



Morden: 204.822.5478

Eye Can Boogie



Focal Point has just celebrated our 50th anniversary! We are honoured to have been your eye health care provider since 1970!

Focal Point invites you to boogie into fall at our upcoming eyewear event! Join us on October 13, 14, and 15 by booking an appointment! As always, we will be removing all in-stock frames, and replacing them with fresh styles from DIOR, Tom Ford, Kenzo, and Stella McCartney! Receive 25 percent off all frames; take an additional 50 percent off any additional Zeiss free-form lenses... nothing but good vibes!

Have you had your eye on a far out pair of computer lenses, or a groovy pair of sunglasses? Our Fall event is the perfect time to get a second pair with great deals on these iconic frame lines and lenses!

Need an updated prescription? Our team of doctors will be available for comprehensive eye health exams during the event. Get your groove on and book an appointment to attend our annual Fall Eyewear Event!



**October
13-15**

Wednesday 5:30pm-8pm

Thursday 8am-8pm

Friday 8am-8pm

25% off all frames

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

By appointment only

Call 204.822.5478

COVID safety measures
will be followed

Masks required



Watch for more details

Welcoming DIOR

Focal Point has had the pleasure of introducing the Christian DIOR frame line to our eyewear gallery. Now one of the most recognized brands on the globe, DIOR is a leader in elegant design and quality craftsmanship. From his first show, Christian Dior designed his collections like painstakingly structured and intelligently thought-out buildings. Including his childhood, he had many other influences: flowers, colours and art all helped, in their own way, to build a legacy that the House of Dior upholds, and its artistic directors reinterpret today, in order to preserve this timeless and inimitable attitude. We are proud to be one of the only practices in Manitoba to carry this exceptional line of optical and sunglass frames. Book your appointment to see our latest collections!





Supporting Local is our Focus

Focal Point celebrated its 50th anniversary in 2020! Since 1970, we have had many amazing opportunities to support local businesses and community events to help grow the local economy. Here are some highlights from the past year:

OUR MISSION AND VISION

We live in and care for the communities we serve. For over 50 years our owners and team of optometrists have believed in providing comprehensive eye care locally.

We have invested in technology that allows us to better diagnose, treat, and care for our patients ocular health. We strive to provide a wide selection of frames, lenses and contact lenses for all your vision care needs.

Our optometric practice sets the standard for state-of-the-art optometric offices in Manitoba. Our staff consists of 3 Licensed Contact Lens Opticians, 4 Certified Ophthalmic Opticians, and numerous Canadian Certified Optometric Assistants. Their primary job is to provide our patients with the best, most personal eye health care available. During decades of practice (1970), we have implemented the latest innovations in instrumentation, techniques and products.

We are happy to announce that five team members have registered and will be taking the CCOA (Canadian Certified Optometric Assistant) course this year!

YOUTH FOR CHRIST EXPANSION PROJECT

In February 2021, Carman Vision Services had the pleasure of raising money for the Back Door Youth Centre Expansion Project. A portion of every frame sold at Carman Vision Services was donated, alongside the generosity of Dr. Brooks Barteaux who also made a donation when inspired by the initiative!

In July 2021, Focal Point and Dr. Jessica Lautenschlager contributed to the Altona Youth For Christ expansion project by donating a portion of every frame sold by Dr. Jessica Lautenschlager in the month of July.

These youth centres have been caring for the students of Carman, Altona and the surrounding areas for many years and the non-profit organization plays an active role in the community, providing a safe place for students to drop-in and feel cared for.

When asked why they chose to contribute, owners Dr. Jessica Lautenschlager and Dr. Tio Bellisario gave the following statement.

"The importance of having a community, or a place to belong, became very evident to all of us throughout 2020/2021. We felt that these youth centres provide the young people in the area a sense of community, and a safe space in difficult times. We're happy to have been a part of this initiative."

SPREADING CHRISTMAS CHEER... COVID-STYLE!

In lieu of a Christmas party, Focal Point owners Drs. Tio Bellisario and Jessica Lautenschlager presented each member of the Focal Point team a gift card to a local small business of their choosing. The small business community has been hit by the restrictions brought on by COVID-19. It's our hope that by doing this, we can help other local businesses ride out the wave.

20 DAYS OF PAYING IT FORWARD

"Pay it Forward May is a great initiative organized by the Morden Area Foundation to help spread kindness within our local community. The COVID-19 pandemic has unfortunately caused mandated business closures throughout the province. We as an office were fortunate to be able to remain open and continue to care for our patients."

We felt that not only was it important to spread a little cheer with Pay it Forward May but to try and support local businesses who have had a tough year."

Drs. Jessica Lautenschlager and Tio Bellisario

Following the restrictions in May, we felt compelled to use Pay it Forward as an opportunity to support local. Our team enjoyed the "buy local" gift cards for Christmas so much, we decided to do it again in May. This time we purchased 40 gift cards from affected businesses in the area, including Morden, Winkler, Carman, Miami, and Manitou, and distributed them out at random.

EVERY CHILD MATTERS

2021 has been a very eye opening year in many ways. The team feels it is important to stand with the Indigenous communities as more awareness is being brought to light with our country's history. With acknowledgement for the National Day For Truth and Reconciliation, Focal Point owners Drs. Tio Bellisario and Jessica Lautenschlager purchased orange shirts for the team with proceeds going to the Orange Shirt Society and the Indian Residential School Survivors Society.

