



VisionArts

Eyecare Center

Eye Health Wellness Rejuvenation

“Healthy Eyes START with a Healthy YOU!”

Dr. J. W. Vann, Optometrist

Fall/Winter 2014/15



UV light's disruptive cousin, blue light

High-energy visible light, or blue light, is found at the upper end of the visible spectrum of electromagnetic radiation.

Overexposure to it can cause eyestrain, including watery eyes, blurry vision, dry and irritated eyes, difficulty focusing, and headaches. Worse, cumulative damage to the retina over one's lifetime can lead to age-related macular degeneration, which damages central vision.

The sun is the primary source of blue light in the outdoor realm, but the digital age has led to a surge in blue light exposure through the use of computers, smartphones, e-readers, tablets, and handheld video games. High-definition flat-screen TVs and LED lights contribute as well. For many, there's nowhere to hide.

Children are more vulnerable to the effects of blue light, as they utilize this technology from an early age, much more than the previous generation. In addition, more of the light reaches children's retinas than adults'. Adults have a natural yellowing of the crystalline lens that serves to filter a large percentage of blue light entering the eye. However, adults who have had a cataract removed are at a heightened susceptibility to blue light damage as well, since their yellowed, natural lens is gone.

Fortunately, there are now lenses and lens coatings that can combat the effects of blue light. Partner with our office to prevent a case of the "blues." Take action now to prevent trouble down the road.

Age-related macular degeneration Are you at risk?

Having a family member with age-related macular degeneration (AMD) increases your risk by 50 percent. Due to recent studies, we have a better understanding of which genes increase your risk. At **VisionArts Eyecare Center**, we now offer a simple in-office

check swab DNA test called Macula Risk PGx[®] to aid in the detection and prevention of AMD. This test is a combination of the Macula Risk[®] test, which allows us to identify a person's individual risk of progressing to advanced macular degeneration, and the Vita Risk[™] test, which determines the best vitamin formula for you based on your genetic makeup.

Are you already taking an eye formula to help prevent the progression of AMD? The same studies mentioned above revealed that certain genes influence the success or failure of zinc in vitamin formulas. Commonly consumed zinc supplements can even be harmful and accelerate the progression of macular degeneration. It is imperative that patients at risk of macular degeneration undergo the Vita Risk[™] test in order to determine the appropriate vitamin formula for them. Without this knowledge, the eye vitamin formula you take every day could actually be causing your condition to progress more quickly!

VisionArts Eyecare Center is the only practice in the area to offer these new tests. If you are concerned about AMD or the eye vitamin formula you are taking, call us today to set up an appointment for Macula Risk PGx[®] or Vita Risk[™] testing.



Thank you for all your referrals. We appreciate them!

Introducing the CLEARPATH DS-120™



There are currently an estimated 100 million people in the United States with prediabetes or undiagnosed diabetes. Every seven seconds, someone is diagnosed with the disease. That's more than 35,000 people in the next seven days! Diabetes is an epidemic and it continues to grow. While diabetes is common, it can be avoided. Early detection not only reduces the risk of eye disease, it can also reduce long-term complications from kidney, nerve, and cardiovascular disease. Eyecare professionals have long been involved in the detection, monitoring, and treatment of diabetic retinopathy, a complication of diabetes that affects the eyes and is the leading cause of adult blindness in America. Until recently, it was difficult for eyecare professionals to detect this chronic disease prior to the end-stage complications. If detected early, there are medical treatments and lifestyle changes that may prevent, delay, or even reverse some complications. For instance, early detection of diabetes can reduce the risk of blinding retinopathy by up to 76 percent when you control your sugar level.

At VisionArts Eyecare Center, we are pleased to offer a new technology that provides for the most advanced eyecare available and enables us to detect the possibility of diabetes up to seven years before the onset of any symptoms. This technology coupled with Dr. Vann's ability to view your internal and external eye health could help preserve your vision.

The CLEARPATH DS-120™ Lens Fluorescence Biomicroscope is a six-second, noninvasive test designed to quickly detect autofluorescence of the crystalline lens. Autofluorescence of the lens of the eye can be used to detect diabetes up to seven years prior to the appearance of symptoms such as diabetic retinopathy. The only other way to diagnose diabetes is drawing blood.

During November, Diabetes Awareness Month, we would like to extend the opportunity to experience the CLEARPATH DS-120™, completely free, with our Free Scan Fridays. Simply come into the office between the hours of 12:00 and 5:00 on Friday, November 7, 14, or 21, and we will perform the CLEARPATH DS-120™ test on you completely free of charge. We'll review your results with you right there, so you can get on the track to a healthier lifestyle immediately!

NOVEMBER IS DIABETES AWARENESS MONTH

Stop by the office during our **FREE SCAN FRIDAYS** to receive a **CLEARPATH DS-120™** Diabetes Test **COMPLETELY FREE!**

Offer valid November 7, 14, or 21, 2014.

9th Annual Second Sight Friends Fundraiser

Second Sight Friends is a not-for-profit organization established to provide low vision aids for Callaway County senior citizens. Through our annual fundraiser and generous donations from the community, we are able to offer low vision aids to help local nursing home residents regain some of their lost independence.

Raffle tickets are for sale now through November 20, 2014. Tickets are \$1 each, 6 for \$5, or 12 for \$10. Drawing to be held November 20, 2014, at 5:00 p.m.

Items can be viewed in our office or online at Visionartseyecare.com.

Stop by the office to purchase tickets or indicate the number of tickets you wish to be placed on the items below and mail this form back to us with a check made out to Second Sight Friends.

