



FOCAL POINT
COMPREHENSIVE VISION CARE



focalpointmorden.com SPRING 2015

FOCAL POINT'S
ACCESSOR EYES
EVENT

APRIL
Fri 10 9AM - 8PM
& **Sat 11** 9AM - 4PM

25% off ALL FRAMES and in-stock sunglasses

50% off Your 2nd Set of ZEISS free-form lenses

Fabulous Door Prizes, including a Keurig® Coffee Machine

Featuring Jonny's Java

Walk-ins Welcome,
No Appointments Necessary

Look in your closet....
Your wardrobe is made up of clothing and accessories for a variety of activities. Something for work. Something for outdoor activities. Other pieces for sports. Dressy clothes. Office clothes. One outfit would never work for every circumstance!
Now let's talk about your glasses. Do you wear the same pair for playing sports, going to work, and for all your hobbies? Do you find one pair of glasses works for every task you do? Probably not! It makes more sense to tailor your eyewear!
Aside from the "fashion end" of needing more than one pair, are you aware there are different lenses for different vision requirements? Our AccessorEyes Event makes it affordable to expand your eyewear wardrobe, with savings of 25% off a variety of very affordable frames! We combine that with BOGO 50% off your 2nd set of Zeiss free-form lenses - suddenly owning more than one pair of glasses is more than affordable!

EXPAND YOUR **EYEWEAR** WARDROBE

We will be featuring these exciting designers at the AccessorEyes event, with frames to fit every style! Visit our website or Facebook page for photos and more information.

Dior ♠ **kate spade**

FENDI **MARC JACOBS**

GUCCI **JIMMY CHOO**

Saturday Appointments Available!
We now offer eye health exams for adults on Saturdays.
Call (204) 822-5478 or book online at www.focalpointmorden.com



Follow Us on Instagram!
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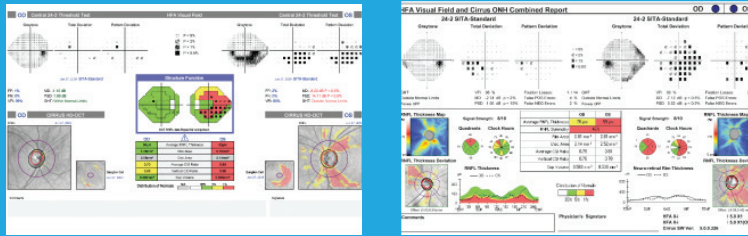
SEE FOR YOURSELF



At Focal Point, we take pride in being leaders in vision care technology. To ensure you receive the most comprehensive eye health exams and vision care possible, your optometrist may recommend the following instrumentation as part of your experience:

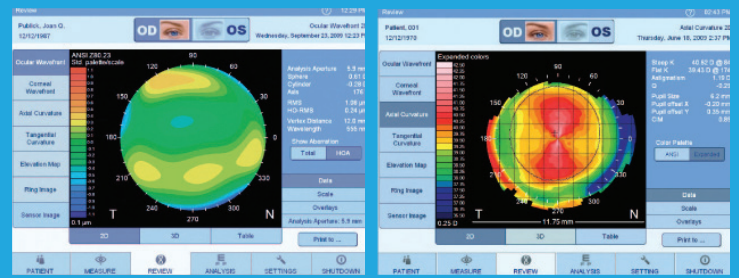
OCT Device (Optical Coherence Tomography)

Using laser light to produce a highly detailed cross-section of the various tissues inside the eye, the OCT device is much more effective in detecting and managing glaucoma, macular degeneration, retinal damage, and complications from diabetes than traditional methods.



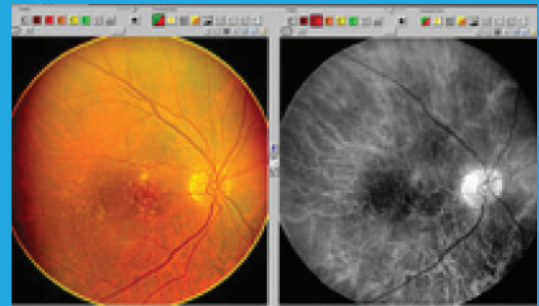
iProfiler

The iProfiler enables your optometrist to measure your prescription to 1/100th of a dioptre, providing the most precise, balanced prescription and offering crisper, brighter vision, especially at night.



