



FOCUS



CALGARY TRAIL
VISION CENTRE

Edmonton

Dr. Bruce Butts

Spring 2008

Your eye health exam

Trust in our thorough medical expertise

Would you trust your car repairs to a piano tuner, or your hair cut to a welder? Probably not. Then why trust your precious sight to someone other than a Doctor of Optometry? While a technician or an 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.

Your Optometrist has the knowledge and the equipment to detect and diagnose serious eye conditions, even before any symptoms appear – diabetic retinopathy, glaucoma, macular degeneration and retinal detachments to name a few.

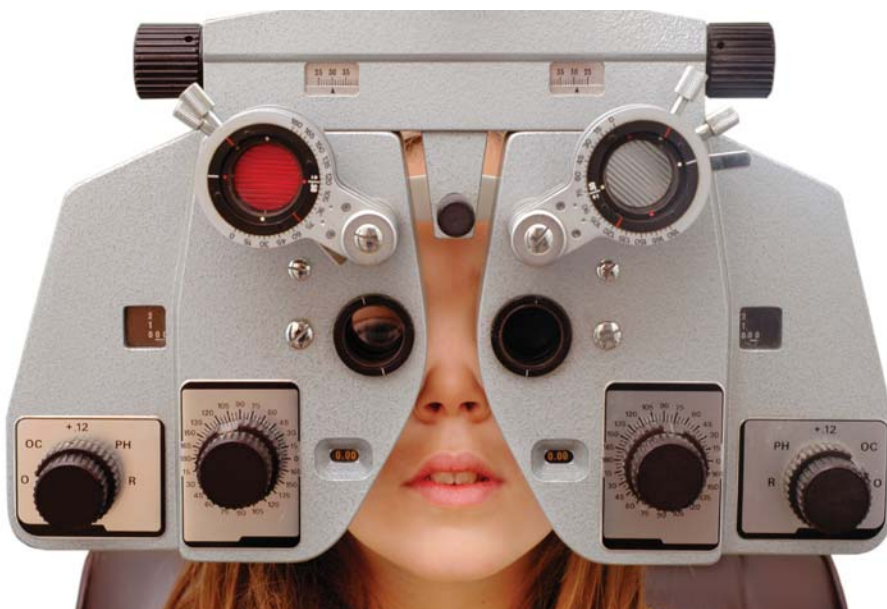
You may not realize it, but our thorough eye health exam can also detect non-eye health issues such as diabetes and high blood pressure.

Peace of mind. Place your vision care in the hands of qualified professionals. Schedule your eye exam today – we're a phone call away. ▢



Recommended intervals for an eye exam are:

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



A proud Member of DOCTORS | EYECARE NETWORK™

A new standard of eye care

We are 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 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's 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. We look forward to seeing you during your next visit – and providing the most comprehensive and advanced vision care available. ▢



optomap®
Retinal Exam

Your Doctor Recommends™

Dr. Bruce Butts

Q. I have diabetes – should I be concerned about my sight?

A. Diabetic retinopathy is a sight-threatening eye problem that people with diabetes may develop. The disease damages blood vessels in the retina, the tissue at the back of the eye that translates light into electrical impulses. The brain then interprets these electrical impulses as vision. Many people with diabetic retinopathy have no early symptoms such as pain, inflammation, or blurred vision. In fact, many do not encounter any visual impairment until the disease has advanced. At this point, the vision that has been lost cannot be restored.

Only early detection, timely treatment, and regular monitoring can reduce your risk of severe vision loss or blindness from diabetic eye disease. I recommend you have a complete eye exam to detect these problems before they impair your vision, and let me know about any vision or eye health matters that concern you.

At Calgary Trail Vision Care, we are dedicated to offering our patients the best eye care possible, and acquiring the tools to help us do so.

Spring for quality sunglasses

The season's best designs for your eyes

Sunglasses aren't only for the beach. More of our patients are recognizing the value of sunglasses, both prescription and non-prescription. Choose the perfect blend of fashion and function for every aspect of your life. In the car. Over contact lenses. With your power suit. On your blades. At the sidewalk cafe. "Limitless" is the word when it comes to well-made, well-designed sunwear.

Hot or cool, funky or chic – choose from the designer brand names you want. ▢



Sunwear tips for safe sight

Looking great in your new shades is a given, but you also need peak vision, optimum UV protection and ultimate comfort.

1. Match your activities to the type of frame and lens tint
2. Read the label for the ANSI mark that ensures a block of 99 to 100 per cent of UV-A and UV-B rays
3. Choose Anti-Glare coatings that prevent bounce-back from the inside the lens as well as outside
4. Check the fit for the best comfort and sun protection

**Buy a 1 Year Supply of
Contact Lenses and get**

\$35 OFF

Selected In-Stock Sunglasses

See clinic staff for details!





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Please protect your child's vision Sunglasses aren't just for adults

Here's an all-too common sight at the beach: parents wearing sunglasses while their children play in the surf and sand without any eye protection.

It's never too early to start protecting your child's vision.

- Your children's eyes receive 80% of their lifetime UV exposure by the time they reach age 18.
- Solar radiation damage to the retina accumulates year after year.

Call us or drop in today and learn about UV and sunglasses that are fun and functional. **D**



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

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Free Frame Event

When you have your eyes examined and purchase new lenses we will give you a free frame.

See clinic staff for details!

Offer Ends May 15, 2008.



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