



**FOCAL POINT**  
COMPREHENSIVE VISION CARE



www.focalpointmorden.com

FALL 2015



**MB DOCTORS OF OPTOMETRY**  
mb.doctorsofoptometry.ca

*presents*

# Set Sail to See

Chart Your Course for  
Better Vision with

**50% Off**

Your 2nd Set of  
Zeiss Free-Form Lenses\*



**25% Off**  
All Frames & In-Stock  
Sunglasses

*Friday*

**October 23**

9am to 8pm



*Saturday*

**October 24**

9am to 4pm

**Set Sail to See**

FEATURING FRAMES FROM:

**FACE A FACE**  
PARIS

**WOOW**

No Appointments Necessary  
Walk-Ins Welcome!

We can't wait to see you!  
We'll help you navigate through a  
fabulous selection of frames  
all at 25% off!  
Enjoy free refreshments on deck,  
door prizes and more!  
Watch Facebook for more details!

[Facebook.com/FocalPointMorden](https://www.facebook.com/FocalPointMorden)

**ZEISS**



**NAVIGATE  
TO PAGE 3**  
FOR MORE  
DETAILS ABOUT  
OUR EVENT

**ENTER OUR  
FREE DRAW**

**FOR AN OUTDOOR  
BEVERAGE STATION**



\*Adult and teen frames featured. Some restrictions may apply. Ask an eyewear consultant for details.

## THE PROACTIVE CHOICE FOR EYE HEALTH



Being proactive about your vision will help ensure that you enjoy excellent eye health throughout your life.

Help take care of your eyes by following these simple tips:

## LIVE AN ACTIVE LIFESTYLE AND EAT A HEALTHY DIET

Eating a diet rich in dark leafy greens, brightly coloured vegetables, fish, and eggs can greatly decrease your chances of developing cataracts and macular degeneration.

### PROTECT YOURSELF FROM EYE INJURIES

Eye injuries are the leading cause of blindness among young people. Be proactive by wearing proper protective eyewear, especially when using harmful chemicals, working in dusty or dirty environments, doing home renovations, and playing sports.

### BE SURE TO VISIT YOUR OPTOMETRIST REGULARLY

Most vision loss is preventable if detected early, but many eye diseases have no obvious symptoms. Visit your optometrist regularly for eye health exams, especially if you have a family history of vision loss.

## SOMETHING FISHY ABOUT YOUR EYE HEALTH

More and more as optometrists we advise our patients to increase their dietary Omega-3 fatty acids intake. Many of my senior patients smile and share with me that as children, their parents gave them a daily dose of cod liver oil. I am amazed at how avant-gard these parents were decades ago, but the benefits of Omega-3 fatty acid have been long known.

### WHAT ARE OMEGA-3 FATTY ACIDS?

They are a group of nutrients consisting of short chain and long chain fatty acids. The short chains are called alfa-linolenic acid (ALA) and are plant-sourced, such as walnuts, soybeans, and ground flax seed. The long chains are called eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) and are found in cold-water fish such as wild salmon, tuna, mackerel, sardines, and halibut.

### WHAT DO OMEGA-3 FATTY ACIDS DO?

They form part of the membrane around every cell in our body, affecting how all cells communicate with each other. They modulate the production of potent chemicals in our body that have anti-inflammatory properties and decrease blood clotting. They benefit us by reducing blood triglycerides, heart arrhythmias, blood pressure, and the formation of harmful arterosclerotic changes in vessels. A diet rich in Omega-3s decreases cardiovascular disease, diabetes, depression, ADHD, cancer, and Alzheimer's disease, and decreases inflammation in chronic diseases such as arthritis, asthma, and Crohn's disease.

### HOW MUCH DO I NEED?

Essential fatty acids must be consumed through food or supplements because our body is not able to self-manufacture these nutrients. However, our absorption of Omega-3s is affected by our Omega-6 intake (found in vegetable oils, shortening, and margarine), which is very high in the Western diet.

Optimally our Omega-6 versus Omega-3 ratio should be 2-5:1; however in a typical Western diet this ratio can be 15:1 to 30:1. We can improve the benefits of Omega-3s to our body by increasing our Omega-3 intake and decreasing our Omega-6 intake to an appropriate level.

You can increase your Omega-3 intake by consuming fish rich in Omega-3s two times per week. Omega-3s are related to the algae the fish eat, so wild fish is always a better source than farmed fish. Generally the colder the water the fish live in, the more potent the Omega-3 benefit.

Some people don't like fish or are concerned about mercury levels in some fish high in Omega-3, so an Omega-3 supplement is a good option. When determining how much to take, read the product label.

We typically advise patients to consume 1000mg of combined EPA and DHA via supplement per day, and it is important to take it with food for appropriate absorption.

### WHAT DOES OMEGA-3 DO FOR THE EYE?

The eye is just one piece of the human body, so what benefits the body will benefit the eye (especially in light of the rich and dense blood supply in the eye). Studies have confirmed the benefit of Omega-3 in eye dryness, and studies are ongoing to determine its role in decreasing the presence and progression of macular degeneration.

If you have more questions about the benefits of Omega-3 fatty acid to your eye health, please ask your optometrist.



