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VIEWPOINT

Dr. Bruce Butts

- Optometrist -

Edmonton, AB

Compare and share

with Digital Retinal Imaging

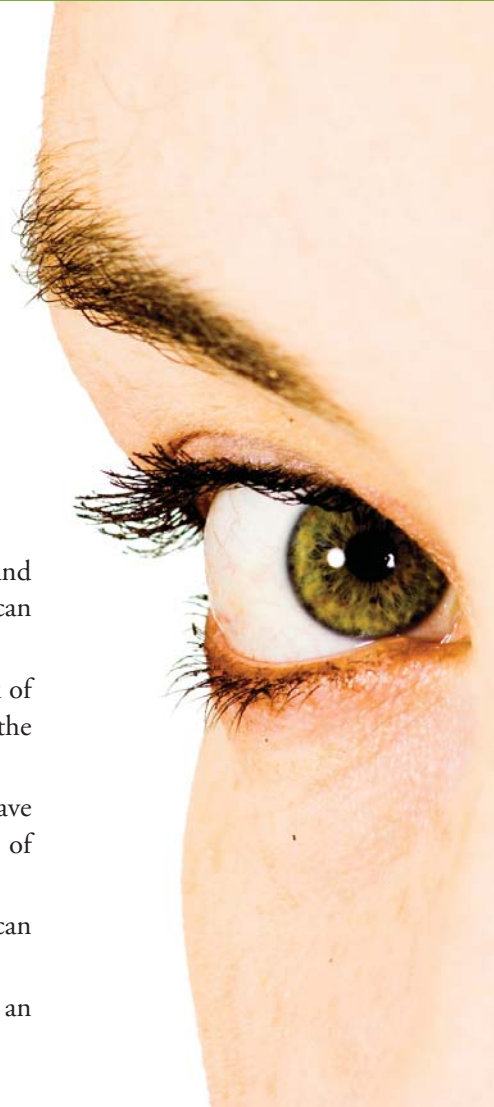
You're a health conscious person. From year to year you closely watch your blood pressure and cholesterol levels. But are you watching your eye health? With digital retinal imaging, we can keep track for you.

Digital retinal imaging uses a specialized camera to take high resolution images of the back of the eye. The images are extremely useful in the diagnosis and monitoring of eye disease, and the advanced software allows us to accurately pinpoint subtle changes that could go unnoticed.

This new technology lets us compare your eyes from one visit to the next. That means we have a track record of your eye health. That also means we're able to spot early warning signs of visual problems and other health problems such as diabetes.

The benefits continue – if you need further consultation or are relocating to a new city, we can share the digital images with specialists or with your new Optometrist.

Relax, and let us keep track of your eye health history. Phone us today and schedule an appointment.



Your Doctor Recommends™

Dr. Bruce Butts

Why is it so important to follow the wear instructions for my contact lenses?

Contact lenses are among the safest forms of vision correction when you follow the proper wearing instructions. However, when you don't use lenses as directed, the consequences may be dangerous. Always stick to the recommended replacement schedule provided by your Optometrist.

Use your calendar – paper or electronic – to remind yourself to replace your lenses. And when you open a new box of lenses, write your 'fresh lens' date on the individual lens packages. Need more useful tips? We can help. For optimum eye health, see us for your regularly scheduled contact lens and eye exam.

Not all frames are created equal



Think you've found a great deal by paying less? Think again. That wonderful "discount" on similar looking frames down the street might be less than wonderful. That's because not all frames are created equal.

Unlike discounters, we want you to have the long-term satisfaction that only comes with the best materials and best advice.

The best for you

Titanium – if you want a frame that's lightweight, strong, corrosion-resistant and available in a variety of colours, look no further. Enjoy whisper-thin designs with the promise of durability for your active lifestyle.

Stainless steel – an alternative to titanium, stainless steel frames are also lightweight and strong. Many stainless steel frames are nickel-free and thus hypoallergenic. (If metal frames cause a reaction, nickel is usually the culprit.) Stainless steel offers excellent resistance to corrosion, abrasion and heat.

High-quality acetate – we choose frames constructed from superior materials that are hypoallergenic and provide good tensile strength, the maximum stretching force that a material can withstand before breaking.

Nylon – a premier material for sports and performance frames. Frames made of nylon are heat and cold resistant, and are easily molded into popular wraparound styles.

Flex frames – ever accidentally twist, bend or sit on your frames? If you answered 'yes' you're not alone. "Memory metal" frames such as Flexon can return to their original shape. It's a titanium-based alloy so frames are 25% lighter than standard metals. Add hypoallergenic and corrosion-resistant to the mix for premium performance.

