



Vision Arts

Eyecare Center

Eye Health Wellness Rejuvenation

“Healthy Eyes START with a Healthy YOU!”

Dr. J. W. Vann, Optometrist

Spring 2014



WHEN SPRING'S NOT YOUR FRIEND

Approximately 20 percent of the U.S. population suffers from seasonal eye allergies. Pollen gets the lion's share of the blame, but a person's immune system is the true culprit. If your body identifies innocent, vital-to-plant-life pollen as an enemy, antibodies, histamines, and other substances are released to fend off the “intruder,” resulting in a runny nose and red, itchy, swollen, stinging, watery eyes.

Minimize the annoyance of seasonal eye allergies:

- * Pollen counts are highest from mid-morning to early evening. Stay indoors as much as possible during that stretch, and keep the windows closed. Keep in mind that pets that have been outdoors will likely be carrying pollen when returning inside.
 - * When outdoors, wraparound sunglasses can protect your eyes from pollen. A wide-brimmed hat can help, too.
 - * When you go back inside, use artificial tears to flush your eyes.
 - * Cold compresses can help reduce swelling. Don't rub your eyes.
 - * Oral and topical medications and eyedrops (some prescription, some not) are available to provide relief. Talk to us before buying anything over the counter. Each product may zero in on something different.
- Eye allergies are annoying but don't damage vision. However, some eye infections can be mistaken for allergies. These *can* damage vision if left unattended. If you're doing the right things but see no improvement, it's definitely time to schedule an appointment with us.

The eyes offer a wealth of health information

Comprehensive eye exams can determine refractive errors, diagnose problems with the structures of the eye, and detect eye disease.

But they can also shed light on a person's overall health. Here are just a few examples:

- If small blood vessels at the back of your retina leak, diabetes is a strong possibility as well as uncontrolled hypertension.
- If the smaller veins of the retina are clogged by plaque, there's a good chance that this is a problem elsewhere in the body, which may indicate atherosclerosis, a precursor to a heart attack or stroke.
- The optic nerve is supposed to be pink. A pale optic nerve may mark the presence of serious conditions such as multiple sclerosis, an aneurysm, or a brain tumor.
- Sometimes an eye exam can reveal the presence of cancer that has originated elsewhere in the body.
- A white ring around the outer edge of the cornea (arcus senilis) may indicate high cholesterol levels.

The eyes are the only part of the body where eye doctors can view arteries, veins, or nerves up close and personal, without any invasive testing. Eye exams are essential for your eyes; they may also head off other health issues at the pass. If you are overdue for an eye exam, call us to schedule one today.



Thank you for all your referrals. We appreciate them!

Are contacts a good idea for children?



It's not so much a matter of age, but a matter of maturity. Physically, a child's eyes can tolerate contacts at a very young age. And in a recent study, 90 percent of 8-11-year-olds had no trouble applying or removing one-day disposable contacts unassisted. One measure in

determining whether a child is ready for wearing and caring for contact lenses (i.e., changing contacts when needed, and cleaning them and the lens cases) is the responsibility he or she shows in other tasks. Does your child follow through on homework and other projects and chores? If he or she can handle such duties without constant reminders, the child will probably do well with contacts. There are 11-year-olds who can be trusted with contacts; there are 16-year-olds who can't. Contact readiness varies from case to case.

There's no doubt contacts offer benefits to kids. Wearing contacts to play sports eliminates the fogging up of lenses of sports eyeglasses, or the vision distortion that rain causes on eyeglass lenses.

Contacts offer stability to vision while running; glasses tend to bounce up and down, and glasses can break, too.

Self-esteem is also improved for many kids when they wear contacts. A lot of children just don't like the way they look in

glasses. Another positive is that a child doesn't have to worry about accidentally sitting on or bending their contacts, or a baby brother yanking them off their face.

If you would like to look at the option of contact lenses for your child, be sure to call us and schedule an exam early during summer break. This will allow your child to build up their contact lens wearing time over the summer and get used to the regimen involved with contact lens care so they feel comfortable with them before they start school again in the fall.

The decision for contacts for your child needn't be a

permanent one. If it doesn't work out, you can easily switch back to glasses. It's always a good idea to have a pair of glasses anyway. Contact lenses do tear or get lost from time to time, and they often can't be worn in the case of an eye injury or eye infection. Even the most devoted contact lens wearer may find times when glasses are more convenient.

There's no doubt contacts offer benefits to kids.



Eye Love My Mom



Visit our Facebook page

May 1-11

and tell us what makes your mom awesome followed by the hashtag

#eyelovemymom.



She'll be entered to win a gift basket filled with tons of amazing prizes, including a pair of London Fog Polarized Sunglasses!

The winner will be announced on May 12, 2014.



Contact Lens Wearers!

WANT GREAT SAVINGS ON BACKUP GLASSES?

Purchase a 12-month supply of contacts & you may choose from over

100 FREE FRAMES

plus we'll give you 30% off your lenses!

My vision is **BLURRY** ...



Do you think I have
Cataracts?

