



FOCUS



CALGARY TRAIL
VISION CENTRE

Dr. Bruce Butts
Edmonton, Alberta

Spring 2011

Life-saving benefits of polarized lenses

The day is bright and sunny. Optimal conditions for driving, right? Wrong! Blinding glare from sun and vehicles is a contributing factor to fatal vehicle accidents. More than 90 percent of reactions made behind the wheel depend on good vision. A recent survey by Essilor revealed a disturbing fact – 20 percent of eyeglass wearers sometimes drive without their prescription glasses and instead wear non-prescription sunglasses. That means one in five make day-driving unnecessarily treacherous.

Another Essilor study found that reaction times improved by one-third of a second for drivers who wear polarized prescription lenses. For a car traveling 80 km/h, one-third of a second allows a driver to stop seven metres sooner, or the length of an intersection.

In glare-intense situations, polarized lenses improve vision clarity by 75 percent, compared to ordinary sun lenses.

How do polarized lenses work?

Sunlight itself is not polarized – it's either absorbed or reflected. Sunlight bouncing off a horizontal surface will strike the driver's eyes at a similar angle and produce strong glare.

Working like a venetian blind, polarized lenses have a laminated surface with vertical stripes that allow only vertical light to enter the eyes. Glare is eliminated because the horizontally-polarized light waves can't bypass the polarized filter.

Make your driving experience safer and easier – we can recommend the best lens options for your unique lifestyle. ▢

Trouble seeing on sunny days?

- > Over 60 percent of eyeglass wearers surveyed agree that glare from the sun makes it difficult to see while driving. However, those with prescription sunglasses, especially those with polarized lenses, experience less trouble.



Your Doctor Recommends™

Dr. Bruce Butts



Q. Are extended wear contact lenses the right choice for me?

A. If you're looking for the ultimate in convenience, the answer is yes!

Wake up and see clearly without having to search for your glasses or spend time putting in your contact lenses each morning.

And no more daily removal, cleaning and storage, which makes these an ideal lens option for your active lifestyle.

Because extended wear lenses allow more oxygen to reach your cornea, they're safer to wear when sleeping.

Consider the choices. Extended wear lenses offer continuous wear, from several days to a full month.

Your eyes deserve comfort and clear vision. Only an Optometrist can help you determine the safest type of lens and wearing schedule – let us recommend the best contact lens for your eyes. ▢

A one-of-a-kind professional eye care experience to enhance your visual life and great looks.

DOCTORS

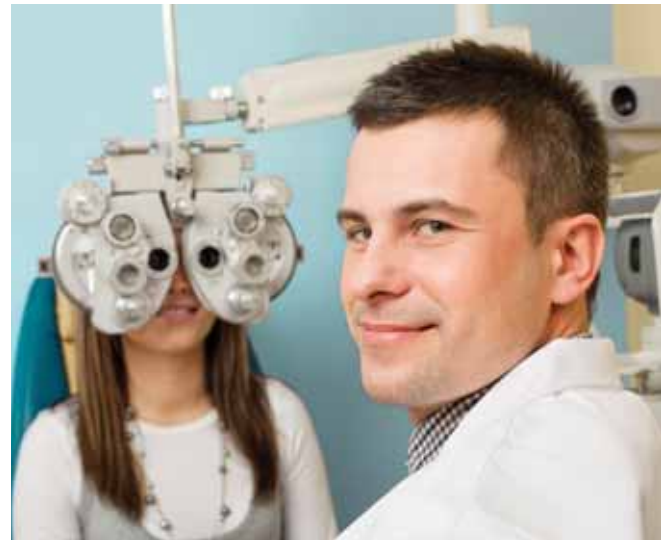
EYECARE
NETWORK

Eye exams vs. sight tests

You read the sign in the window
– Free Sight Tests!

Sounds good, so you walk in. Within minutes you discover how well you can read or recognize items. This info is used to create your lens prescription.

That's all good, but only part of the story.



