

Fall '07

# FOCUS

A Newsletter for your eyes.

Dr. Bruce Butts

- Optometrist -

Edmonton, AB



CALGARY TRAIL  
VISION CENTRE

## We shop the world for you!



Once upon a time, wearing glasses wasn't all that popular. The designs were few and the frames were heavy enough to cause painful indentations on your nose. Today, people appreciate eyewear as a sought-after accessory. Glasses have become so trendy that consumers will buy eyewear even when they don't need any vision improvement.

And why not? We shop the world – from New York to Milan and Paris – to bring you the best and most beautiful in frame fashions. We also insist on the highest quality by means of the best manufacturers. Frames are made from lightweight products such as titanium. With sleek and sculpted designs, today's high-tech frames offer strength and durability.

Nothing is more functional or fashionable than eyewear. Let our experienced staff show you the latest lines and help you find the ultimate frame. Warning: you might be tempted to buy more than one pair. Our frames are that appealing!

Your Doctor Recommends™



Dr. Bruce Butts

Is there a difference between a "sight test" and an eye exam?

**D**efinitely. Many people don't realize that a sight test does not tell the whole story. A sight test simply judges how well you can read or recognize items. This information is used to create your lens prescription.

The full eye exam we conduct looks for other eye health concerns, while also measuring your sight. Using advanced equipment and highly trained staff, we look for the many eye conditions that start to become evident before you experience any loss of sight. As a Doctor of Optometry, I can also detect other health problems such as high blood pressure, diabetes, or thyroid disorders through an examination of your eyes.

Regular eye exams help detect emerging concerns, so you can get the treatment you need to maintain healthy eyes.

A P r o u d M e m b e r o f D O C T O R S E Y E C A R E N E T W O R K

# Protect your eyes

## Start early, start now

Do you spend a day at the beach with nothing to protect your skin but baby oil? Of course not – you know better. You slather on sunscreen with UV-blocking protection. So why not pay the same attention to protecting your precious eyesight?

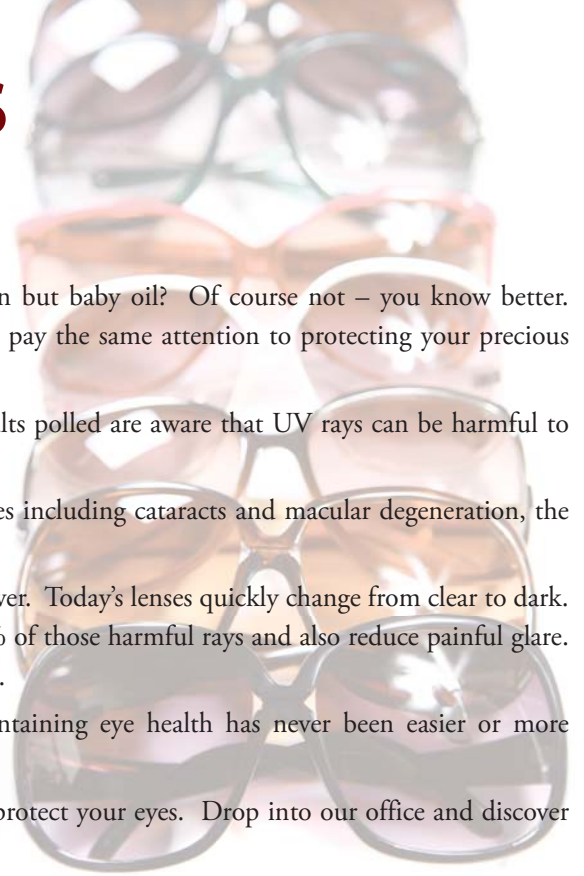
A recent consumer survey in Canada found that only 9% of the adults polled are aware that UV rays can be harmful to their eyes, and only one in six wear sunglasses.

Damage from the sun's rays may contribute to age-related eye diseases including cataracts and macular degeneration, the leading cause of blindness in people over the age of 60.

