



Feast Your Eyes

Save 25% on all featured frames!

Friday, November 2

Watch for more details

On the menu... the latest in frame fashions from

TED BAKER LONDON

LULU GUINNESS

gX by OWEN STEFANI

L.A.M.B.

TITANflex®

Self-Tinting Lenses (continued)

Zeiss Vision announces the addition of exciting new colors to their PhotoFusion self-tinting lens portfolio. Extra Grey, Pioneer Green and Blue have been added to their portfolio of Brown and Grey colors. These new colors all have the same great performance as the original colors. The new Extra Grey color gets darker than the original grey – even in warm climates, yet is still very clear indoors... Pioneer Green has the timeless grey-green sun lens tint when activated. The blue option is a bold, exciting new color.

Another self-tinting option in our office called "Sensity" comes from HOYA. They've recently launched Sensity Dark and Sensity Shine, extending the Sensity line of brand-differentiating photochromic lens technology. Sensity Shine activates behind the windshield of the car, and offers wearers a fashion-forward look with mirror coating. Both art and science went into selecting the optimal colors that provide the ideal contrast and glare reduction without sacrificing precise vision. HOYA found three optimal combinations: a neutral grey tone, a more flamboyant brown and a lively and slightly intense green. The colors have been professionally defined to match fashion trends and to ensure natural color perception and superior contrast.



Ask about our self-tinting options for your next pair of glasses!

Hours of Operation

May to August
Mon. - Wed. 8:00 am - 5:30 pm
Thursday 8:00 am - 8:00 pm
Friday 8:00 am - 5:30 pm

September to April
Mon. - Wed. 8:00 am - 5:30 pm
Thurs. 8:00 am - 8:00 pm
Friday 8:00 am - 5:30 pm
Saturday 9:00 am - 12:00 pm

Ph: 204-822-5478
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email: eyedoc@mymts.net
website: www.focalpointmorden.com

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Mon. - Thur. 9:00 am - 5:00 pm
Friday 8:00 am - 4:30 pm

Ph: 204.745.2792
Fax: 204.745.2792

32 1st St. Southwest, Carman, MB. R0G 0J0

OPTOMETRISTS:

Dr. Tio Bellisario, Dr. Jessica Lautenschlager, Dr. Cynthia Magarrell, Dr. Crystal Henderson, Dr. Brooks Barteaux, Dr. Graham Noseworthy, Dr. Daniel Klauke



Autumn 2018



Morden: 204.822.5478

Carman: 204.745.2792

FOCAL POINT

EYEWEAR

EXPEDITION

If you're in search of new glasses, join Focal Point's Eyewear Expedition. The latest in frames from Kering Eyewear will be migrating to our office and they are worth exploring!

Come view exciting new frame releases from GUCCI, Cartier, Bottega Veneta, Alexander McQueen and more. If you've attended one of our events in the past, you know these are frames not normally found in our "territory" - we're bringing them in for TWO DAYS ONLY and offering 25% off all frames!

We'll combine your frame discount with 50% off all additional pairs of Zeiss free-form lenses and even more special event savings! It will be well worth the trek to Focal Point for this event! You may even win your eyewear purchase back!

To quench your thirst on our safari, we're pleased to offer complimentary refreshments from Other Brother coffee roasters!

Is your prescription current? If not, call our office to schedule an eye health exam @ 204-822-5478 OR purchase your frames and lenses and we'll arrange for an eye exam later!

Chart your Expedition!
Preview the featured frames at
keringeyewear.com

OCTOBER
Thursday 18th & Friday 19th
9am to 8 pm

The latest in frames from KERING EYEWEAR

Save 25% on all featured frames!

50% off all additional pairs of ZEISS free-form lenses

Refreshments provided by:



Enter to win your purchase back (Some restrictions apply)

compliments of Carl Zeiss

Walk-ins Welcome. No appointments necessary.



YOUR FUTURE ... IN SIGHT

Our team at Focal Point works to preserve and enhance your vision at every stage life brings. We are dedicated to providing quality eye health care to you and your family throughout life's stages. As your vision needs change, our goal is to help you maintain your sight now, and keep your future... in sight.



Eye health exams assess your child's visual system and confirm their eyes are healthy and disease free. Early diagnosis of vision and eye health issues helps to diminish their effect and in some cases slow their progress. As we begin to provide care for young eyes, our goal is to ensure a lifetime of sight.

During the middle years of your life, your eye health requirements change. Prevention begins to come into play. Your eye health exam includes preventive screening for eye and other health diseases. As your eyes age naturally, you may find it more difficult to perform everyday tasks. Focal Point's team works with you to provide the vision tools you need to preserve and enhance your vision. We strive to help you to see well with your future... in sight.