"I have seen the generational impacts of residential schools and I feel incredibly humbled to be a part of a great organization that will be honoring residential school survivors on Truth and Reconciliation Day. I will be wearing an orange shirt on September 30th. Residential schools are a huge part of Canadian history that needs to be brought to light in order for the healing and reconciliation to begin."

Nicole Poitra

MiYOSMART

A Breakthrough in Myopia Management

Development of Myopia in Children

Myopia is becoming a serious problem in more and more countries. Urban areas in Asia can see almost 90% of young people develop myopia before the age of 20¹ – a trend that continues worldwide. Studies predict that, by the year 2050, nearly 50 percent of the world's population could be shortsighted². In a worst-case scenario, early myopia can lead to progressive myopia, a severe form of short-sightedness in which a person's vision may quickly deteriorate at a rate of one diopter per year. High myopia increases the risk of other eye problems, such as damage to the retina or even blindness³.

MiYOSMART Lenses

MiYOSMART lenses are innovative lenses for myopia control developed by Hoya, together with its research collaborator. Beyond correcting myopic refractive error, a two-year clinical trial shows that MiYOSMART lenses with D.I.M.S. (Defocus Incorporated Multiple Segments) technology works to curb myopia progression by an average of 59%.



These lenses were designed for children with a child's active lifestyle in mind. MiYOSMART comes with an easy-to-wipe special anti-reflective, durable coating. With its Eye Shield, young patients get the added assurance of an impact resistant material and UV protection.

MiYOSMART has data-driven proof of its effectiveness, with more than 500,000 patients/wearers. The lens has won many awards including the 2018 Gold Prize, Grand Award & Special Gold Award Int'l Exhibition of Inventions of Geneva, Switzerland. In 2020, the lens won the Silmo d'Or Award in the Vision category at the Silmo Paris Optical Fair⁴.



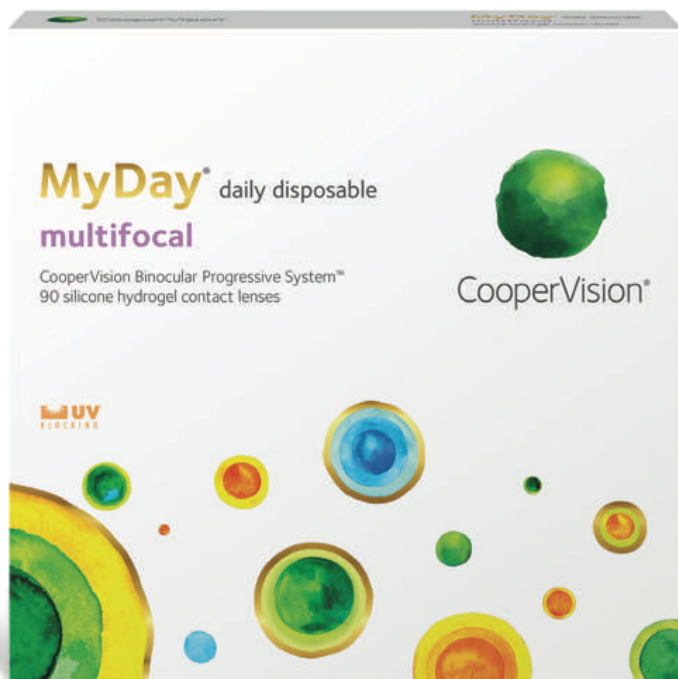
1. Research and analysis of the sixth national youth physical fitness and health survey results.
2. Brien Holden Vision Institute: Holden BA, et al. Global prevalence of myopia and high myopia and temporal trends from 2000 through
3. WHO with Brien Holden Vision Institute.
4. (Headquarters, H.O.Y.A.V.C. (n.d.). Miyosmart lenses. Miyosmart lenses. Retrieved September 13, 2021, from https://info.hoyavision.com/en-ca/miyosmart?_ga=2.139229811.1550003072.1631544324-1077668969.1631544324)

The Haunting Truth About Cosmetic Contact Lenses

Halloween is a time for chilling attire and spooky costumes; understandably, cosmetic contacts can add that perfect "finishing touch" to many costumes, yet the effects they can have on your eyes can have truly scary consequences.

Like many other products, not all contact lenses are created equal. It is important to think twice about what you put into your eyes. Decorative lenses from unlicensed manufacturers can be made from unconventional materials and toxic dyes.

NEW! Give us a call to book an appointment for a free contact lens trial



Stay safe on Halloween by:

- See an optometrist to properly fit cosmetic contact lenses, so you know how to insert, clean and remove them without negative consequences.
- Read the instructions that accompany any package of lenses to help minimize the risks.
- Never share contacts, which can spread germs.
- If blurred vision, redness, discomfort, swelling or discharge occurs, stop using the lenses immediately and contact your optometrist¹.

1. CAO(2020). Don't let your Halloween costume haunt your tricks and treats. Retrieved from <https://opto.ca/news/dont-let-your-halloween-costume-haunt-your-tricks-and-treats>.



FOCAL POINT



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Hours:

Mon - Wed: 8:00 a.m.-5:30 p.m.
Thurs: 8:00 a.m.-8:00 p.m.
Fri: 8:45 a.m.-5:00 p.m.

Optometrists

Dr. Tio Bellisario • Dr. Jessica Lautenschlager • Dr. Graham Noseworthy • Dr. Cynthia Magarrell • Dr. Crystal Henderson • Dr. Daniel Klauke • Dr. Karen Deane