Too much bother to change glasses? Then photochromatic is the answer. Today's lenses quickly change from clear to dark. The more UV light, the darker the lenses become as they block 100% of those harmful rays and also reduce painful glare. Transitions offers colour changing lenses with superior eye protection.

With an array of frames to choose, protecting your eyes and maintaining eye health has never been easier or more fashionable.

Even if you have overlooked sunwear in the past, it's not too late to protect your eyes. Drop into our office and discover how you can be safe and stylish, all year round.



## Have fun, and be sun-safe

- Check your UV index. Daily UV levels are generally listed – from low to extreme – in your newspaper and TV or online weather network. Whether you're shushing down the slopes or rowing up the Rio Grande, plan your outdoor activities accordingly.
- Drink plenty of water – keep your skin and your eyes well hydrated.
- Select smart sunwear – when purchasing sunglasses, choose lenses that block both UVA and UVB radiation. Whether you pick them for their great look or their power to protect, what matters is that you wear them!
- Remember to keep your children sun-safe. Kids' eyes receive 80% of their lifetime UV exposure by age 16.  
\* Your children should have a complete eye exam by age three.

## Better vision when it matters most



Nearsighted? Farsighted? Astigmatic?  
**NEED READING GLASSES?**

## PureVision® Family of Contact Lenses

See everything life has to offer you with breathtaking details and crisp, clear vision even in challenging light conditions.

ASK YOUR OPTOMETRIST ABOUT

**Bausch & Lomb**  
**PureVision®**  
Contact Lenses

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# optomap®

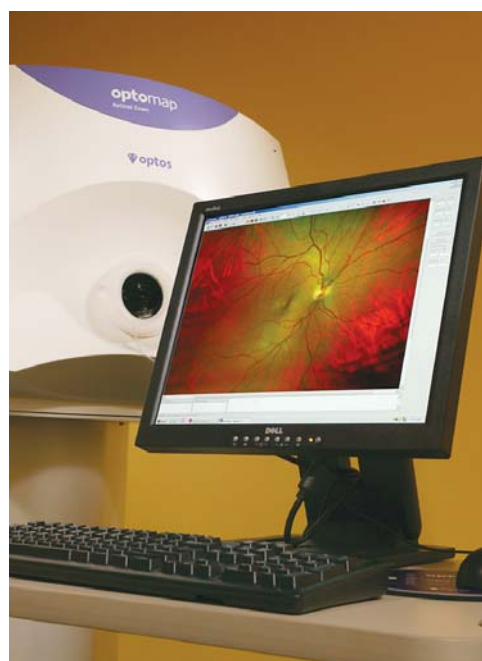
Retinal Exam

## A new standard of eye care

Calgary Trail Vision Centre is pleased to inform you that during your next visit, you will experience the benefits of the latest technology in eye exams – the Optomap® Retinal Exam. The Optomap® will produce the most comprehensive image of your retina, and allow us to perform a more thorough exam than was previously possible. The result is that we can better prevent or reduce vision loss in our patients with a simple, quick and patient-friendly new exam.

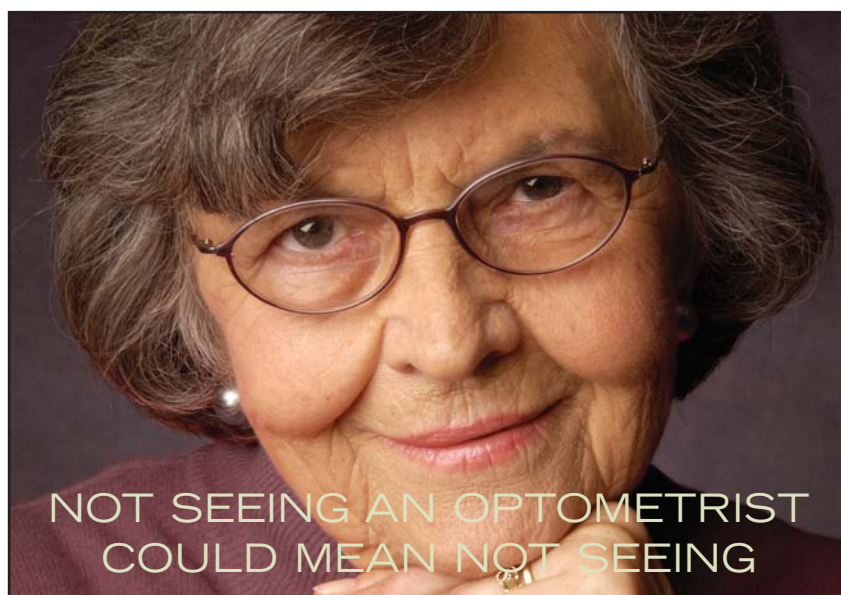
Any routine eye exam should always include a careful look at the retina, which is located at the back of the eye, to screen for abnormalities or disease. The sensitive tissue that makes up the retina is susceptible to a variety of diseases that can ultimately lead to partial loss of vision or even complete blindness. Early detection of any retinal abnormality is thus crucial. Previously, this screening was done by dilating the pupils, a procedure that many patients found uncomfortable, inconvenient and time-consuming.

