



SIGHTLINES

Barrhaven
OPTOMETRIC CENTRE
Committed to Quality Eyecare

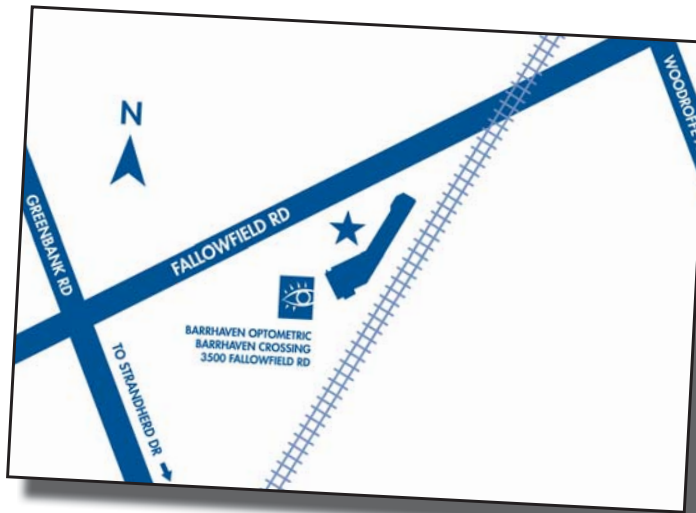
Fall 2011

Dr. Gordon Young Dr. Scott McIntosh
Dr. Lora Lee Hardy Dr. Trevor Graham
Dr. Lucie Berthiaume Dr. Rosanna Rivard

Barrhaven Optometric Centre Expanding

We are pleased to announce the relocation and expansion of Barrhaven Optometric Centre to meet the needs of our growing community. In the fall of 2011, our office will be re-locating to the Barrhaven Crossing Mall at 3500 Fallowfield Road.

The expansion will occur in two phases. In "Phase 1" we will be relocating. We will be fully operational providing full eye exam services, frame and lens dispensing and contact lens services. We will be offering more weekend and evening hours in this phase to better serve you.



The next step

"Phase 2" will be completed in early 2012 and will be an expansion of "Phase 1" into a larger office. We will have increased doctor availability with new diagnostic technologies to better care for you in diagnosing and monitoring ocular disease. There will be an expanded contact lens area to offer the latest in contact lens technologies. The dispensary will be larger to showcase more fashion frames, sport frames, sunglasses and eyecare accessories. You will still see our same great doctors and staff – just in an exciting new location!

In 2011 the public voted us #1 in the opticians/optical category for the Readers' Choice Awards in the Barrhaven Ottawa South publication. We wish to thank you for voting for us and we promise to continue to deliver our exceptional quality and service to you. This expansion will allow us to continue accepting new patients. Please call us or visit our website to book your appointment today. ▢

Your Doctor Recommends™

Dr. Trevor Graham



Q. I'm sixteen and I want to wear contacts for astigmatism, but I'm scared. Help!

A. We're here to help! Astigmatism is a very common yet often misunderstood vision problem. Astigmatism occurs when the cornea – the clear front of your eye – has different degrees of curvature. A good comparison is that your cornea is shaped more like a football than a baseball, and that curved shape causes your vision to blur.

Don't be scared. You can enjoy the comfort, clear focus and fun freedom of contact lenses right away. Astigmatism can be corrected with a *toric soft contact lens*.

I can recommend a contact lens best suited to your lifestyle. We'll also show you how to care for your lenses and protect the health of your eyes. Give us a call today! ▢

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

DOCTORS

EYECARE
NETWORK

Frames that flatter every face

How do I choose?

Choosing eyewear is an investment in your vision and your lifestyle. Whether you prefer plastic or metal, choose frame colours that make you look and feel great.

Here's a simple way to find colours that help you sparkle!

For the most attractive appearance, your eyeglass frames should complement your **skin tone**. Skin tones are either *warm* or *cool*. A warm skin tone has a bronze, golden or "peaches and cream" hue while a cool skin tone has blue or pink undertones.

The most complementary colours for warm skin tones are:

- | | | |
|--|--|--|
|  Gold |  Copper |  Bronze |
|  Brown |  Honey |  Aqua |
|  Tortoise Shell |  Coral | |

For cool skin tones choose:

- | | | |
|---|---|--|
|  Silver |  Pewter |  Violet |
|  Blue |  Blue-grey |  Pink |
|  Gunmetal |  Charcoal |  Black |

Like your skin tone, hair colour is also classified as warm or cool. The ideal frame colours for hair are the same as for skin.

Hair has warm tones if you're blond, brunette or flat black. If you're strawberry blond, auburn, silver, "salt-and-pepper" or blue-black, you're a cool tone.

The "eyes" have it. Try not to overpower your eyes. For light blue eyes, choose paler, more subtle frame colours. Darker, more vibrant frames look super with green or brown eyes.

Break the rules!

Sometimes you'll want to intentionally break these guidelines for a more dramatic look. If you love the look, go for it!

Rely on us. Let our professionally trained team help you choose eyewear colours that bring out the best.

Drop in today and take a peek at our latest selection of frames. ▢



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.

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.

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



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BUCKET™ AND THE BOB BURNQUIST RECYCLED FUEL CELL™ BOTH WITH OAKLEY AUTHENTIC PRESCRIPTION LENSES



OAKLEY



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Friday and Saturday • 8:00 am - 5:00 pm

Sunday • Closed

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Safe contacts

Safe food handling has been a big issue in the news. But have you thought about how you handle your contact lenses? It's easy. Five simple steps will keep you smiling, and seeing clearly:

- 1** Wash, rinse and dry your hands before handling your contacts.
- 2** Handle your right lens first, your left lens last.
- 3** Put in your contact lenses before applying cosmetics and after applying hair products. Remove your lenses before taking off your makeup.
- 4** Lenses are made for different wear patterns. To protect your eyes, follow the wearing schedule recommended by us, your vision care professionals.
- 5** The health of your eyes should be entrusted to your Optometrist. Talk to us about the latest advances and stay safe. ▢



DAILIES® brand daily disposable contact lenses

**ENJOY
WHATEVER
THE DAY
BRINGS.**

BLINK. REFRESH. ENJOY.

CIBA VISION™
Shared Passion for Healthy Vision and Better Life

Reference: 1. CLJ data, YE 2009
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