



Barrhaven
OPTOMETRIC CENTRE

Committed to Quality Eyecare

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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. ▢



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

www.doctorseyecare.com

DOCTORS

EYECARE
NETWORK™

INTRODUCING NEW

AIR OPTIX™ AQUA

An Advanced Combination of Natural Elements

A New Level of

COMFORT^{††}

- 💧 On Contact
- 💧 All Day
- 💧 Every Day

Try AIR OPTIX AQUA today! CIBA VISION.

† Compared with O₂OPTIX®. *AIR OPTIX AQUA: DK/t 138@ -3.00D. Other factors may impact eye health. Eye exam and fitting fee may be required. Reference: 1. CIBA VISION, data on file, 2007. © CIBA VISION Corporation



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Winter 2009

SIGHTLINES

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We browsers!

Shop at your own pace

Everyone's wearing them, the models in magazines and the celebrities on TV. They're all slipping on the latest and coolest eyewear. Now it's your turn. Drop in and experience the newest trends for yourself.

Take your time and browse. Need help updating your look? We can guide you. Or, try on an array of eyewear and sunwear until you find the perfect pair. Or two. We have it all.

One is the loneliest number

Does your closet contain one outfit? Not likely. You probably have several choices: a power suit for the board room, colourful coordinates for the dining room, active wear for the squash court, and lounge wear for kicking back with the latest title from Oprah's Book Club.



Your eyewear should be equally varied: classic style for work, funky fun for evenings, contact lenses and sports glasses for the gym, and bifocals or progressive lenses for the fine print. We have it all.

We travel the world

From the fashion malls of Milan to Times Square in New York, we focus on what's now and what's coming. Then we bring the latest, most fashion-forward eyewear home for you to enjoy.

Our professionals will help you discover the perfect eyewear for your distinctive looks and lifestyle. Staff members regularly update their expertise by travelling to eyewear shows, and by attending specialized workshops and training sessions.

Be bold or be classic

Browse. Savour. When you're ready, we're ready. We have it all for you. ▢

Your Doctor Recommends™

Dr. Scott McIntosh



Q. As soon as the temperature drops, my eyes feel dry and gritty. Is there any relief?

A. Do your eyes also burn? You might be suffering from **Dry Eye Syndrome**. There are several ways to help with lubricating eye drops (artificial tears, not 'get the red out' type), well-fitted sunwear to reduce exposure to irritants such as sun, wind and dust, and supplements to boost your diet.

We can recommend the best solution for your dry eyes.

Eye exams— how often should I have one?

- Immediately, if you are experiencing any discomfort or difficulties
- Annually for children and adults over age 65
- Every 12 to 18 months if you wear contact lenses
- Every two years for healthy adults

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

DOCTORS | EYECARE
NETWORK

Winterize your eyes

UV protection is for all seasons

Imagine not wearing a seat belt when driving, or not securing your child with an approved safety seat. You probably can't imagine either.

Now imagine cross-country skiing or walking through your snow-covered neighbourhood without wearing UV-protected sunwear. If you can't imagine, then good for you, for being aware of UV ray dangers.

But if you think UV-protected sunglasses are only for the sunniest July day, it's time for a few UV facts.

The lowdown on UV rays

UV radiation (UV-A and UV-B) is not only created by direct sunlight. Snow and water reflect rays like a mirror, and any exposure can contribute to your chance of developing cataracts and age-related macular degeneration.

Glare and reflection from the sun and snow can also cause snow blindness, a potentially serious condition that leaves you seeing spots, or worse – complete darkness for seconds at a time.

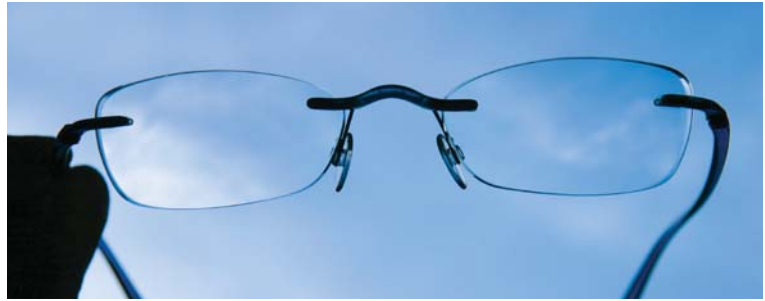
We've got you covered

Before you pack your sunscreen or your ski boots, even before you shovel your driveway, let us keep you covered with lightweight and durable sunwear – all with 100% UV protection.

Consider wraparound styles for maximum UV defence. Choose from our huge selection of lightweight and premium comfort styles. Ask us about colour tinting, anti-reflective coatings and specialized filters. ▢



Introducing “free form” Why settle for mass-produced lenses?



Your eyes are unique. Your lenses should be equally unique. And now they can be, thanks to new “free form” technology that customizes lenses to your individual eyes and vision.

Free forms create premium, personal lenses that give you wider vision zones while significantly reducing the “swim and sway” effect sometimes felt with conventional progressive lenses.

Wearers are impressed. Who wouldn't be – distortion is reduced by 40 per cent and presbyopic patients (those with difficulty focusing on nearby objects), can enjoy sharper and more effortless vision.

Optical precision. You expect a lot from your glasses, such as using the same pair for both driving and reading. With free form lenses, you can experience 30 per cent wider mid-range vision. As well, a new vision zone below your reading area offers better vision of obstacles on the ground and better perception of your environment. That means walking down the stairs, for example, is now easier. That means an ideal prescription, even for hard-to-fit patients.

These leading-edge lenses are available in a range of high and ultra-high index materials. So whatever the prescription, we blend technology and your individual needs for optimum vision in lightweight lenses. ▢

The Freedom of Free Forms

- Expand all vision zones – near, intermediate and far
- Eliminate distortion
- Thin, light and durable plastic materials
- Available with coatings that repel glare, dust and smudges

Free form lenses are the future of progressive lens technology. Combine these new lens designs with a premium anti-reflective coating and you have the best possible vision.

Talk to us at Barrhaven Optometric Centre and find out how free form lenses can improve your vision.



SeeMax™ Progressive: The new standard in optical performance

Instant Autofocus

Peripheral vision wider by 60%

Distortion reduced by at least 40%

The best solution for natural vision
www.nikonseemax.ca

SEE
MAX
PROGRESSIVE