Pay less, get less

You might pay less, but problems with frames made from inferior material include:

- Paint chipping
- Allergy issues and skin sensitivity
- Poor tensile strength – easy to break and difficult to adjust

Let our professionally trained staff explain the benefits of high quality materials. You're worth the best!

A connection to life in a way that's
u r b å n
A connection to life in a way that's
m ø d e r n
A connection to life in a way that's
f å s h i ø n
Some things just < K l i i K >

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300-1625 Chabanel St. West Montreal,
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Tel: (514) 383-0933 1-888-576-2224

Communicating personality & lifestyle

What do your frames say about you?

Flair. Energy. Confidence. Your frames are about feeling as much as fashion, so whether you want to feel upbeat, distinguished, or edgy, your glasses speak for you. Fashion forward designs let you be bold or subtle, powerful or graceful, whatever your personality. Whatever your lifestyle.

Benefit from the latest technology – try twistable titanium, a whisper-thin rimless frame or new plastics in all shapes and colours. Today's frames are lightweight and comfortable. Easy on the eyes and the face!

Fashion, fit and function

Today, you don't have to sacrifice fashion to get a pair of glasses that fit and function well. Sure, we carry some wild looks from trendy designers – but all are from proven manufacturers. Before we stock the frames, we check the quality of materials, including hinges, and their suitability for use with various lenses. We then stand behind the quality of our frames with adjustments and repairs.

Professional consultants

Our highly trained staff are fashion and function consultants. They will help you find a number of frames that complement your face shape and your personality – then the choices are yours. More and more of our patients are choosing a trendy pair for evenings out, a more conservative pair for daily use, and of course a 'cool' pair (often with greater wrap-around sun protection) for wear outdoors with a sunglass lens.



Before

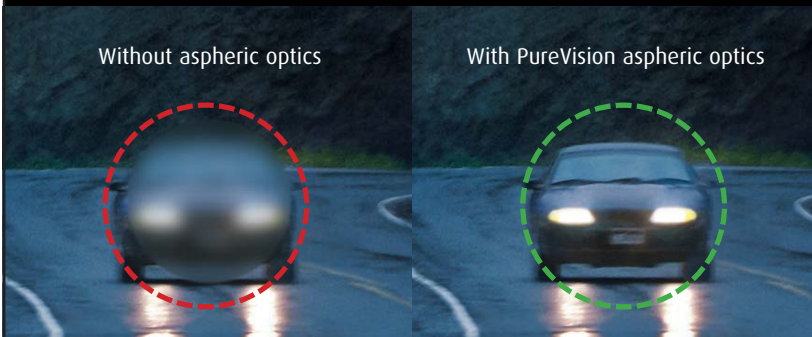


After

AROUND EVERY CORNER. IN EVERY CONDITION.
DURING EVERY DRIVE. THAT'S WHEN
BETTER VISION
MATTERS MOST

Without aspheric optics

With PureVision aspheric optics



PureVision Contact Lenses have a unique optical design that provides amazing details and crisp, clear vision all day, even in challenging light conditions such as night driving.

ASK YOUR OPTOMETRIST ABOUT

Bausch & Lomb
PureVision.
Contact Lenses

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CALGARY TRAIL VISION CENTRE

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Dr. Bruce Butts

**4620 Calgary Trail
Edmonton, Alberta T6H 6A1**

Ph. (780) 439-2085
Fax. (780) 433-2442

Monday to Friday - 9 am to 6 pm
Thursday - 9 am - 7:00 pm

E-mail us at: eyeconx@telus.net

Visit us online at: www.calgarytrailvisioncentre.com

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

www.doctoreyecare.com



Eye ER: No waiting

Do you have an eye health emergency? Not sure about the right treatment? When an emergency strikes, please call us for an IMMEDIATE review of your concerns.

Seek emergency medical care if:

- There is a visible scratch, cut or penetration of your eyeball.
- Any chemical gets into your eye.
- Your eye is painful and red.
- Nausea accompanies the eye pain.
- You have any trouble seeing (such as blurry vision).

To prevent eye emergencies:

- Supervise children carefully. Teach them how to be safe and provide a good example.
- Wear protective eyewear when using power tools, hammers or other striking tools.
- Wear protective eyewear when working with toxic chemicals.




Purchase 1 Pair of
 Progressive Lenses at
regular price and receive

1/2 Off
the second pair

Offer expires January 31, 2008. No extensions.



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