



Barrhaven
OPTOMETRIC CENTRE

Committed to Quality Eyecare

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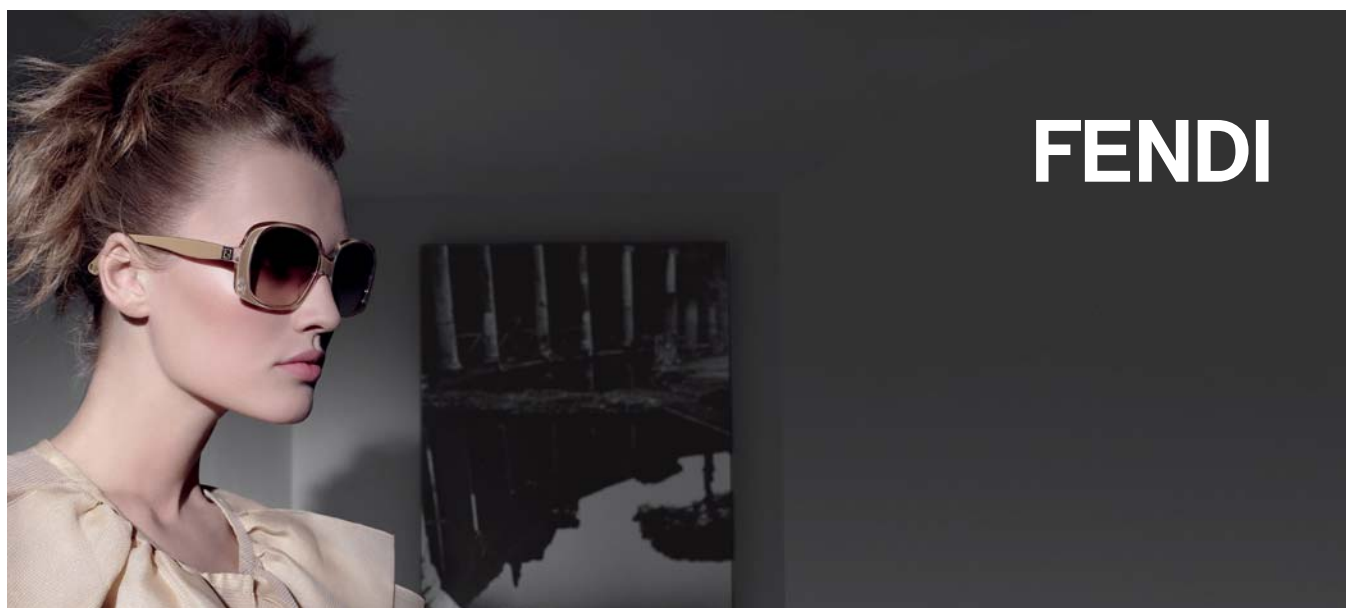
<http://barrhavenoptometric.com>

Eye knew that!

Test your eye trivia.

Did you know...

- The human eye can distinguish up to 150 hues of colour.
- Sailors once thought they could improve their sight by wearing a gold earring.
- What weighs more, the average budgie or the human eyeball? Both weigh roughly the same – 28 grams.
- More on budgies: budgies can register 150 images per second compared to humans at 16-20.
- Babies don't produce tears when they cry until one to three months of age.
- People generally read 25% slower from a computer screen than reading from paper.
- It's impossible to sneeze without closing your eyes – try it the next time you wind up for an 'ah-chew'! ▢





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SIGHTLINES

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Team Power!

Why choose a Doctors Eyecare Optometrist?

There is power in:

- **Numbers.** As a member of Doctors Eyecare – a group of over 210 Optometrists from coast-to-coast – we access the best technology and products for great vision, then provide you with unbeatable value.
- **Professionals.** Our expert Doctors and staff benefit from ongoing leading-edge training for the ultimate in product knowledge. Patients appreciate our personal care and commitment to enhancing their visual life and great looks.
- **Convenience.** We shop the world for you to discover the newest styles and maximum quality. Then we make sure you're happy with your eyewear. Our goal is to make it right!
- **Mobility.** Moving? Let us know and we can recommend a nearby Optometrist. Or, do a quick search for Doctors Eyecare offices in your new area – go to doctorseyecare.com and click on Find an Office. ▢

Benefit from the specialized services of a
Doctors Eyecare Optometrist.

Pop in or call us today!



Your Doctor Recommends™

Dr. Lora Lee Hardy



Q. My vision seems fine.

Why is it important to have regular exams?

A. What you don't see – or feel – can hurt you.

Regular eye exams help detect potential concerns, so you can get the treatment you need to maintain healthy eyes and great vision.

With our state-of-the-art equipment and technology, we can catch serious eye diseases such as glaucoma and macular degeneration, even if you haven't had any symptoms.

We can also detect other health problems such as high blood pressure, diabetes and thyroid disorders through an eye exam.