For more fun and informative posts
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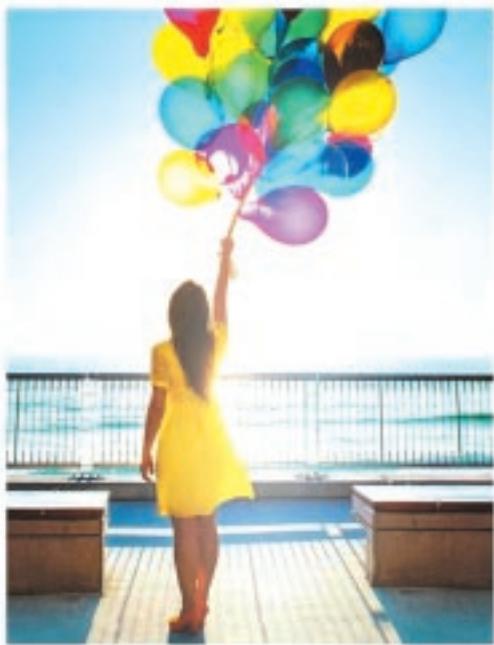
LIKE our page during May for a
chance to win a
SUMMER FUN GIFT BASKET
\$50 VisionArts Gift Certificate,
Children's sunglasses, Sunscreen,
and many other great items!



Just a friendly reminder...

Many of you are familiar with the postcards we mail requesting you to call and confirm scheduled appointments, but recently we also implemented a computer-generated system that allows us to send reminder e-mails and text messages. This system will help save our patients time and make it easier to schedule and confirm appointments.

We look forward to seeing each of you at your next appointment, where we will gather your current contact information and update our system with your preferred method of contact. But if you'd like to let us know before your next visit, feel free to call **642-6800** or e-mail us at visionarts.confirm@gmail.com with the information.

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Omega-3 fatty acids benefit eyes

Fatty acids are critical to the proper functioning of cells, organs, muscles, and nerves, and also facilitate the production of hormone-like compounds that regulate blood pressure, heart rate, and blood clotting. Some fatty acids can only be obtained through diet, since the body does not produce them on its own. These are called essential fatty acids (EFA). Omega-3 is an EFA that is believed to be beneficial to our eyes.

Clinical studies have shown that omega-3s are important for normal infant vision development. Omega-3s are found in breast milk and can also be obtained in some infant formulas.

Other studies indicate that the proper amount of omega-3s in a person's diet lowers the risk of macular degeneration and dry eye syndrome. EFAs have also been shown to aid in the smooth drainage of ocular fluid from the eyes, which can keep ocular pressure in check, lowering the risk of glaucoma.

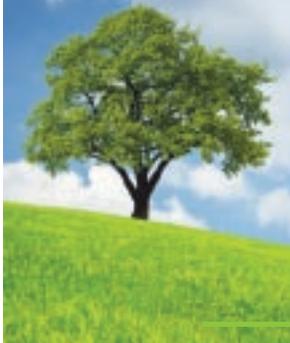
The best sources of omega-3s are cold-water fish, with common ones being tuna and salmon. The American Heart Association recommends two servings of cold-water fish weekly. Fish oil supplements in liquid and capsule form are also available.

Walnuts, flaxseed oil, and dark green leafy vegetables are other excellent sources of omega-3s, but the body does not process these as well as fish-based sources.

Omega-3 fatty acids should be part of a well-balanced diet. Your eye health and overall health will reap the rewards.

Remember, not all supplements are created equally. If you would like specific recommendations, **Dr. Vann** can prescribe a specific product to best treat your condition. Ask our staff for details.

**PUT THIS
on YOUR
CALENDAR!**



May 3

The Great Glasses Play Day
Memorial Park, 1 p.m.–5 p.m.

May 8

Serve 55 & Go Senior Expo
Callaway Christian Church,
9 a.m.–3 p.m.

May 26

Office Closed
Happy Memorial Day

June 5

Fun in the Sun
VisionArts, 4 p.m.–7 p.m.

July 4

Office Closed
Happy Independence Day

SENIORS!
Be sure to
stop by and
see us at the



May 8, 2014
9 a.m.–3 p.m.
Callaway Christian
Church
2051 Silver Drive,
Fulton, MO

*Visit our booth and register
for a chance to WIN a
gift basket with a \$100
VisionArts Gift Certificate
and other great items!*



VisionArts Eyecare Center
J. W. Vann, O.D.
614 Market Street
Fulton, MO 65251

Office Hours

Monday 8:00 a.m.–5:30 p.m.
Tuesday 8:00 a.m.–5:30 p.m.
Wednesday 8:00 a.m.–5:30 p.m.
Thursday 10:00 a.m.–7:00 p.m.
Friday Noon–5:00 p.m.

Call us: (573) 642-6800

Visit our website:
www.visionartseyecare.com

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**The Great Glasses Play Day,
May 3, 2014**



Join us for the **Great Glasses Play Day**, an afternoon of fun especially for children who wear glasses, contacts, or patches! The event aims to celebrate children and the advances that help improve their vision. It also promotes awareness of the importance of early detection and treatment of vision issues.

The celebration will be held on **May 3 at Fulton's Memorial Park from 1 p.m. to 5 p.m.** Open to the public and completely free, it's a day for families with children who wear glasses to get together and have a good time. We will have crafts, games, and other fun activities for the kids, but it's also an opportunity for us to reach out to parents and explain the importance of early eye exams and screenings, and of the need to follow up and treat any issues that are identified. The **Great Glasses Play Day** is sure to be lots of fun for the entire family! We hope to see you there.

*Join us for these
special events!*