The Optomap® is made possible by using a new technology – the Panoramic200™ Retinal Imaging System. The Optomap® enables us to see nearly all of your retina. Furthermore, it eliminates the discomfort and inconvenience associated with pupil dilation. As a result, you will not experience blurred vision or sensitivity to light following your eye exam. It is important to note, however, that should any abnormalities be detected or if we cannot obtain an acceptable image, dilation may be necessary.



The Optomap® exam is simple: at the push of a button, we can generate a computer image of your retina for immediate review. Experience with this technology has already led to improved disease detection and has possibly prevented vision loss and blindness in patients.

We can discuss this revolutionary exam with you further at your next appointment. At **Calgary Trail Vision Centre**, we are dedicated to offering our patients the best eye care possible, and acquiring the tools to help us do so. We look forward to seeing you during your next visit – and providing the most comprehensive and advanced vision care available.



NOT SEEING AN OPTOMETRIST  
COULD MEAN NOT SEEING

Serious eye disease is common, often offers no symptoms or warnings and can lead to vision loss. Serious eye disease can just come and change your life. Period. You can do something about it. Vision loss is often preventable if it's caught early. See your optometrist regularly for a thorough eye health check-up, or risk not seeing at all. Make an appointment today.

**YOUR EYES *deserve*  
AN OPTOMETRIST**

To learn more about eye health and vision care for you and your family visit [www.opto.ca](http://www.opto.ca)





## CALGARY TRAIL VISION CENTRE

Convenient times. Convenient location.

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Visit us online at: [www.calgarytrailvisioncentre.com](http://www.calgarytrailvisioncentre.com)

Our office is a proud member of Doctors Eyecare Network (DEN). DEN is a group of over 250 Optometrists across Canada dedicated to providing our patients with complete eyecare and eye health services.

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



Your Doctor Recommends®



## Where glamour is the trend

Pop in and experience our new Sunglass Cove boutique with Maui Jim, Oakley, Fendi, Marchon, Calvin Klein, Nike and so many more. The focus for designers is on technological innovation and glamour. Call it techno-fashion!



Headed to a nearby ski slope, a far away beach or simply an outdoor café? Look and feel trendy in the latest designer brands. From funky to functional, chic to revolutionary, cool to hot – we offer the full spectrum. Our sensational styles will guarantee your best look, whatever your lifestyle.

**sunglass  
COVE**

Visit Sunglass Cove boutique today!

Your Doctor Recommends™



### A Lens That Fits Your Work Style!

The **DR** Advanced Multi-Task Lens offers correction in both the near and intermediate zones. Transition is seamless and effortless, allowing you to focus naturally without adjusting your glasses. Traditional reading glasses don't offer the same visual flexibility. **DR** Advanced Multi-Task does.

*For more information, ask your Eye Care Professional about DR Lenses.*

**DR**™

Have you been in to see us recently? The recommended intervals for eye examinations are annually for children, those who wear contact lenses and adults over 65 years; healthy adults every two years.

If you are experiencing any vision difficulties, please arrange to see your Optometrist immediately.

