in great detail, enabling your Doctor to diagnose a variety of eye conditions. If we find any warning signs, we'll refer you to a physician for further examination.

>> **Visual acuity tests** assess your ability to see small detail clearly at both near and far distances. When you sit behind a **phoropter**, lens choices are systematically changed until clear focus is reached.

>> **Binocular vision testing** determines if your eye muscles are aligned and your eyes are working in a coordinated manner.

>> When being measured for eyewear, a **pupilometer** device calculates the distance between pupils, to ensure your new lenses are correctly centred.

Take a proactive approach to your eye health! While a technician or automated device can determine a lens prescription, only an Optometrist can perform a comprehensive eye health exam, supported by cutting-edge technology and professionally trained staff.

Let us tell you the full story and help protect your vision for a lifetime of breath-taking sights. ◻



For your
14-hour day.

Open your eyes to the beauty of science and comfort with OPTI-FREE® RepleniSH® Multi-Purpose Disinfecting Solution (MPDS).

It's the only Multi-Purpose Disinfecting Solution with TearGlyde® Reconditioning System – the advanced reconditioning system that keeps your lenses moist and comfortable for 14 hours.^{1,2}

Now that's science worth taking a second look at.

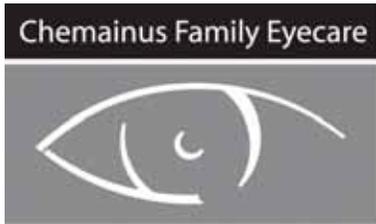
Talk to your eye care professional about how you can see more comfortably with OPTI-FREE® RepleniSH® MPDS.

References:

1. Meadows D, Ketelson H, Napier L, et al. Clinical ex vivo wettability of traditional and silicone hydrogel soft contact lenses. Poster presented at BCLA; May 2006; Birmingham, UK.

2. Data on file. Alcon Laboratories Inc.

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Hours of Operation: Monday - 9:30 am to 3 pm
Tuesday to Friday - 9:30 am to 5:30 pm

Closed on Wednesdays from 12 - 1 pm for our staff meeting.
Saturday & evening appointments available by request.

www.myeyecare.ca

Spring it on!
Scratch &
Save at



You already know you can find hot designs and cool styles at Sunglass Cove. But did you know you can also save big on sunwear when you Scratch and Save?

From May 1 to June 30, pop in and Scratch for your chance to Save from 10% to 25% on prescription and non-prescription sunglasses. ▢



Parents, mark your calendar!

Friday, June 17, is

UV Groovy Day

Bring your children and receive
FREE Blinkers sunglasses for kids

5 and under. Offer valid while quantities last.



Focus on Hearing



Did You
Hear the
News?

Mondays, at Chemainus Family Eyecare,
Dr. Terence Miranda, RAuD, AuD will be providing...

- Complimentary Hearing Screenings
- Tinnitus Consultations
- Free Hearing Aid Consultations
- Custom Hearing Protection

If you are interested in a professional opinion on how well you hear and how to protect or improve your hearing, call Chemainus Family Eyecare today to book your appointment as space is limited.

250-246-3405



RESONANCE
HEARING CLINIC

improving hearing, enhancing life

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