



FOCAL POINT  
COMPREHENSIVE VISION CARE



www.focalpointmorden.com



SPRING 2014

# FOCAL POINT'S ACCESSOR EYES EVENT

No appointments necessary  
Walk-ins welcome!

MAY  
22 & 23  
THU FRI

9am-8pm

25% off ALL  
FRAMES  
9 IN-STOCK  
& SUNGLASSES

SAVE  
50% off your 2nd set of  
Zeiss  
digital lenses  
SINGLE VISION OR  
PROGRESSIVES

ENJOY REFRESHMENTS FROM  
Jonny's Java



Let's talk about your wardrobe accessories. You can never have too many pairs of shoes! After all, they all serve a different purpose, whether due to style or function. We would never expect one pair of shoes to work in every situation - but we expect one pair of glasses to serve all our vision needs! We want to work on our computers and handheld devices like tablets and smart phones. We're active in our leisure activities that require sun protection. Our hobbies require yet another working distance for our eyes. Yet we expect one pair of glasses to work in every setting and circumstance!

In the same way you tailor your footwear and accessories for a variety of lifestyle needs and fashion preferences, we invite you to "AccessorEyes" your eyewear. (See more inside...)



## OptometR\_xist

Legislation allowing Manitoba Optometrists to administer and prescribe drugs to treat eye infections and eye-related diseases means Focal Point's doctors now provide even more comprehensive eye health care.

## Healthy Eyes. Doctor Delivered.

Our office also provides a wide assortment of eye health pharmaceuticals at competitive prices.

See Inside for Details.

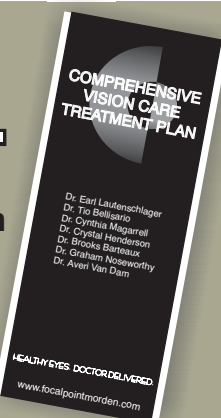
## Tell Us A Little About Yourself...

Introducing Our **NEW**  
Comprehensive Vision  
Care Treatment Plan

### Why all the questions?

"Lifestyle dispensing" is a concept that allows us to ensure we fit you with vision solutions to complement the way you live! Through a short lifestyle analysis questionnaire, we invite you to think of all the ways you use your eyes, and in what environments. We ask you about your occupation, hobbies and special vision needs. We make sure all of our patients have some form of UV protection. Your optometrist then works with you to prioritize your vision and eye health needs. He/she recommends suitable lens styles, tints, prescription drugs or eye health pharmaceuticals to maintain or enhance your sight.

Then one of our eyewear consultants works with you to address your optometrist's recommendations. We use the information you and your optometrist provide us to determine your primary vision requirements for everyday, work and leisure, and meet those needs with the proper lenses and frames. We identify key features related to material, design and lens enhancements. Once we have a plan tailored to you, we work with you to complete your plan at the pace that suits you!



## NEW TECHNOLOGY

# Multi-spectral Imaging (MSI)

Now Part of Focal Point's Standard of Care

### Why Are There So Many Diagnostic Exams?

Diagnosing eye disease is not always easy. This is why comprehensive eye examinations are essential to maintaining and possibly improving your vision, your family's vision and overall body health. In order to diagnose threats to eye health and vision in their early stages, Focal Point strives to provide you with leading edge technology and products.

### Why The Eye?

The eye is the only area of the body where blood vessels and nerve fibers can be observed directly, giving an indication of your current state of health.

Now Multi-spectral Imaging (MSI) offers another method for early diagnosis and monitoring for progression and complications related to eye diseases like Glaucoma, Age Related Macular Degeneration (ARMD) and Diabetic Retinopathy. The Multi-spectral Imaging camera provides your optometrist one of the most comprehensive eye examination tools available, aiding in early detection and on-going management of vision threatening conditions. This non-invasive instrument adds a new set of capabilities for retinal imaging through the expansion of the range of light used to take the image and the flexibility to use each of these specific light waves separately. That is where the term "multi-spectral" comes from. The instrument has been designed to operate over twice the range that is available with traditional retinal photography. This wide range allows for the progressive examination of different depths in the retina and below the retina... like looking at layers of a cake.

