



# FOCUS



South Cowichan Eyecare

Cobble Hill, BC

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. Carla Clarke



**Q.** During a recent visit, your staff recommended an optomap as part of my daughter's routine eye health exam. Since there is a fee for this service, we would like to know more about the additional benefits of the optomap.

**A.** It is widely recognized that early detection and treatment are essential in preventing conditions which may lead to permanent visual impairment or loss. The Optomap Retinal Exam is highly recommended as an important first step in every comprehensive eye examination due to its ability to capture an ultra-wide field of view of the retina. The optomap captures more than 80% of the retina in a single image while traditional methods only reveal 10-12% of the retina. This wide field of view allows your doctor to capture and store unprecedented images of your eye very quickly and painlessly. These images can be used to monitor your eye health from year to year, making the optomap a worthwhile investment.

Check with your extended health care provider as they may provide partial or complete coverage for the optomap retinal exam. ▢

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# The Ultimate Eye Exam™ at South Cowichan Eyecare

At South Cowichan Eyecare, we are committed to giving you more than the basics when it comes to vision, eye health, and general health. We want the best for you.

That is why we give you The Ultimate Eye Exam™.

Many people don't realize that a sight test does not tell the whole story. A sight test simply judges how well you can read or recognize items. This information is used to create your lens prescription.

Your Ultimate Eye Exam™ also looks for any emerging eye health concerns and can identify non-vision health concerns before you experience any symptoms.

Using advanced equipment, our highly trained Doctors of Optometry and Optometric Assistants look for the many eye conditions that start to become evident before you experience any loss of sight.

There's a myth that 20/20 vision means perfect vision. 20/20 vision describes normal visual clarity or sharpness measured at a distance of 20 feet. Yet other important vision skills - such as peripheral awareness (side vision), eye coordination, depth perception, focusing ability, and

Call and book your Ultimate Eye Exam™ today!



colour vision - contribute to your overall vision. It is also important to test for such things as eye muscle alignment and binocular vision.

Did you know that Dr. Miranda, Dr. Voisin and Dr. Clarke can also detect other health problems such as high blood pressure, diabetes, or thyroid disorders through an examination of your eyes?

Your Ultimate Eye Exam™ is not just about what you can read today. It's about getting a complete picture of the health of your eyes and related health conditions to ensure your best vision tomorrow.

## How often do I need an exam?

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 1 to 2 years
  - Older adults (65 years and older) – annually
- If you experience any eye discomfort or injury, see your Optometrist immediately. ▢

WATER DROPS STAY ON ORDINARY LENSES.

THEY DON'T ON Crizal LENSES.

DEFEAT THE 5 ENEMIES OF PERFECT VISION

- NO GLARE
- NO WATER DROPS
- NO SMUDGES
- NO DUST
- NO SCRATCHES

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**Crizal**  
Live life in the clear

# South Cowichan Eyecare

## What's included in The Ultimate Eye Exam™?

### >> Digital Retinal Scans

for a great look at your retina without always needing to have your eyes dilated

### >> Peripheral Vision Screen

to help determine the health of your eye-to-brain nerve connections

### >> Nerve Fibre Layer Analysis

to help diagnose glaucoma conditions up to 10 years earlier than older technology

### >> A Visual Examination by Your Doctor

Dr. Miranda, Dr. Voisin or Dr. Clarke will examine your eyes to identify health or vision issues

### >> Visual Clarity

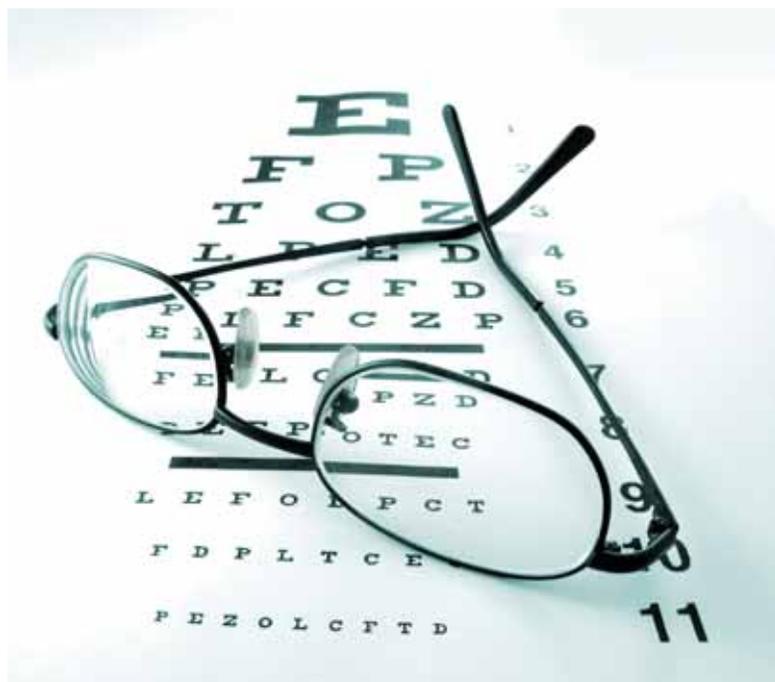
determining what prescription will provide your optimal vision