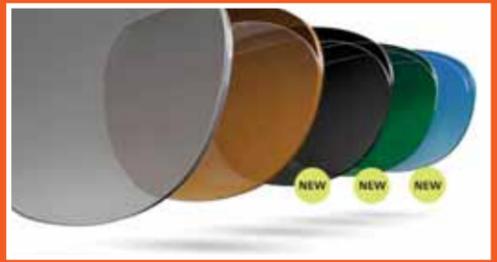


As your eyes age, Focal Point is here to help you maintain your sight and manage your naturally changing eye health. We will continue to guide you through any age-related eye health diseases or procedures you may require to ensure your best sight.

EYE HEALTH EXAM RECOMMENDATION

Infants & Toddlers (Birth-24 months)	Infants and toddlers should undergo their first eye examination between the ages of 6 and 9 months
Preschool Children (2 to 5 years)	Preschool children should undergo at least one eye examination between the ages of 2 and 5 years
School Age Children (6 to 19 years)	Annually
Adults aged 20 to 64 years	Every 2 years
Adults over 65 years old	Annually

NEW SHADES of COLOUR



Zeiss Vision announces the addition of exciting new colors to their PhotoFusion self-tinting lens portfolio.

Gone are the days when spectacle wearers had to change glasses in order to see comfortably in different light conditions.

When choosing self-tinting lenses from Zeiss, Photofusion is the name of the product.

The latest version of Photofusion from Zeiss reacts up to 2x faster from dark to clear than previous photochromic lenses offered by Zeiss. The secret is their photo-active molecules which react quickly to changing light. Indoors there are no solar UV rays and therefore the lenses remain clear no matter how brightly the sun shines outside or how brightly lit the room is. Outside, when it is cloudy the molecules are exposed to some solar UV radiation and in response they grow larger by unfolding themselves - the lens turns semi-dark. In full sunshine the photo-active molecules are hit with the full intensity of solar UV rays and they unfold completely, darkening the lens to its maximum.

And the best part - whether the lenses are clear or dark, no UV rays reach your eyes. Their darkening and clearing process is dependent on ambient temperature and on the intensity of the UV radiation to which they are exposed. The higher the intensity of the radiation and the lower the temperature, the darker the lens and the faster the darkening process.

This means that maximum darkening is achieved in winter conditions in mountainous regions and the lenses become slightly less dark in summer heat. Maximum darkening is not possible in motor vehicles, as the windshield absorbs UV radiation.

(continued on page 4)

NEW FOCUS ON MYOPIA

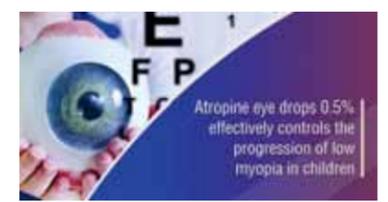
by: Dr. Graham Noseworthy

Myopia (commonly called nearsightedness) is becoming more and more prevalent around the world. It is estimated that by the year 2050 over half of the world's population will be myopic. As a result of this increase researchers have put more focus on finding ways to slow the progression of myopia in children. There are a number of different methods which have shown varying levels of success.

MiSight Daily Disposable Contact Lenses - work based on research that shows that causing the edges of a child's vision (their peripheral vision) to be out of focus can help slow the lengthening of the eye that causes myopia. The central vision is still sharp and clear for the patient and the blurring of the edges has minimal negative effect on their vision. An ongoing study has so far shown a 60% reduction in nearsighted changes in 7-12 year old children using this lens.



Atropine Drop Therapy - this is a naturally occurring drug harvested from plants (most commonly the belladonna plant). It is in the same class of drugs as the dilating drops optometrists use in their office in both children and adults to enlarge the pupil when doing eye health examinations.



Used in a very low dose, it has been shown to give up to 70% reduction in myopia without the negative side effects of dilation (blur and light sensitivity).

MyoVision Spectacle Lenses - At Focal Point we have been using these Carl Zeiss lenses for a number of years. They work on the same principle as the MiSight contact lenses in that the center of the lens is clear and crisp while the edges are defocused. These are worn as full-time glasses and have been shown to reduce myopia progression by up to 30% in children between 6 and 12 years of age and seem to be more effective if the children's parents are also myopic. If the child's prescription changes significantly within a year of purchasing these lenses, Zeiss will replace the lenses at no charge with only a minimal \$25 processing fee.

Focal Point Welcomes Dr. Daniel Klauke



Born and raised in the community of Holland Landing in the town of East Gwillimbury, ON, Dr. Klauke enjoys a small-town atmosphere.

Dr. Klauke attended the University of Windsor where he received his Bachelor of Science, graduating with honours in Chemistry. He went on to study at the University of Waterloo where he earned his Doctor of Optometry Degree in 2018. Highlights from his time in Waterloo include his Ocular Disease and Therapeutics rotation during which he discovered an interest in treating ocular disease. Dr. Klauke also enjoys working with children and ensuring they have optimal vision to help them succeed in school. Dr. Klauke has developed a love of the arts through music, theatre, and dancing. He hopes to continue having his hands in "many different pots" as he begins his career in Morden. If you don't see him in the office, he may be out at the curling club, playing volleyball, or volunteering with local theatre companies! Dr. Klauke is accepting appointments for eye health exams.