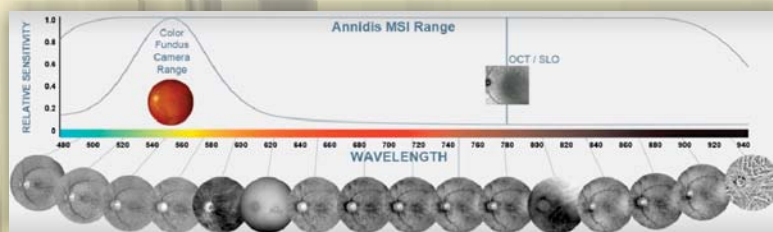
The MSI camera adjusts to you and uses a more comfortable light flash than standard retinal cameras. The process only takes a few minutes. The report generated from the MSI

software includes high resolution images that help your optometrist work with you to manage your health. The MSI photos along with your Optomap Retinal imaging are part of your comprehensive eye health exam.

### Why do you need our current Optomap Image AND the new MSI image as part of your eye health exam?

Simply put, the Optomap screens the peripheral area of your retina while the MSI looks at *multiple retinal layers*.

The imaging allows "record portability" and standardization to make the transfer of information to other health professionals or ophthalmologists an easy process.



Patented multi-spectral images are produced by this new retinal camera

For more information about the MSI retinal camera, talk to your optometrist or visit: [www.annidis.com/page/patients](http://www.annidis.com/page/patients)

According to The Canadian National Institute for the Blind (CNIB) researchers estimate over one million Canadians are living with blindness or significant vision loss - 69,000 in Manitoba and Saskatchewan.

(Vision loss is defined as a significant reduction in a person's sight that cannot be fully corrected by glasses or contact lenses.)

# Optometrist Recommended!

Over-the-counter Options to Help Your Eyes Stay Healthy, Comfortable and At Their Best!



**Eye Supplements** can help you get enough valuable nutrients (Vitamins, minerals, healthy fats etc.) you need each day for healthy eyes. These nutrients combined with a good diet ensure you get all the nutrients you need

to maintain good eye health.

Supplements are commonly prescribed to treat dry eyes (Omega-3 fatty acids) and Macular degeneration (Vitalux Advanced AREDS with or without Omega-3).



**Ointments** soothe and comfort dry, irritated eyes. Since they are thicker they will blur your vision and are thus often prescribed for overnight use. They are often prescribed in more moderate to severe cases of dry eye.

as a kit with foam and cleansing pads. The products available at our office are pH-balanced and hypoallergenic, making them safe for contact lens wearers.



**Compresses.** Easily warmed in the microwave, these compresses contain hydrating Medibeads,

providing moist, soothing heat therapy for dry eyes associated with meibomian gland dysfunction (clogged oil glands in your eyelids). Hot compresses are often prescribed for daily use.



**Eyelid Cleansing Products.** Dry, Scratchy, Irritated Eyes? The problem may not be your eyes, but rather your eyelids. Redness, swelling, itching, burning and crusting are symptoms commonly

associated with Blepharitis, an inflammatory condition that affects the eyelid along the lid margins/eyelash follicles. Cleansing products are prescribed for daily eyelid hygiene to remove oils, debris, bacteria, and makeup from the eyelids and eyelashes. These products are commonly available in the form of pre-moistened towelettes or



**Artificial Tears and Lubricant Gels** are used to treat dry eyes and irritation associated with deficient tear production or occasional dryness. Newer versions of these drops improve tear film stability and have been

formulated to stay on the surface of your eye longer. Your optometrist can determine which drop or gel is best suited for you.

While these products are widely available, please seek the advice of your optometrist before using them.

*Focal Point offers a variety of over-the-counter products in our at competitive prices, often offering a discount coupon. Many of these solutions are also available in trial sizes through our office.*



**MAY**  
**22 & 23**  
THU & FRI

FOCAL POINT'S  
**ACCESSOR  
EYES**  
E V E N T



Heather and Danny are back! Many of our patients will recognize Heather Leckie and Daniel Laoun, our representatives from Georges et Phina who will be working alongside Focal Point's eyewear consultants to help you choose your new look. Also joining our team for the event will be Andreja Minovec of Ramassia, representing Anne et Valentin frames. Nobody knows these frames better!

