

Vision Arts

Eyecare Center

Eye Health Wellness Rejuvenation

"Healthy Eyes START with a Healthy YOU!"

Dr. J. W. Vann, Optometrist

Summer/Fall 2015

Good school-aged vision covers a lot of ground

Learning and good vision are intimately involved, as it's been estimated that 80 percent of a child's learning occurs through the eyes. Reading, writing, viewing chalkboards/whiteboards/Smart Boards, and working on the computer are daily requirements. Although visual acuity (sharpness of vision) is important, there are other crucial abilities necessary for optimum learning (and athletic participation):

→ **Eye focusing**—quick adjustments to clearly view objects at varying distances (e.g., looking up from a paper to a whiteboard, and back).

→ **Eye teaming**—ability to use both eyes together, focused precisely on the same thing.

→ **Eye tracking**—how we use our eyes: holding them still to take in information, quickly and accurately shifting from one object to the next, and following (tracking) a moving object.

→ **Binocular vision**—the process of the brain merging the slightly varying images received from each eye into one clear image.

→ **Eye-hand coordination**—visual information directs the movements of the hands.

→ **Visual perception**—the ability to organize images on a printed page into letters, words, and ideas, and to comprehend and remember what is read.



Vision can change frequently during the school years. A school nurse's vision screening is extremely limited in scope and is no substitute for a comprehensive eye exam at our office—the only way to truly prepare your child for the visual rigors of the classroom.

To your eye health...beware of illegal contacts

Whether for style, a spooky effect at Halloween, to show support for a favorite sports team, or a host of other reasons, some people go the route of decorative contact lenses to add some panache to their look. If you or a family member is thinking about it, be forewarned of a few things....

All contacts are medical devices that must be prescribed by an eye-care professional—even nonprescription ones. They are not cosmetics; they are not over-the-counter merchandise; and they are not toys. Any seller who does not require a prescription from you is breaking the law. Never purchase contacts from a street vendor, flea market, beauty salon, or novelty store, among other places.

Contacts are not "one size fits all"; every eye is unique. Improperly fitted contact lenses may damage the cornea, which can lead to an ulcer—a sight-threatening situation that can cause blindness...quickly. Non-medically-prescribed, non-FDA-approved contacts are flat-out dangerous. Other eye conditions may result from their use as well.

You can purchase decorative contacts at our office. Once you undergo a comprehensive eye exam, we will precisely fit your contacts, gauge how your eyes respond to them, and instruct you on how to care for and clean your contacts. Stand out from the crowd...but do so safely.

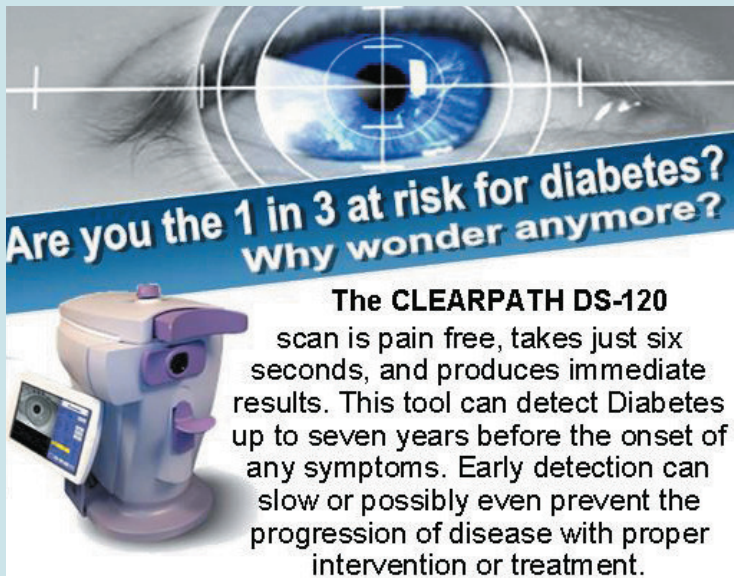
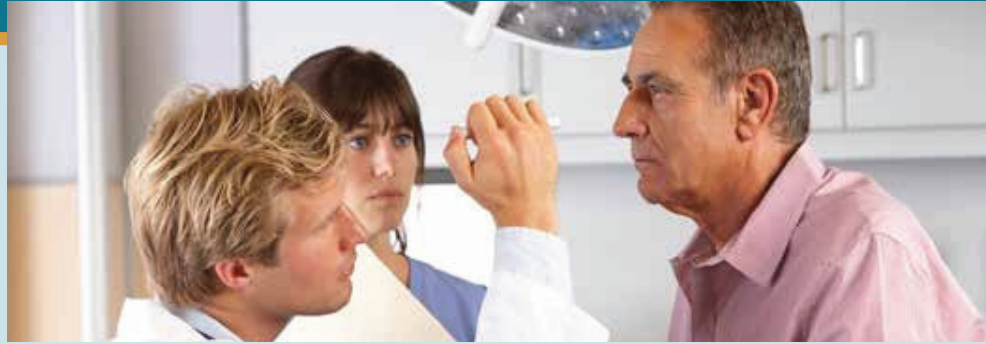


Thank you for all your referrals. We appreciate them!

Don't turn a blind eye to diabetic retinopathy

OK, you haven't been keeping your diabetes under control or seeing us regularly. Now your vision is being compromised. Blood vessels in

your eyes are weak and leaking fluid, causing swelling of your macula (the center of your retina) and blurred vision. Perhaps some blood vessels are blocked, depriving your retina of oxygen. Your body tries to grow new ones to compensate, but they're fragile and bleed into the vitreous (the normally clear, gel-like fluid at the back of the eye), blocking your vision. In other words, you have diabetic retinopathy, the number-one cause of blindness among American adults. Later-stage treatment options include the following:



Are you the 1 in 3 at risk for diabetes? Why wonder anymore?