An eye exam tells the full story, and here's where the professionals come in. We look for other eye health concerns in addition to measuring your sight.

Using advanced equipment and highly trained staff, we can detect many eye conditions that become evident even before you experience any loss of sight – glaucoma, macular degeneration and retinal detachments to name a few.

A comprehensive eye exam can also detect other non-eye health problems such as high blood pressure, diabetes or thyroid disorders. Your Optometrist will keep a file of potential

vision or eye health problems to track any changes over time.



Digital Retina Camera

Regular eye exams can identify emerging concerns, so you receive the treatment you need to maintain healthy eyes – today and tomorrow.

State-of-the-art technology

Here is some of the equipment you can expect to find during your next eye exam:

>> At the push of a button, a **digital retinal camera** helps us perform a more thorough exam than ever. We generate a computer

Comfort. It's in this family's DNA.



Never before has a contact lens been this breathable, this soft and this naturally wetttable.



The next generation of contact lenses.

CooperVision | SEE BEYOND THE ORDINARY®

s are worlds apart

image of your retina (located at the back of your eye) to screen for abnormalities or disease. This technology has already led to improved disease detection and has prevented vision loss and blindness in patients.

The **FDT visual field instrument** is effective at detecting and monitoring the progression of glaucoma. By providing info on your "visual pathway," brain tumours and strokes are also detectable. Simple plus quick equal patient-friendly!

>> The **auto-refractor** measures the prescription and the curve of your cornea. Light is directed into your eye while you attempt to focus on an image within the machine's viewfinder. The auto-refractor changes the magnification of the image until it comes into focus, calculating the approximate level of vision correction needed.

>> The **non-contact tonometer** measures the fluid pressure in your eye and is an important test in detecting glaucoma.

>> A **biomicroscope**, also called a *slitlamp*, consists of a high-intensity light source that shines a thin sheet of light



FDT Visual Field Instrument



Auto-refractor



Tonometer



Pupilometer

into the eye. The instrument provides a magnified view of your eye structure in great detail, enabling your Doctor to diagnose a variety of eye conditions. If we find any warning signs, we'll refer you to a physician for further examination.

>> **Visual acuity tests** assess your ability to see small detail clearly at both near and far distances. When you sit behind a **phoropter**, lens choices are systematically changed until clear focus is reached.

>> **Binocular vision testing** determines if your eye muscles are aligned and your eyes are working in a coordinated manner.

>> When being measured for eyewear, a **pupilometer** device calculates the distance between pupils, to ensure your new lenses are correctly centred.

Take a proactive approach to your eye health! While a technician or automated device can determine a lens prescription, only an Optometrist can perform a comprehensive eye health exam, supported by cutting-edge technology and professionally trained staff.

Let us tell you the full story and help protect your vision for a lifetime of breath-taking sights. ▢

Taking anti-reflection to the extreme.



HOYA SUPER HI VISION EX3™

Introducing a scratch resistant and durable anti-reflection coating that outperforms glass. HOYA SUPER HI VISION EX3™ combines new and unrivalled materials, resulting in:

- Extreme scratch resistance
- Extreme reflection protection
- Extreme clean vision





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Ground-breaking cataract technology

Exciting news for cataracts patients! Vision Rejuvenation™, a surgical clinic in Victoria, BC, has become the first centre in Canada to implant a “customized” lens. This long-awaited technology gives patients spot-on vision.

When the natural crystalline lens of the eye begins to grow cloudy, a cataract is formed and vision deteriorates. The clouded lens must be surgically removed and replaced with a permanent lens implant. However, due to the difficulty in determining the best lens power, surgery can be a challenge.

Here's where the new technology gets exciting: when the eye has healed after the special lens is implanted, adjustments can be made to fine-tune vision. The lens is then locked in by a similar application of light, leaving patients with the ultimate sight. ▢



Factory Overstock!
50% OFF

All in-stock Silhouette
Edge, Titan X and Mystero Frames



**CALGARY TRAIL
VISION CENTRE**

Sale ends June 30, 2011

