



Vision Arts

Eyecare Center

Eye Health Wellness Rejuvenation

"Healthy Eyes START with a Healthy YOU!"

Dr. J. W. Vann, Optometrist

Winter 2015/16

Thank you!

For countless people, the holiday season is a time of celebration with family and friends. At our office, it's also a time to express our gratitude to our extended family—our patients.

Thank you for entrusting us with the vision and eye-care needs of you and your loved ones; it is a responsibility we take seriously. Your referrals of family, friends, and colleagues are compliments of the highest order as well. The practice of eye care is our passion; your patronage enables us to continue doing what we love to do.

The gift of sight is something that should never be taken for granted. Quality-of-life issues are on the line. We are at your beck and call in any matter concerning your eye health and vision.

May you and yours experience a wonderful holiday season and a blessed new year.

Dr. J. W. Vann and staff



One of Transitions Optical's Top Three Eyecare Practices in the Nation!



We are excited to announce that we have been nominated by our peers for the following awards for 2015:
Transitions Optical Brand Ambassador
Best in Marketing
Best in Patient Experience



Thanks to your generous support, VisionArts Caring for Callaway has raised over \$3,000 for Serve Inc's Food Pantry this year!



Thank you for all your referrals. We appreciate them!

WINTER IS NO FRIEND OF DRY EYES

Dry eye sufferers know all too well the gritty, scratchy, or burning sensation; redness; excessive watering; and blurred vision. Reduced tear production or a diminished quality of tears produces dry eyes, for which a host of factors may be responsible. Unfortunately, cold winter temperatures make the condition worse.



A comprehensive eye exam at our office is your most effective countermeasure.

Cold air simply does not retain moisture the way warm air does. Drier air does no one's eyes any favors, let alone dry eye sufferers. In addition, many people use forced-air heaters indoors over the winter, which zap the environment of moisture that could help out your eyes. Here are some ways to make winter more bearable:

- Purchase a humidifier for your home or office.
- Use artificial tears or gels.
- Warm compresses at the beginning or end of the day can help stimulate tear secretion.
- Wearing sunglasses can block air from hitting your eyes directly and minimize the effects of light reflected off snow or water.
- Rewet contact lenses often, and wear them for shorter periods of time (eyeglasses come in handy).

Dry eyes are uncomfortable, make wearing contacts more difficult, increase the risk of infection, and can eventually damage the cornea, impairing vision—*don't ignore them*. A comprehensive eye exam at our office is your most effective countermeasure. In addition to the previous suggestions, we can prescribe eyedrops or oral medication, or recommend various in-office procedures to successfully relieve your discomfort.

Sunglasses aren't seasonal

Some people mistakenly associate sunglasses with warm summer weather, but ultraviolet rays from sunlight never take a break, and that includes winter. Without protection, their cumulative effects can lead to cataracts, cancer around the eye or on the eyelids, and possibly macular degeneration. Short-term damage might include sunburned corneas (photokeratitis), which is as painful as it sounds.

Although winter sunlight is not as direct as that of summer—since the sun sits lower in the sky—the intensity of UV rays does not take a break. Snow and ice reflect roughly 80 percent of winter's light rays, which pile on top of the direct light already reaching our eyes. (Comparatively speaking, beach sand reflects only 15 percent of sunlight.) High altitudes and light reflecting off water also intensify the UV bombardment.

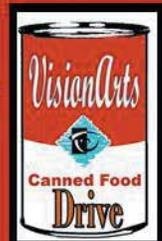
Sunglasses, worn year-round, are the first line of defense against UV rays. Sunglasses should provide "99–100 percent UV protection." For the best results, look for sunglasses labeled "block all UV radiation up to 400 nanometers"—100 percent UV protection. Wraparounds prevent sunlight from sneaking in from the sides. If wraparounds aren't your cup of tea, purchase sunglasses that are close-fitting with wide lenses. Avoid sunglasses that are not labeled, or are vaguely labeled ("UV absorbing" or "blocks most UV light").

Don't forget about your eyes this winter. Stop by our office to check out our vast selection of sunglasses.



Share what you can
to help us feed the hungry this holiday season

Through December 31,
for every 10
nonperishable food
items donated, receive
a \$10 VisionArts
Gift Certificate!



VisionArts
Eyecare Center

Medication side effects... it's a two-way street

All medications have the potential to cause side effects, both minor and major. Consequently, eye health and vision may occasionally suffer due to treatment intended for another part/system of the body. For instance...

- Over-the-counter antihistamines, used to treat allergies, can cause light sensitivity and dry eyes.
- Corticosteroids taken long term can result in cataracts for some. Topical and oral corticosteroids carry a risk of glaucoma. All may cause blurred vision.
- In rare instances, Amiodarone, sometimes prescribed for an irregular (racing) heartbeat, may result in hazy vision due to the formation of deposits on the cornea. Plaquenil, often enlisted to fight against rheumatoid arthritis, can build up to toxic levels in one's retina and lead to vision loss.

On the flip side, eye medications/eyedrops can affect other parts of the body, too. Beta blockers frequently used to treat glaucoma may cause adverse reactions such as decreased heart rate, asthma attacks, disorientation, and low blood pressure. Prescription eyedrops might occasionally cause headaches, stomach cramps, diarrhea, and excessive sweating.