1. _____ 19-piece knife set donated by Doc Kritzer and Linda Logan.
2. _____ Mizzou wine glasses, Tiger bottle holder, Serenity Valley Winery Touch Wine, cutting board donated by Callaway Electric Cooperative.
3. _____ NuSkin Line Corrector, Nu Color Lash Treatment, Sunright Sunscreen and lip balm donated by VisionArts.
4. _____ Pampered Chef Basket donated by Crystal Cannell.
5. _____ 31 items donated by Desireé Smithee.
6. _____ Tom Henke-signed bat donated by Sandy Conner.
7. _____ 2 Mizzou basketball tickets, Dec. 13 at Mizzou, Section 11, Row 31, Seats 1 and 2, donated by VisionArts Eyecare.
8. _____ 2 Mizzou basketball tickets, Dec. 13 at Mizzou, Section 11, Row 31, Seats 3 and 4, donated by VisionArts Eyecare.
9. _____ Two \$25 gift certificates donated by Fulton Bowling Center.
10. _____ Sherpa blanket donated by Edward Jones.
11. _____ Alpaca figurine with real alpaca hair donated by Alpacas D'Auxvasse.
12. _____ 2 weekend passes for 18-hole greens fees with cart rental donated by Tanglewood Public Golf Course.
13. _____ 2 weekend passes for 18-hole greens fees with cart rental donated by Tanglewood Public Golf Course.
14. _____ 3 free haircuts donated by Cost Cutters.
15. _____ 1 month of Y-fit group fitness classes donated by YMCA of Callaway County.
16. _____ Book, postcard, and lapel pin donated by Kingdom of Callaway Historical Society.
17. _____ 1 annual exam and vaccinations donated by Midwest Veterinary Clinic.
18. _____ Stan Musial jersey, Cardinals cap, cooler, koozies, and snacks donated by Central Bank of Fulton.
19. _____ Quilt donated by Naught Naught Agency.

As a **SPECIAL THANK YOU** to our patients

who purchased a complete pair of glasses
or a year's supply of contacts from
VisionArts **ANYTIME** during 2014,
come in December 1–31 to receive a
**40% savings on a second
complete pair of prescription
eyewear or sunwear!**

(Some restrictions apply.)



FOOD DRIVE to benefit **Serve's Food Bank**

November 3–December 31

Bring in 10 nonperishable
food items and receive a

\$10 VisionArts Gift Certificate

Diabetics at high risk for dry eyes

Diabetes leaves a host of health problems in its wake, including some that jeopardize the eyes: diabetic retinopathy and increased risk for glaucoma and cataracts, to name a few.

In addition, diabetes is directly linked to the development of dry eyes. Over 50 percent of those with diabetes will develop dry eye disease, the symptoms of which include a scratchy, gritty sensation; burning; itching; blurry and fluctuating vision; light sensitivity; redness; and watery eyes.

Diabetes affects the production of tears in several ways. Eye-surface nerves give the signal to the lacrimal glands to produce tears when they sense dryness on the eyeball. However, oftentimes one of the effects of diabetes is nerve damage (neuropathy). When the nerves signaling the lacrimal glands are impaired, tear production suffers.

An elevated glucose level in the body disturbs the chemical composition of tears. Tears involve three layers; if even one layer is out of sync, it will cause tear production and/or quality to decline, leading to dry eyes. Inflammation of the lacrimal glands caused by diabetes will also interfere with tear production.

Those who are diabetic and have dry eyes are at an increased risk for corneal ulcers. Decreased corneal nerve sensitivity may render a patient unable to properly detect pain, enabling an ulcer to develop.

Control blood-sugar levels through proper diet, exercise, and medication. Let us treat your dry eyes, and make an annual eye exam part of your diabetes-maintenance regimen.

Sunglasses aren't just for summer

Wearing sunglasses isn't just for bright summer months. The sun and other conditions can cause damage and discomfort to your eyes year-round—even on cloudy days. Be vigilant in wearing your shades to ward off the following:

Cataracts. A cataract is the clouding of the lens of the eye and is commonly associated with aging. Cumulative exposure to ultraviolet (UV) light hastens cataract formation. Select sunglasses that are labeled "100% percent UV protection" or "UV 400."

Dry eyes. Windy, rainy, and snowy conditions can dry out your eyes and cause redness, burning, and excessive watering, which compromise vision.

Photokeratitis. This is sunburn of the cornea, when we overextend our stay in the sun and forget about the intensity of sunlight reflected off water and snow. Sunglasses also protect the delicate skin around the eyes from getting burned.

Macular degeneration. Excessive UV exposure can lead to deposit buildup on the macula, the part of the retina responsible for central vision, which can impair vision.

Pterygium. Excessive exposure to sun, dust, and wind are thought to spur the development of pterygium, benign growths on the surface of the eye that sometimes interfere with vision.



*We have a wide selection
of sunglasses and sports
goggles to meet your needs.*

2014 Year in Review

YMCA Healthy Kids Days
Great Glasses Play Day
55 & Go Senior Expo
Fun in the Sun
Serve Back to School Fair
Relay for Life Fundraiser
Brick Blast
Taste of Callaway
Churchill Color Challenge
Susan G. Komen Fundraiser
Serve Food Drive
Second Sight Friends Fundraiser
And MUCH MORE!



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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Holiday Schedule

November 27—Closed
November 28—Closed
December 24—Closed
December 25—Closed
December 31—8:00 a.m-3:00 p.m.
January 1—Closed

USE FLEX FOR SPECS



Your remaining
Flex Spending Dollars
will expire at the
end of the year!
Get the most out
of your money with
great savings at VisionArts!