

Children Need A Comprehensive Eye Examination

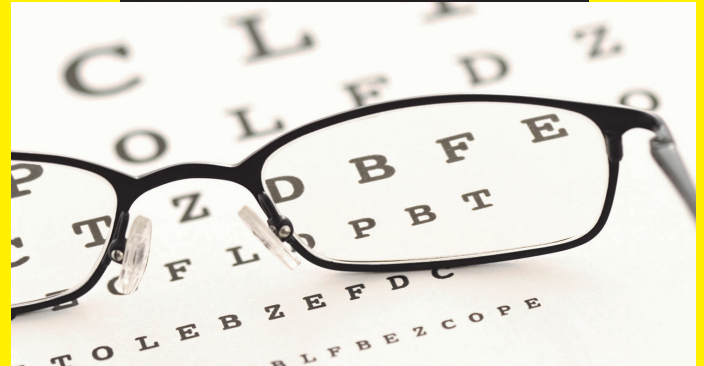
With school back in session, there is an important appointment you need to keep in mind: That is your child's annual comprehensive eye exam.

Your Vision Source doctor of optometry will assess visual acuity, much like what is done at a school screening or visit to your pediatrician. However, only an eye doctor can prescribe for any significant refractive error.

We assess eye teaming skills that directly affect how a child sees an object in space, and focusing skills that affect a child's comfort with tasks such as reading and computer work. We can screen and treat perceptual vision disorders that affect how the brain and motor system interpret the visual information. We also assess their ocular health to effectively treat any eye disease.

The American Optometric Association recommends that a child's first eye exam should be performed before age 1, and by school age, they should have a comprehensive eye examination annually.

Did you know that learning is 90% visual? Give your child the best learning foundation possible by scheduling an appointment today.



Avoid "Solar Ocular Syndrome"... (Don't Wear Cheap Sunglasses)

You are probably aware of the dangers to your skin posed by UV radiation, but you may not realize that the same exposure can harm your eyes and affect your vision as well. There are three types of UV radiation. One is called UV C. It is absorbed by the ozone layer and typically does not pose any danger. That is not true of the other two types, UV

A and UV B. Cumulative exposure to these forms of UV radiation can cause permanent damage and possibly lead to blindness. Conditions which can occur from long-term exposure include: cataracts, macular degeneration, melanoma of the eye, skin cancer of the eyelids and growths or tumors on the ocular surfaces. Wrinkles around the eyes are also caused by UV radiation. To protect your eyes from harmful UV A and UV B radiation, follow these simple recommendations from your Vision Source doctor of optometry:

- ◆ Wear quality sunglasses with wrap-around frames and/or side protection.
- ◆ Wear a hat with a brim when working or playing outdoors.
- ◆ Don't forget protection for children as they spend more time in the sun.



Vision Source![®]

To See Your Best, See The Best!

There has always been room for improvement. From your cell phone to your coffee maker, nothing is the same as it was even three years ago! Smaller, better, faster is the mantra of the day for almost everything. The same holds true for contact lenses at your Vision Source office. While we can't make your contacts smaller or faster, they are better than ever before.

Before there were disposable lenses, only 25 years ago, patients would wear their lenses for a year or more at a time - the same pair! Looking back, that sounds so unsanitary. There are still patients today whose visual needs can only be addressed by these specialty lenses, but for the vast majority, better options exist. The wearing of contact lenses, from rigid gas-permeable lenses (RGPs) to monthly, two-week or dailies, does inherently deprive the eye of precious, healthy oxygen. The key to successful contact lens use has always been to minimize the health issues and problems while maximizing the benefits. The simple fact remains that the less often a lens is in your eye, the less likely it is to cause problems. For many patients, a daily disposable lens is an excellent option for healthy, comfortable vision and convenience.

Every veteran contact lens wearer has experienced the following: You get up and insert yesterday's lenses in your eyes and you can't see! There's a haze, a blur or a smear. They burn, they itch, they irritate, and you've only had them a week, and there's still all day at the computer to look forward to. Daily disposables allow you to start with a new pair of contacts, and a fresh feeling pair of eyes every day. For the cost-conscious wearer, the leading 2-week lens costs a patient roughly 88 cents a day, based on the cost of an annual supply and also the cost of lens care solution. With high-value rebate programs and no solution costs, patients can experience the advantage of daily disposable contacts for about 96 cents a day... a difference of only \$28 a year. That's a small price to pay when one considers the health and lifestyle benefits of daily contact lens replacement.

For people who want to wear contacts as an alternative to their full-time fashion eyewear, daily disposable contacts are a great alternative. These patients, as well as those interested in maintaining a healthier contact lens regimen, should seriously consider daily disposable lenses for their

Daily Disposable Contact Lenses Offer Many Advantages



convenience, affordability and practicality. When wearing contact lenses for sports or dressing up, daily disposables give you the freedom to wear lenses and only pay for them when needed. For everyday wearers, the cleaning, protecting and care required for long-term disposables can eat up precious minutes from every day, and they can cause grief when those minutes aren't there!

Latisse Is A Hit!

It's been almost a year that our patients have been using the active ingredient in Latisse to enhance the growth and strength of their own eyelashes. One happy patient wrote to us about her experience:

"Doctor, how can I thank you enough for the gift of lashes? My eyelashes have always been short. When I wore mascara, it made matters worse because they would break off. Since I started using Latisse, my lashes are full and lush. My friends ask if I have false eyelashes on, even when I'm not wearing mascara. When I do wear mascara, my lashes are beautiful and best of all, they don't break off! Thank you, thank you, thank you!" - Gerri DJ

For more information about Latisse, ask your Vision Source doctor or visit their website:
www.latisse.com