MSI Device (Multi-Spectral Imaging)

The MSI device uses various spectrums of light to view the individual layers of the retina to provide earlier detection of potentially threatening conditions such as macular degeneration, glaucoma, diabetes, and hypertension.



A Closer Look at Eyelid Twitching

Do you ever experience eyelid twitching? Almost everyone has experienced these involuntary twitches of the eyelid at one time or another. The medical term for this is *Eyelid Myokymia*. In most cases, it's just an annoyance that is harmless.

What Causes Eyelid Twitching?

Certain situations and various behaviours can exacerbate these irritating eyelid tremors:

Stress - Eyelid twitching can be a manifestation of stress. The best solution is to deal with the source of stress, eat healthy food, and get regular exercise.

Fatigue - Along with low energy and lots of yawning, fatigue can also result in eyelid twitching. Try to rest your eyes and get more sleep.

Dry eyes - Aging, taking certain medications, or wearing contact lenses can cause dry eyes and also result in eyelid twitching. Your optometrist can help you find a solution, such as eye moisturizing drops or contact lenses designed specifically for people with dry eyes.

Tired eyes - If you have experienced a deterioration of your eyesight or if you're spending too much time in front of your computer, your eyes can get tired and start twitching. Having an eye exam or wearing eyeglasses for computers could remedy the problem.



Tobacco, alcohol, and caffeine - Consuming any of these stimulants or depressants can cause eyelid twitching. Decreasing your consumption of these products will reduce your symptoms.

Eyelid twitching generally disappears within a few hours or a few days. If it lasts longer than two or three weeks and is continuous, or spreads to the face, it is best to consult your optometrist. Although it is generally harmless, in rare cases the twitch may be the sign of a more serious problem.

The next time you are the victim of that little oddity of eyelid twitching, de-stress and get some rest; your eyelids should once again keep still. And if you have any doubts or further concerns, schedule an eye health exam.

Source: www.yip.ca

Try These On For Size...

During our eyewear event, we remove all of our regular inventory from our gallery, then fill it with the latest frame releases in Ladies' Wear and Men's Wear from our invited vendors. This year, SAFILO will be providing a huge selection of styles from frame lines like GUCCI, Kate Spade, Fendi, and more. At 25% off, these frames will offer affordable options for expanding your eyewear wardrobe!



Do You Have This in Blue?

During our event you'll be able to see entire frame lines in all of their colour options!

BOGO

Buy a 2nd pair of Zeiss free-form lenses and save 50% off your lenses as well as 25% off your frame!

Off the Rack

Don't forget...all in-stock sunglasses will also be 25% off.



Visit focalpointmorden.com or our Facebook page for a sneak peek at more featured frames!

Ordering Eyeglasses Online: Convenient or a Reason for Concern?

Shopping for eyeglasses online certainly offers convenience from the comfort of your home. Armed with a prescription from your optometrist, ordering online can be quick and inexpensive. But be wary: ordering a pair of glasses online is not as easy as buying clothing. Every pair of eyeglasses must be custom-fitted to your face and your particular prescriptive needs. It's important to work together with your optician to ensure a proper fit.

A recent study conducted by the American Optometric Association discovered that nearly half of all glasses ordered online either contained an inaccurate prescription or didn't meet safety standards designed to protect the eyes.

Out of 200 pairs of glasses ordered from the most popular online vendors, only 154 pairs were re-

ceived. Several pairs were delivered incorrectly, such as single vision instead of bifocals, or lens treatments that were added or omitted. Nearly three out of ten pairs had at least one lens that failed to meet the required prescription, and 23 percent of the lenses failed impact resistance testing, which highlights a major safety issue. Children's glasses performed even worse, with 29 percent failing impact testing.

Take the best care of your eye health by purchasing your eyeglasses from a licensed optometrist. They will help ensure that your eyeglasses are the right lens material and prescription, have the proper protective coatings, and fit your face comfortably. They can also ensure they are an attractive style that complements your face shape and colouring so you can see and look your best.

Source: www.aoa.org.

Welcome Dr. Jessica

Focal Point is pleased to welcome Dr. Jessica Lautenschlager to our team of Optometrists. While she is already seeing patients (including Saturday morning appointments), she is accepting new patients for eye health exams.

Dr. Lautenschlager was born and raised in Morden. After graduating from Morden Collegiate Institute, she pursued an undergraduate degree in

Science at the University of Waterloo. She completed her Doctor of Optometry degree from the University of Waterloo in 2011 and began practicing in Airdrie, Alberta.