Most complications can be reversed by discontinuing use of the medication and substituting something else, or lowering the dosage. Side effects should be addressed immediately. **Any treatment change should be authorized by our office and/or your family doctor.**

Keep us up-to-date on *all* medications you are taking. Inform your family doctor about your eye medications, too—including prescription eyedrops, which many people overlook.

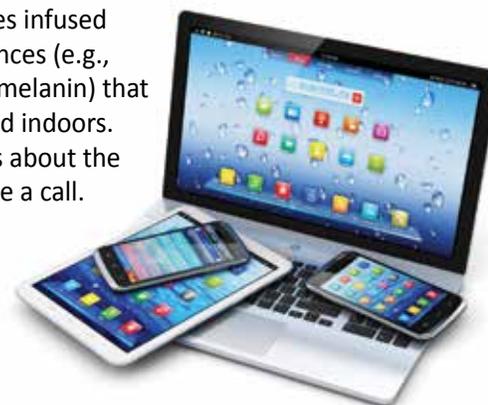
HEV light— There's no escaping it

A new threat to eyes has emerged in the past couple of decades in the form of high-energy visible light (HEV), or blue light. HEV is in the visible light spectrum, unlike ultraviolet light, which is invisible to human eyes. The sun is a major source of HEV, but unfortunately so are digital devices: computer screens, tablets, smartphones, certain flat-screen televisions, and fluorescent light bulbs, among others.

Like UV light, HEV causes cumulative damage to the retina and is a source of eyestrain and fatigue. Kids ages 8–18 are most vulnerable to HEV exposure. They spend an average of 7.5 hours per day gazing at digital devices; tend to have larger pupils, which enables increased HEV penetration; and their crystalline lens is not fully developed, resulting in less filtering of HEV.

With age, lenses yellow, which acts as a blue-light screening device, helping to keep HEV at bay. Therefore, someone who has undergone cataract surgery and had their lens replaced is more vulnerable to HEV's damaging effects.

Preventive measures are the key to fending off HEV. Special antireflective lens treatments are available, as are lenses infused with HEV-filtering substances (e.g., ocular lens pigment and melanin) that can be worn outdoors and indoors. If you have any questions about the HEV threat, give our office a call.

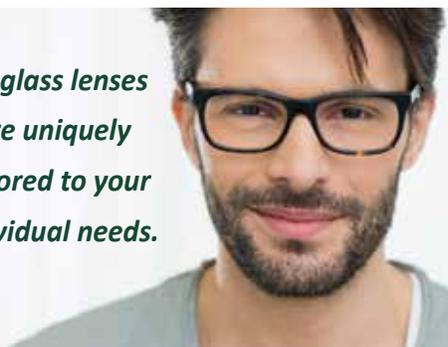


High-definition eyeglass lenses reporting for duty

An advanced digital manufacturing process called “free form” incorporates computer-aided design and surfacing to produce lenses—single-vision and progressive—uniquely tailored to your individual needs. The precision afforded by this method outpaces that produced by traditional tools. Think of it as high-definition vision correction.

Free-form lenses aren't manufactured based solely on your refractive error. They also take into consideration tiny variations in the shape and surface of your eyes. The “sweet spot” of a progressive lens is increased to give you a wider area of clear vision. Also factored into the equation will be how close the frame sits from the front of your eyes, how the frame is angled on your face, and even how you

*Eyeglass lenses
are uniquely
tailored to your
individual needs.*



tilt your head or shift your eyes when looking to the side.

Free-form lenses provide exceptional night and low-light vision by reducing glare and halo effects caused by light sources. Improved contrast perception results in sharper vision, and color vision will be enhanced. Although anyone who wears glasses can benefit from free-form lenses, those with complex prescriptions or presbyopia have the most to gain.

Because of the sophisticated technology involved in designing and fabricating free-form lenses, and the additional information and measurements required, the price will be higher than traditionally manufactured lenses.

Interested in high-definition vision? Stop by our office for more details.

As a THANK YOU to our patients who purchased a complete pair of glasses or a year's supply of contacts during 2015

Enjoy 40% off
a second complete pair of glasses

Offer Valid through Dec. 31
Cannot be combined with insurance or other savings

Payment Options

- ⇒ Checks
- ⇒ Cash
- ⇒ Care Credit
- ⇒ All Major Credit Cards



And now pay online at

www.myhealth.gatewayedi.com/visionartseyecare

© Copyright 2015. Newsletters Ink. Corp. Printed in the U.S.A. www.NewslettersInk.com The information included in this newsletter is not intended as a substitute for personal, professional advice. For your specific situation, please consult our office.

Happy Holidays!



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

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

PRESORTED
FIRST CLASS
U.S. POSTAGE PAID
LANCASTER, PA
PERMIT NO. 23

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

Closed: December 24 and 25, 2015

Open: 10:00 a.m.-5:00 p.m., Dec. 31

Closed: January 1, 2016

2015 Year in Review

- 25th Anniversary of the Practice
- YMCA Healthy Kids Days
- Great Glasses Play Day
- 55 & Go Senior Expo
- Fun in the Sun
- Relay for Life Fundraiser
- Brick Blast
- Churchill Color Challenge
- Serve Food Drive
- VisionArts Caring For Callaway
- Ameren Health Fair
- Fulton State Hospital Health Fair
- WWU Health Fair
- Transitions Academy
- And MUCH MORE!