TRY THESE DOOR PRIZES ON FOR SIZE!



**ENTER  
TO win!**  
one of 12  
"Little Black Dress"  
hanging jewellery  
organizers.



**APPELT'S**  
A Mens & Ladies  
**FOSSIL** watch  
from Appelt's

**\$200**  
Shopping  
Spree from



**Bushnell**  
Excursion Ex  
Binoculars

*Anne & Valentin*

Anne & Valentin's frames are much more than simple accessories. Now, they won't go as far as calling them pieces of art but can promise, that their collections are filled to the brim with must-haves, that their models steer clear of fashion diktats and pave the way beyond trends. Anne & Valentin's make eyewear that makes heads turn.

**MUNICEYEWEAR**

"in synch with fashion"! Eyeglasses should fit as perfectly as shoes, a handbag and a belt fit an outfit. In the time of careless mass production, people seek handmade feels and dedicated finishing. This attention to detail inherent in all MunicEyeWear frames, receives international recognition.

**VANNI**

"a trend-setter of taste, an innovator in constructional technique and an unceasing pursuer of enhanced quality and comfort".

[www.georgesetphina.com](http://www.georgesetphina.com)

[www.anneetvalentin.com](http://www.anneetvalentin.com)

Visit these websites to "browse" the frame lines featured during our event.

FEATURED FRAMES

## Clearing Up Some Grey Areas About Self-tinting Lenses

Often referred to as "photo-grey", "darkening", "light-adaptive" or "variable tint" lenses, photochromic lenses darken automatically when exposed to sunlight and lighten again when you return indoors. They are sometimes mistakenly called "Transition lenses" (which is actually a brand name), but there are many brands of photochromic lenses offered by different lens manufacturers. One of the drawbacks of past versions of these lenses was their tendency to remain slightly tinted indoors. The new generation of these lenses are much improved from those of your parents or grandparents.



They now become completely clear indoors without residual tinting. There is a misconception that photochromic lenses darken under bright lights or in a well-lit room, but this is

false. The molecules causing these lenses to darken are triggered or activated by ultraviolet rays from the sun. (That's why they don't typically activate indoors or in your vehicle which has UV protection in the windshield/windows.) That is

also why they darken to a lesser degree on an overcast day, when cloud cover results in lower UV levels. Regardless of whether they are dark or clear, photochromic lenses offer 100% protection from the sun's harmful UVA and UVB rays.

### So what's new? Photochromic (self-tinting) sunglasses!

These lenses are primarily for outdoor wear and are not clear indoors as other photochromic lenses, but they provide extra comfort in bright sunlight and behind the wheel:

**Transitions XTRActive** - Darker than previous versions (both indoors and outdoors) for wearers who are light-sensitive indoors and desire a darker lens when driving and outdoors. Available in gray tint only.

**Transitions Vantage** - These lenses have a light tint indoors and become polarized as they darken outdoors for greater glare control in bright, reflective conditions. Transitions Vantage lenses do not darken inside a vehicle, however. Available in gray tint only.

**Transitions Drivewear** - These are polarized sunglasses specifically designed for optimum driving vision in variable daylight conditions. Depending on lighting conditions, Drivewear lenses change from green/yellow to copper to dark red/brown. Because they remain significantly tinted **at all times**, these photochromic lenses are not recommended for indoor or night-time wear.

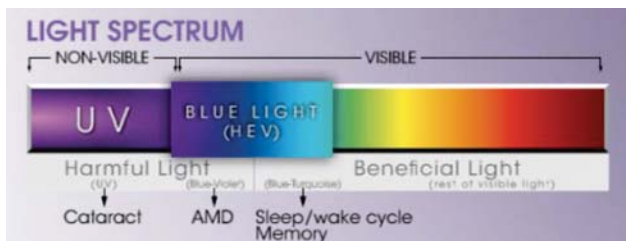
# The Light of Your Life... Ultraviolet and Blue Light

By Tio Bellisario O.D.

**UV light** is part of the non-visible light spectrum that we are exposed to every day we're in the sun. It can cause damage to our eyes, particularly the cornea and the lens. The cumulative effect of UV exposure can contribute to cataracts, and has the potential to cause pinguecula and pterygium (growths on the conjunctiva/cornea). UV light is also responsible for 90% of visible premature aging of the delicate skin around our eyes.