Dr. Lautenschlager is a familiar face at Focal Point, where she worked as an optometric assistant each summer for eight years throughout her schooling. She is excited to return to the office and work with the staff she knows well. She also looks forward to getting reacquainted with the community and forming new

relationships with her patients.

In her spare time Jessica enjoys traveling, and has travelled extensively throughout Europe, Australia, and South Korea. She also enjoys scrapbooking, playing softball, and baking. Her recent engagement is keeping her busy with wedding preparations, as she and her fiancé are planning a destination wedding.

Schedule your eye health exam with Dr. Jessica today by calling our office at 204-822-5478 or book online at www.focalpointmorden.com



Zeiss Technology Provides Everything Our Eyes Need in Today's World



One of the main trends in today's world is the increased use of digital devices. Interaction with computers, mobile phones, and tablets has become embedded in our business and personal lives over the past few years.

The reading distance when using digital devices is closer than with books or any other print media. Eye movements are fast and dynamic, from near to far and back, all day long. This must be taken into consideration in order to avoid severe eye strain, fatigue, and unnatural head and body posture.

Today's progressive wearers need a progressive lens that gives them outstanding vision in the real world and the digital world. ZEISS Progressive Precision Pure meets both needs with ZEISS Digital Inside technology and full prescription

customization – supported by ZEISS Precision Technology for enhanced clarity, faster refocusing, and optimal lens aesthetics.

The World's First Digital Inside® Technology

The world's first Digital Inside™ Technology responds to the increased digitization of our lifestyles. The near zone is extended vertically and horizontally for comfortable reading of all media – printed materials, computers, cell phones, and tablets.

ZEISS Progressive Precision Pure with Digital Inside Technology optimizes vision for both conventional and digital reading needs. With a wider, deeper near zone, wearers can comfortably read both conventional and digital materials without physical or visual strain.

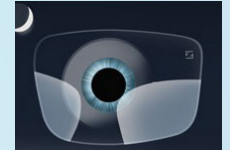


Patients enjoy natural head and body posture without struggling to find clear focus for reading handheld devices.

Luminance Design™ Technology ensures pupil size optimization for the best natural vision day and night.



Small pupil during the day



Large pupil during the night

ZEISS Progressive Individual 2 provides comfortable, clear vision in every kind of light, both day and night. Using patented Luminance Design Technology, ZEISS Progressive Individual 2 factors in patient pupil size in varying light conditions to optimize the design for all-day wear.

In addition, unlike conventional progressives, ZEISS Progressive Individual 2 incorporates ray trace calculations for entire bundles of light rays across the pupil, rather than single rays, delivering more complete data for perfecting the design.

The result is a more natural vision experience and greater clarity for lens wearers, whether in bright or low light conditions.

Style & Function

On average, I spend a minimum of eight hours per day looking at a screen. Whether it's my desktop computer, tablet, or smartphone—that's where my job is, so that's where my eyes are.

I've always been a thrifty shopper where I felt it was appropriate. Being unaware of the effects proper (or improper) lenses can affect my vision and other aspects of life, I never felt the need to go beyond shopping for cheap frames and lenses online.

I realized that I was shrugging off the fact that by 5 o'clock every day I had a stiff neck, sore eyes, and the occasional headache. I decided to do something about it and research where this pain was coming from. All signs began to point to my eyes. It turns out that \$10.99 plus shipping isn't much of a deal when your health is being affected.

I turned to Focal Point for advice. They gave me an extremely detailed

eye exam, offering me a much more accurate prescription. The lenses they found for me suited my lifestyle of being exposed to screens on a constant basis. The selection of frames was astounding! I loved the enthusiasm that they shared in wanting to provide me with frames that suited my style. They took the time to ensure the frames I chose not only looked great, but fit me flawlessly.

Flash forward months ahead and you will find a 27 year old with no more screen headaches, no more sore eyes—not to mention glasses that suit both my style and my way of life.

Mike Burnard
Marketing
Consultant



Did you know...
you can schedule an appointment online? Simply visit our website
www.focalpointmorden.com



HOURS OF OPERATION

May to August	September to April
Mon. - Wed. 8:00am - 5:30pm	Mon. - Wed. 8:00am - 5:30pm
Thurs. 8:00am - 8:00pm	Thurs. 8:00am - 8:00pm
Fri. 8:00am - 5:30pm	Fri. 8:00am - 5:30pm
	Sat. 9:00am - 12:00pm

OPTOMETRISTS

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

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