



Vision Arts

Eyecare Center

Eye Health Wellness Rejuvenation

“Healthy Eyes START with a Healthy YOU!”

Dr. J. W. Vann, Optometrist

Winter 2013/14

Your eyes need **PROTECTION** in WINTER, too

ALERT: The sun delivers the same type of sunlight in the winter as it does in the summer. Harmful ultraviolet (UV) rays do not take vacations.

Sunglasses that block 99–100 percent of UV rays are a winter must. Here are a few reasons why:

Sunglasses prevent or slow long-term eye damage. Prolonged, unprotected UV exposure can lead to macular degeneration, growths called pinguecula and pterygium, skin cancer around the eye or on the eyelid, and accelerated cataract development. Photokeratitis, a severe sunburn of the cornea, is an immediate and painful possibility.

Sunglasses reduce glare. UV rays may be less intense in the winter (though still very hazardous), but ice and snow reflect 80 percent of light hitting it, meaning the sun is launching a double assault on your eyes. Anyone spending a substantial portion of time in these conditions (e.g., drivers, skiers, snowmobilers, and kids at play) is at risk.

Sunglasses offer a barrier against wind, dust, and debris. Sunglasses reduce evaporation of your eyes' natural moisture, prevent your contacts from drying out, and protect your corneas from abrasions. Close-fitting, wraparound styles offer the best protection.

Sunglasses ward off headaches and eyestrain. Too much light entering our eyes leads to excessive squinting, hence the headaches and eyestrain.

Remember, too, that 80 percent of UV rays pass through clouds; overcast days are not UV-free days. Also keep in mind that UV rays increase in intensity at higher altitudes.

Don't let down your guard this winter. Let us provide for all your sunglasses needs.

Hats off *to you!*

It has been our pleasure to serve your eye-health and vision needs over the years, and we look forward to continuing that tradition. We are honored by the trust and confidence you place in us and will always strive to meet, and exceed, your expectations. You are part of our extended eye-care family.

Thank you for your patronage and for your referrals, which enable us to continue doing what we love to do.

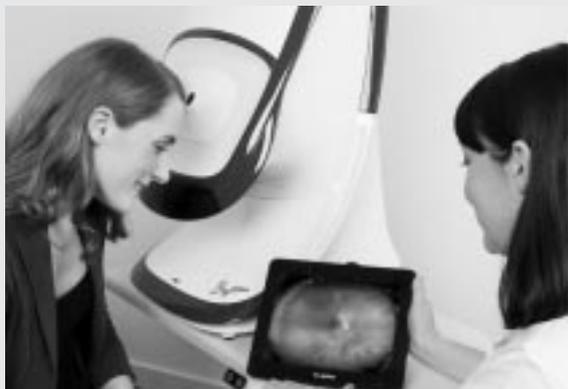


*May you and your family
have a safe, healthy, and
happy holiday season!*

Dr. J. W. Vann & staff

Thank you for all your referrals. We appreciate them!

Technology at VisionArts: The optomap® Advantage



Sometimes more is better. An **optomap** shows a detailed, ultra-wide, 82 percent view of your retina so your doctor can clearly see the markers of disease*—and that gives you a better opportunity for early treatment. All in less than a second. Are you getting the big picture?

We want the best for your eye health now and in the future.

That and the following information is why we offer the Optomap Retinal Examination:

The view

An optomap shows 82 percent of your retina at once versus 15 percent with traditional exam techniques. This wide view makes it clear for Dr. Vann to see potential problems and detect changes—which is key to monitoring disease progression. Without the optomap, Dr. Vann's ability to see eye disorders, as well as conditions that may first appear in the periphery of your retina, is limited.

Year-to-year comparisons

The optomap is available to you whenever needed. It provides a saveable, photographic image that gives Dr. Vann a baseline comparison of potential changes year to year. With a dilation exam this image is not available.

Analysis

Traditional methods such as dilation can be long and uncomfortable, especially for children. Optomap imaging is painless and takes less than a second. After the optomap, you can sit back while Dr. Vann shows you the images as he examines them for anything unusual.

*Based on physician experiences.

Outdoor cold and indoor heat team up on eyes

Winter's dynamic is often a source of irritation to eyes.

In many locales it's cold with biting winds. Indoors, it may be toasty warm, but the air's extremely dry. Both sets of conditions prompt tears to evaporate quickly—too quickly for tear glands to keep up. Without proper eye lubrication, you may incur blurry vision; a scratchy, burning sensation; and reflex tears (tears that lack the proper qualities to lubricate your eyes).

When outdoors, your first line of defense against dry eyes is a good pair of sunglasses. Wind can't hit your eyes directly, and the full brunt of the sun's brightness and UV-ray exposure is stymied (including reflected light). Wraparounds keep anything from sneaking in from the sides.

Indoor heating systems tend to suck moisture out of the air. A humidifier can restore moisture indoors, thereby dropping the evaporation rate of your eyes' tears, keeping your eyes comfy.

Eyedrops can ease the common pain and itchiness associated with dry eyes. Not all are the same, however; give us a call to make sure you select the right one for your situation.

Drink an extra glass or two of water each day during the winter, and make a conscious effort to blink more when engaging in activities such as computer work, texting, and the like.

FOOD DRIVE: Healthy eyes begin with good nutrition



Help us feed the hungry this holiday season!



Bring in 10 nonperishable food items and **receive a \$10 VisionArts Gift Certificate** now through **December 31, 2013.**

As our thank-you for supporting the food drive, everyone donating 10 items or more will be entered into a drawing for a **\$200 VisionArts Gift Certificate.** Drawing to be held on January 2, 2014.

PLUS, for EVERY paid optomap through December 31, VisionArts will donate \$3 to Serve's Food Bank!