**Dr. Cynthia Magarrell**  
*Optometrist*



# Set Sail to See

Friday  
October 23  
9am to 8pm

Saturday  
October 24  
9am to 4pm



Enjoy Complimentary  
Refreshments On Deck  
Provided By  
**Whitecap**  
Coffee

## Free, Bold, Colourful, Face à Face's Style Has a Real Character

FACE A FACE  
PARIS  
[faceaface-paris.com](http://faceaface-paris.com)



Face à Face's French designers Pascal Jaulent and Nadine Roth are two of the most recognized and revered artists in the world of designer eyeglasses. They play with volumes, shapes, material, and textures to create stunning pieces. Face à Face is known for its contemporary, daring shapes and innovative colour combinations drawn from the designers' passion for unique architecture and high fashion. The frames express themselves through a unique colour range which is a true Face à Face trademark.

Face à Face is jewelry for your eyes and face - the one accessory that everyone will immediately be attracted to. Face à Face eyewear will reveal your personality and underline the boldness and modernity of an independent, creative object of design.

## Who Would Have Thought Your Frame Could Be So Talkative?

WOOW eyewear cares about you and brings you UP a little more everyday with messages hidden behind your ears...The WOOW collection has been imagined by Nadine Roth and Pascal Jaulent, co-founders of FACE à FACE. Between traditional and casual, chic and off-beat, with a "trendy London" feel, the WOOW style will speak to all women and men with a sense of humour. The little message inserted in the end tip of the frame will make the wearer smile first thing in the morning. Captions like "Must Have", "So What!", and "Keep Cool" speak to the wearer's frame of mind.



# EYE INJURY? Visit Your Optometrist

Many people don't think to call the optometrist when faced with an eye injury or infection. A 2014 study of 2,000 Canadians conducted by Mustel Research found that 49 percent of people would seek treatment from their family doctor for itchy or red eyes, and more than 50 percent would visit a family doctor or ER for a foreign body stuck in the eye. Less than 20 percent knew they could turn to their optometrist first.

"Many people simply don't realize that optometrists have the specialized training and equipment to treat a range of acute eye conditions, or that most can see patients the same day if the matter is deemed urgent," says Doctor of Optometry Tony Wong. "The majority of Canadians end up at their local emergency department every year with eye conditions that could be quickly and effectively treated by their optometrist."

A trip to the optometrist doesn't require a referral. In most provinces, many urgent eye conditions are covered by the provincial health insurance plan (coverage varies depending on where you live, so check with your optometrist office for more details).

Source: Manitoba Doctors of Optometry newsletter

## Bill C-313:

Government and Vision  
Health Professionals  
Working Together to  
Protect Eye Health



Vision health professionals commend the Federal Ministry of Health and Health Canada on their decision to advance regulations that will require the same medical device safety standards for non-corrective or “cosmetic” contact lenses as prescription or corrective contact lenses, in accordance with Private Member’s Bill C-313, An Act to Amend the Food and Drugs Act.

“Cosmetic” contact lenses are used to change the colour or appearance of the eyes and are typically sold by costume and cosmetic retailers. Concerns raised about these products included: the lack of information available at the point of purchase on appropriate use and care; contact lenses are not a one-size-fits-all product; and not everyone is a candidate to wear contact lenses. Improper use or an ill-fitting contact lens will present a variety of eye health risks that may include corneal scarring, abrasions, and ulcers, which can lead to permanent vision loss if left untreated.

The new regulations are set to come into effect July 16, 2016.

## LENS REPLACEMENT PROGRAM

Our newly introduced **Lens Replacement Program** offers an optional “no questions asked” warranty on Zeiss lenses. The initial cost is \$25 for one year or \$45 for two years of coverage. That fee covers the replacement of each lens one time only for up to two years. This is an extended warranty intended for any accidents and major scratches caused by life’s little mishaps.

We will continue to warranty our Zeiss lenses for manufacturer defects for one year regardless of whether the extended warranty is purchased.



THE OTHER HALF OF  
THE EQUATION...  
CHILDREN'S  
2<sup>ND</sup> PAIR  
PACKAGES NOW AVAILABLE



- OPTION 1: CLEAR + SUNGLASSES = \$329
- OPTION 2: CLEAR + CLEAR (BACKUP PAIR) = \$329
- OPTION 3: TRANSITIONS + SUNGLASSES = \$379
- OPTION 4: CLEAR + TRANSITIONS = \$379
- OPTION 5: TRANSITIONS + TRANSITIONS = \$379

One of the best ways to ensure your child succeeds in school is to make sure they can see properly. Manitoba Health covers the cost of children’s eye exams until age 19. Focal Point offers your child’s first Optomap scan at no cost. Bring your child into Focal Point for a comprehensive eye health exam, and take advantage of our special pricing on Children’s Packages.

# YOU HAVE AMAZING EYES!

The eye has over 2 million moving parts

You blink about 15-20 times in a minute

Seeing is so important that it takes up more than 50% of the brain’s functionality

Humans can see more shades of green than any other colour

You CAN sneeze with your eyes open!

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COMPREHENSIVE VISION CARE

### 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  
Thursday 8:00 am - 8:00 pm  
Friday 8:00 am - 5:30 pm  
Saturday 9:00 am - 12:00 pm

### OPTOMETRISTS

Dr. Earl Lautenschlager   Dr. Tio Bellisario   Dr. Cynthia Magarrell   Dr. Crystal Henderson   Dr. Brooks Barteaux   Dr. Graham Noseworthy   Dr. Jessica Lautenschlager

Ph: 204-822-5478   Fax: 204-822-6740  
Boundary Trails Place, 32 Stephen St. Morden, MB. R6M 2G3  
email: eyedoc@mymts.net   website: www.focalpointmorden.com



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