### >> Lens Consultation

we guide you through options for lens types, tints, coatings & more

### >> Our Satisfaction Promise

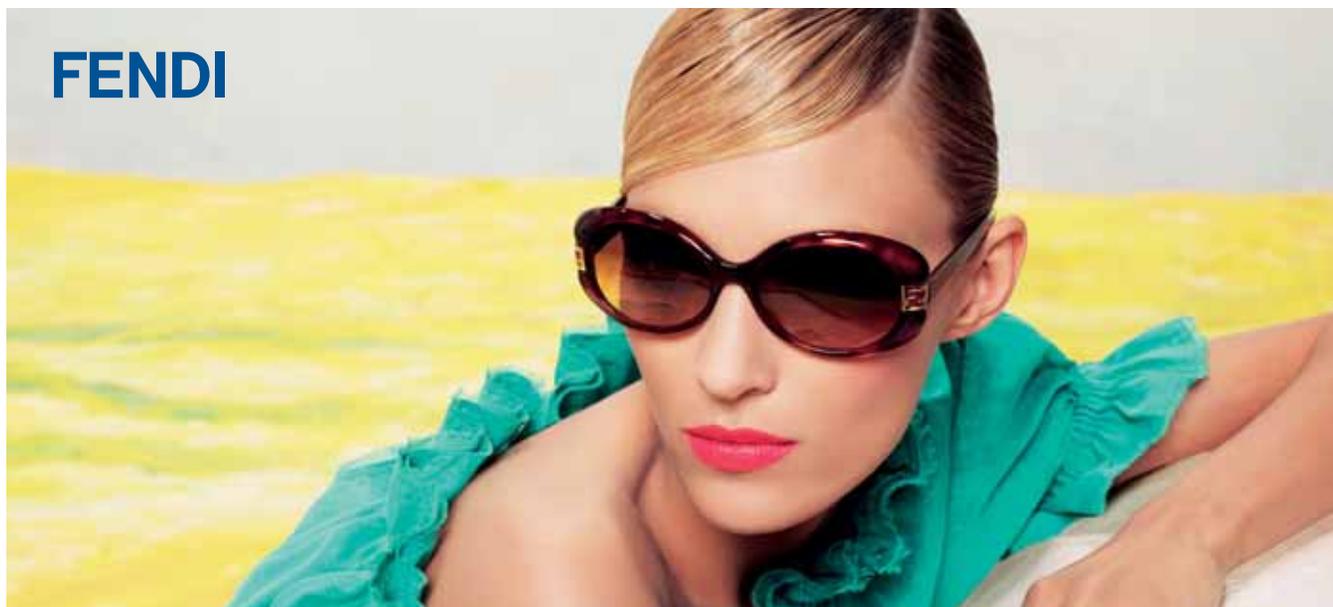
we stand behind the excellence of our Ultimate Eye Exam™ – and will review any element that you may have questions about.



As you will notice, we use the latest digital technology so that your Doctor of Optometry has the best possible data on your eyes.

We invest in giving you The Ultimate Eye Exam™ because we know that your sight is of ultimate importance to you.

**FENDI**





**Dr. Trevor Miranda\***  
**Dr. Anita Voisin\* Dr. Carla Clarke**  
 - Optometrists -  
 \* Denotes optometric corporation

## South Cowichan Eyecare

Valleyview Centre  
 56 - 1400 Cowichan Bay Rd.  
 Cobble Hill, BC VOR 1L3  
**Ph. (250) 743-8899**  
 Monday, Tuesday & Friday - 8:30 am to 5 pm  
 Wednesday & Thursday - 8:30 am to 8 pm  
 Saturday - 8:30 am to 2 pm  
 Closed on Thursdays from 12 - 1 pm for our staff meeting.  
[www.myeeyecare.ca](http://www.myeeyecare.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!

**Saturday, June 18, 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

## Tinnitus

Tinnitus (the internal perception of sound when no external sound is present) is experienced by most people for brief periods of time, especially after exposure to loud noise.

For about 20% of the general population tinnitus occurs more often and can adversely affect their daily lives. Though relatively rare, tinnitus can be a symptom of a medical condition. In the majority of cases, tinnitus is related to the dysfunction of the outer hair cells of the inner ear. Counselling and sound therapy are two approaches that have been shown to relieve the effects of tinnitus.

If you have tinnitus, call us for a tinnitus evaluation (which includes a full assessment of your hearing, pitch and loudness matching of your tinnitus, counselling and a masking demonstration) or attend one of our free lectures at your local public library:

- |        |                          |             |
|--------|--------------------------|-------------|
| May 11 | Duncan Public Library    | 7 - 7:45 pm |
| May 12 | Mill Bay Public Library  | 7 - 7:45 pm |
| May 18 | Chemainus Public Library | 7 - 7:45 pm |

**May is Speech and Hearing Month**  
 Now is the time to take control of your Hearing



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

**250-743-3337**

Valleyview Centre 1400 Cowichan Bay Rd. Cobble Hill, BC  
 Monday to Friday / 9 am - 5 pm  
 Evening appointments available on request