Give the gift of sight this holiday!



VisionArts gift certificates make the BEST gifts!

With the purchase of \$100 in gift certificates through Dec. 23, receive one of these Eyefoods™ books OR an additional \$25 gift certificate as our gift to you!



Stress's effect on eye health

Stress in its various forms—physical, emotional, and psychological—has eye-health and vision implications.

Stress causes high blood pressure, which can strain and narrow the blood vessels in the eye, sometimes resulting in bleeding. It can also cause swelling of the optic nerve, leading to blurred vision.

Chronic stress can lead to the over-production of adrenaline, which can increase ocular pressure and result in blurred vision. An excess of adrenaline coursing through our system is linked to the body's "fight or flight" response and may result in tunnel vision. In a true life-threatening situation, tunnel vision is meant to keep a person focused on the task at hand by eliminating peripheral vision. Apart from this scenario, it's not real useful.

Migraine headaches can be triggered by stress. Visual repercussions include seeing flashes of light, shimmering spots or stars, zigzagging patterns of light, and temporary blind spots in one eye. Light sensitivity will often accompany a migraine attack.

Eyelid twitching (myokimia) is a potential side effect of stress. Bouts of eyelid twitching may be intermittent and last for a few days. Although generally harmless, this condition ranks high on the annoyance meter.

Near-work demands imposed by modern society and the new technology that is part of many people's lives can create physical stress for the eyes, resulting in focusing problems, eyestrain, and headaches.

When chronic stress is playing games with your vision and/or eye health, give our office a call. We're here to help.



The **DIABETES-GLAUCOMA** connection

Diabetes is the number-one cause of acquired blindness in the United States. Diabetic retinopathy is one complication of diabetes.

It appears that those with diabetes are more susceptible to developing glaucoma as well—in particular, primary open-angle glaucoma.

While the link, scientifically speaking, is not definitive, the numbers speak for themselves: Various studies show that diabetics are at a 40–70 percent increased risk of developing glaucoma than those who are nondiabetic.

High blood sugar associated with unregulated diabetes can cause the lens of the eye to swell, which may obstruct the drainage channels of the eye. This blockage can lead to glaucoma by elevating eye pressure, which can damage the optic nerve and impair vision.

Neovascular glaucoma is directly related to diabetes. When the oxygen supply to the retina is diminished (e.g., diabetic retinopathy), the body attempts to compensate by creating new blood vessels to get needed oxygen to the eye. These new vessels cause scarring and block the drainage channels of the eye, resulting in a hike in eye pressure and damage to the optic nerve.

Nearly 26 million people in the United States have diabetes, although according to the American Diabetes Association, roughly 7 million of them are undiagnosed.

Proper oversight by a health-care professional, exercise, and a healthy diet are key to keeping diabetes under control. An annual comprehensive eye exam is essential as well—possibly more often than that for some. We can detect diabetes, treat your eye ailments in the early stages, and save your vision.

An eye exam can reveal a brain tumor

A comprehensive eye exam's value cannot be overstated. In addition to the core eye-health issues that people zero in on, an eye exam can also detect systemic diseases such as diabetes, hypertension, and cardiovascular disease. An eye exam may also blow the whistle on a brain tumor that is secretly forming or is already on the move.

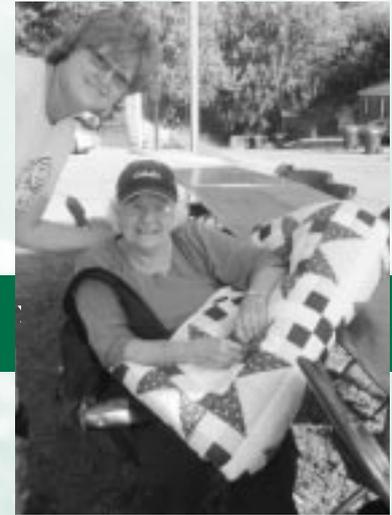
Blurred vision, double vision, or loss of peripheral vision in tandem with headaches and nausea may be a sign of "mass effect," an increase in intracranial pressure. Mass effect may be an indicator of a brain tumor, and a swollen optic nerve may be intimately involved, which can be detected in a dilated eye exam.

A simple visual field test can detect blind spots in a person's field of vision. Blind spots can indicate various diseases and point to damage to the optic nerve. A tumor's location in the brain can be determined by the size, shape, and location of the visual field defect.

In addition, the eyes are sometimes the first place that metastatic evidence of cancer presents itself. The eyes are the only part of the body where internal workings can be observed without any invasive testing, making them a valuable window to a person's health.

Regularly scheduled comprehensive eye exams not only preserve vision and eye health, they may just save your life.





Congratulations to Betty Keeling for winning the quilt raffle.

...for supporting our 8th Annual BBQ, Silent Auction, Bake Sale & Quilt Raffle on October 11.

With everyone's help, we were able to raise \$4,500!

Now we will purchase the items to place in the nursing homes. If you have any suggestions for items that might help brighten the lives of family members or other residents in area nursing homes, please call us at **642-6800** with your ideas.



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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

HOLIDAY HOURS

December 24 & 25—

closed for Christmas

December 31—closing at 4 p.m.

January 1—closed for New Year's Day



To THANK YOU for allowing us to provide for your eyecare needs this year...

If you purchased a complete pair of eyewear or a year's supply of contacts from VisionArts **ANYTIME in 2013**, receive a **40% savings*** on a second complete pair of prescription eyewear or sunwear!

*Savings valid 12/5-12/31/13. Some restrictions apply.



VisionArts also carries LOTS of GREAT stocking stuffers!

Receive a **FREE stocking stuffer** with every eyewear purchase from 11/27-12/23/13.

Remember to use your remaining flex plan dollars, too, before you lose them!