The CLEARPATH DS-120 scan is pain free, takes just six seconds, and produces immediate results. This tool can detect Diabetes up to seven years before the onset of any symptoms. Early detection can slow or possibly even prevent the progression of disease with proper intervention or treatment.

Now isn't that worth knowing?

- Laser treatment (focal) may be utilized to seal leaky blood vessels causing macular edema. When blood vessel growth is more widespread, a pattern of scattered laser burns is administered to shrink and dissipate blood vessels. Some peripheral vision may be sacrificed to protect central vision.

- Medicine may be injected into the eye (anti-VEGF) to stop fluid leakage.

- If bleeding into the vitreous gel is clouding or blocking vision, a vitrectomy may be performed to remove the clouded vitreous gel and replace it with a clear saline solution to restore/improve vision.

Diabetic retinopathy can't be cured, but *early* treatment can effectively keep it under control. Properly managing diabetes through diet, exercise, and medication, and undergoing a comprehensive eye exam each year are vital to your visual health.

Help young children adapt to glasses

After getting glasses for the first time, some kids may initially resist wearing them. After all, a piece of metal or plastic now rests on their nose and connects with their ears, and some unasked-for responsibility comes along with wearing them.

It usually won't take long for kids to go from whiny to satisfied. The sharp, crisp vision they experience will soon make them forget previous complaints. Parents can make the transition a smoother one:

- Start off by having your child wear their glasses in short stretches during enjoyable activities, such as watching their favorite DVD or TV show.
- If your child takes off his/her glasses when they aren't supposed to, immediately put them back on in a gentle but firm way.
- Keep an eye on the fit of the glasses; if they slide or seem tight, an adjustment at our office is in order.
- Be positive. Point out others who wear glasses, including revered family members, professional athletes, movie or TV characters, and so forth. That might pump up the "cool" factor.
- Compliment your child for remembering to wear their glasses.
- Give your child a voice in selecting the frames. Choose several frames that you find acceptable and have him or her make the final choice (psychology 101 at its finest).



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The *irritation* of COMPUTER VISION SYNDROME

Nearly 150 million Americans work on computers two or more hours each day, and according to the American Optometric Association, over 70 percent of them experience computer eyestrain, or computer vision syndrome (CVS). Eye fatigue, blurred vision, headaches, burning or stinging eyes, sensitivity to light, and back and neck pain are its hallmark symptoms.

Characters on printed material are dense and black with well-defined edges—excellent for focusing. Characters on a computer screen, however, lack this definition. Images and words are composed of pixels (tiny points of light) and are brightest at the center and fade toward the edges. Because of this, our eyes shift involuntarily to a reduced level of focusing, then struggle to regain full focus. This constant flexing of eye muscles produces fatigue, among other symptoms.

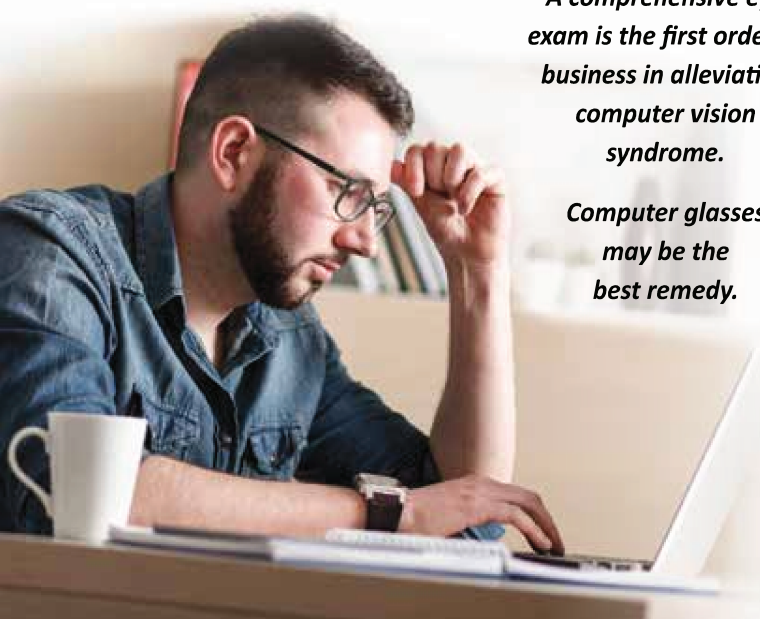
A comprehensive eye exam is the first order of business in alleviating computer vision syndrome.

Computer glasses may be the best remedy.

A comprehensive eye exam is the first order of business in alleviating CVS. After the dust settles, computer glasses may be the best remedy. They eliminate constant refocusing when viewing a computer screen because they're tailored for the viewing distance for computer use (20–28 inches). Almost any frame style can be utilized; lenses can be single-vision or multifocal; tint may be added, depending on conditions; and antireflective coating is highly recommended.

Secondary preventive measures include the proper viewing angle, reducing glare, concentrating on blinking, and periodic rest and distance focusing.

Minimize CVS and maximize comfort and productivity. Give our office a call today.



Receive **FREE** impact resistant, single vision lenses with fog block when you purchase a Liberty Sports Frame

Offer ends September 30, 2015

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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

*We will be closed for
Labor Day—September 7.*

VisionArts Eyecare Center

J. W. Vann, O.D.

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VisionArts Eyecare Center



**RAISE YOUR
GLASSES**



*For the
latest event
information!*

25th Anniversary Celebration

August 24-September 25, 2015

Trunk Shows Sept. 3, 10, & 24 from 4-7

Daily customer appreciation giveaways