For peace of mind, the best defense is to trust your precious sight to an eyecare professional. I recommend you come in for a comprehensive eye exam – let's confirm your diagnosis!

Remember your kids:

Children should receive a complete eye exam by age three.

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

DOCTORS

EYECARE
NETWORK

Avoid the risks of shopping online

The 'real deal' on contact lenses

Why order contact lenses from your Optometrist instead of an online alternative?
Unlike shopping on the Internet, we deliver on everything – service, product and reputation.

Personal service

Online resellers never substitute a face-to-face consultation with an Optometrist. If you have concerns or problems with your eyes, don't draw your own medical conclusions based on website surfing – see us immediately!

Perfect product

What contact lens is right for you? Without consulting an eyecare professional, you're taking a risk with your sight. Or, you could miss out on new lens technology to better suit your vision needs and lifestyle demands. With help from our trained team, we can offer the right lens options. Then we'll make sure you know how to wear and care for your contacts – for optimum comfort, visual clarity and eye health.

Reliable reputation

If shopping online, you risk dealing with an unreliable reseller – at a site that is dealing in grey market products or could go out of business. When you unknowingly order from an illegitimate seller, you could face unexpected charges on your credit card. Your gamble increases if you don't shop via a secure server.

There's no safer and smarter substitute than dealing with eyecare professionals in your own backyard – optimal service, know-how and value. Only your Doctor can recommend the best lens options. ▢



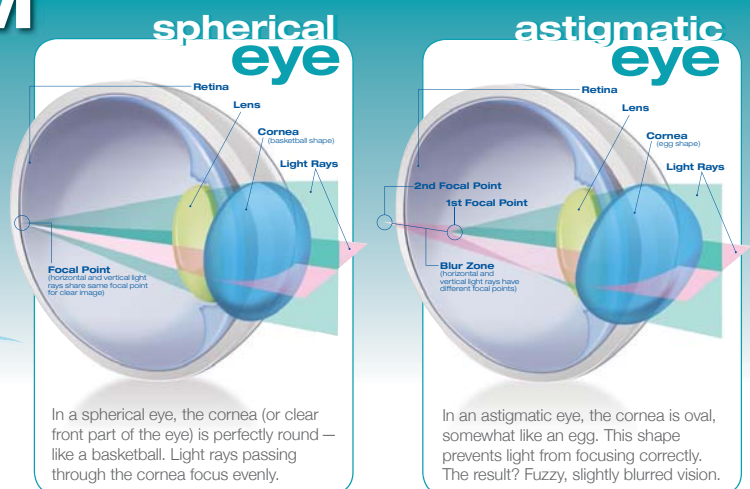
ASTIGMATISM

AND CONTACT LENSES

Many contact lens wearers have astigmatism – a subtle difference in the shape of the cornea. Take a closer look:

Ask about **NEW** for ASTIGMATISM **AIR OPTIX™** breathable contact lenses*

CIBA VISION™
Shared Passion for Healthy Vision and Better Life.



*AIR OPTIX for ASTIGMATISM Dk/t = 108 @ -3.00D, -1.25D x 180. Other factors may impact eye health. *Compared to the leading traditional lenses for astigmatism
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Reduce your risks

Diabetes and your Optometrist

The number of people living with diabetes in Canada is approximately two million. An alarming fact is that many individuals with diabetes have not been diagnosed and are unaware they have the disease.

Diabetes prevents your body from making or using insulin, which leads to increased sugar levels in your bloodstream. Diabetes can lead to serious complications and premature death.



What are my vision risks?

Diabetes can cause changes in your vision and can result in cataracts and glaucoma. The most serious eye problem is diabetic retinopathy, a weakening or swelling of the tiny blood vessels in your eye's retina. If diabetic retinopathy is untreated, blindness can result.

Your Optometrist's role in prevention

Sometimes the early signs of diabetes are detected in a thorough optometric exam. If you already have diabetes, your eyecare professional can diagnose potential vision-threatening changes in your eyes that may – if treated – prevent blindness.


Treating diabetic retinopathy

Early detection of diabetic retinopathy is crucial because successful treatment is more likely at the initial stage. Early on, this condition is monitored through eye health exams. A variety of therapies may be prescribed including laser therapy or, in extreme cases, eye surgery.


Prevent related eye problems

Monitor and maintain control of your diabetes. Consult your physician regularly and follow instructions about diet, exercise and medication. See your Optometrist for a thorough eye exam when you are first diagnosed as a diabetic, at least annually thereafter and more frequently if recommended.

Even if you don't notice any problems, have your eyes examined regularly by an Optometrist. Let us help! ▢



Like an orange, your eyes can look and feel great on the outside.



But an optometrist knows your eyes inside & out.

Eye health is more than 20/20 vision. If you haven't seen an optometrist in the past two years, please call for an appointment.

your eyes deserve an optometrist®



The Canadian
Association of
Optometrists

opto.ca