**Blue light**, which is part of the visible light spectrum, reaches the deeper tissues in the eye. Its cumulative effect can cause damage to the retina. Blue light has been implicated in the development of age-related macular degeneration (ARMD). The severity of blue light exposure varies, depending on the time of day, the location and the season. Despite its potential to damage our eyes, light helps us to see better. It allows us to perceive contrast and colours. It also helps with various non-visual functions of the body. For example, light helps to regulate our sleep/wake cycle, which in turn helps to maintain and regulate memory, mood and hormonal balance. It is also responsible for the production of Vitamin D which helps "fix" calcium to our bones and can improve skin pathologies like psoriasis.

## THE DANGER ZONE



UV light affects the front of the eye (contributing to cataract formation), while blue light causes damage to the back of the eye (increasing the risk of AMD). With an increase in the use of digital devices and modern lighting such as LED lights and compact fluorescent lamps (CFLs) we are exposed to a high level of blue light. (CFLs contain about 25% of harmful blue light and LEDs contain about 35% of harmful blue light. Interestingly, the cooler the white LED, the higher the blue proportion. By 2020, 90% of all of our light sources are estimated to be LED lighting.) That means our exposure to blue light is everywhere and only increasing!

A study conducted in 2008 discovered a band of visible **blue-violet** light that causes the maximum retinal cell death. Our eyes are exposed to various sources that emit this **blue violet light** (e.g., the sun, LED lighting, CFLs). Combine that with the use of tablets, TVs, computer screens and smart phones, and there's no doubt our exposure to blue-violet light is on the increase. This cumulative and constant exposure to the blue-violet light has the potential to cause damage and eventual death of retinal cells, and possibly leading to ARMD. When it comes to blue-violet light from screens, generally the smaller the screen the more blue light is emitted. More research is taking place to determine the long term effects of increased blue violet light exposure.

## THE GOOD SIDE OF BLUE LIGHT

Not all blue light is bad. The labeled

blueturquoise

light range is

essential to our

vision, the function of our pupillary reflex, and in general to human health. It also helps to regulate our Circadian sleep/wake cycle. Exposure to blue light in the form of "light therapy" has been used in treatment for depression.

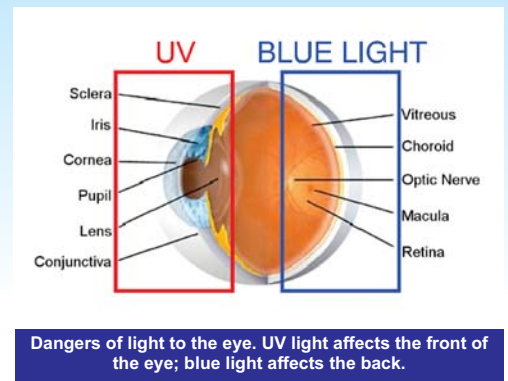
## PROTECTION FROM UV AND BLUE-VIOLET LIGHT

A simple solution to guard against **UV light** would be to wear 100% UV protective sunglasses. However, UV enters our eyes from all directions, so covering our eyes from the front is only partially effective. That's why wearing a wide-brimmed hat or a wrapped sunglass frame is recommended. It's also important to note that in regular clear glasses, only hi-index lens materials provide UV protection.

Protecting from **blue light** is a little trickier. How can we block the harmful blue rays of light but allow the helpful blue rays to penetrate through to the eye? Anti-reflective coatings with high reflectance in the blue end of the light spectrum have recently been introduced. They behave like a flash mirror for blue light. These AR coatings reduce blue light transmittance by 10 to 20% compared to clear AR-coated lenses, and are often marketed as "comfort lenses" for use with computers and other digital devices.

Be aware that any lens that blocks significant blue light will make objects and the environment appear more yellow, possibly distorting colours. Yellow (Gunnar) lenses have proven to be the most effective in filtering out harmful blue light while offering an enhancement in contrast and visual performance.

There are also brown photochromic lenses that filter out 10 to 20% of blue light indoors and darken outside to block even more.





# FOCAL POINT

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  
Thurs. 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. Averi Van Dam
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