

# FOCUS

Fall 2002

A Newsletter from  
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# Have you seen the world through your child's eyes?

NEW LOOKS FOR  
FALL-INSIDE



*Childhood is a time of wonder, excitement, and activity.*

As a parent, you want nothing more than to see your child experiencing all that life has to offer, without barriers.

As an adult you also know the importance of good vision, and you know what good vision looks like. Children, however, are often unaware of visual impairments. They don't know how well they should be seeing and therefore don't complain.

## 80% OF ALL LEARNING IS VISUAL

Inadequate vision can diminish your child's experience of life. It can get in the way of everyday learning, inhibit social interactions, and even create safety problems.

Once your children are school age, you want the best education for them: good schools, teachers, and grades. Yet vision difficulties can cause children to become discouraged with learning and lead to frustration, avoidance of reading, negative self-image and behavioral problems.

### Beyond the basics

An informal eye exam, such as asking a child to read from a specific distance, is not adequate to test for the full range of eye disorders. For example, a mild misalignment, while not obvious to the

untrained eye, may also lead to eyestrain, headaches, and a disdain for reading. See our Discussion column on page 4 for more about eye exams.

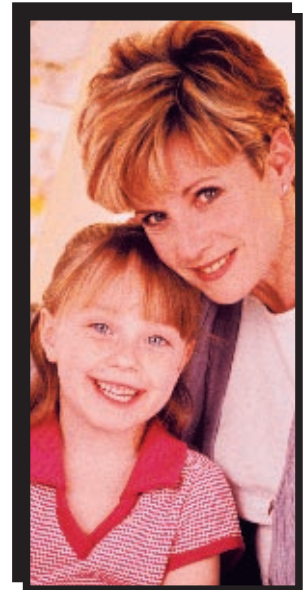
When should my child have his or her first eye examination? The Canadian Association of Optometrists recommends that all children have a complete optometric examination by the age of

## ONE IN FIVE OF ALL SCHOOL-AGED CHILDREN HAVE A VISION PROBLEM SIGNIFICANT ENOUGH TO IMPAIR ACADEMIC PERFORMANCE

three (and definitely prior to entering school). No time is too soon. The connections from the eyes to the brain are still being formed until about the age of eight, so it's vital that vision concerns be detected and treated early in life.

Children also require regular examinations due to rapid growth spurts. As children grow, their eyes change quickly.

Is your child's world clear and free of visual barriers? To review your child's vision, talk to us today.



**Atrium Optometric Group**  
Excellence in Eye Care

Atrium Optometric Group is a Proud Member of

# DOCTORS EYECARE NETWORK

*Trusted professionals for your complete vision care*



# Imagine... what if people could

## You've got the look!

Style is what you wear, the things you say and do. Your style is what the world notices first, and it all starts with your face and eyes.

You are many people. Some times you're active, at other times quiet. Some times formal, at other times relaxed and casual. As with clothing, you will want the look of your glasses and eyes to match the mood and the moment. With today's varied and affordable frames and lenses, your look can change—as you do—to suit the occasion.

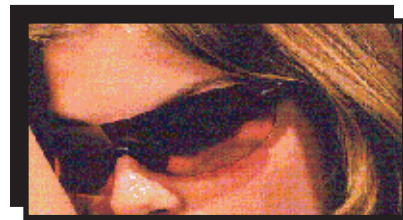
What if people could see you in a new light? Just as your lenses change how you see the world, your frames change how the world sees you.

### More choices than ever

Take a new look at the vision choices afforded by today's technology—brightly coloured plastic frames, thin sleek metal frames, the 'frameless' wire frame look, ultra-clear lenses or tinted lenses. Frames are more durable than ever with strong materials such as titanium and 'memory metals.'

### New frames for fall

New frame shapes and colors have transformed prescription eyeglasses from a vision necessity to a fashion leader. This fall, you can check out the latest frame styles from major manufacturers and leading fashion



designers—right here in our office, where we combine vision expertise with the best vision products.

From the purely practical to the fashionably playful, the choices are yours! Stop in any time to explore the world of possibilities—no appointment necessary.

## New lens options

How much thought have you given to the lenses in your glasses—lately? On a day to day basis, the less noticeable your lenses, the better. But when it comes time to choose new lenses, you will like what you see.

Lenses today consist of a variety of materials and finishes to deliver the best possible vision. New materials mean that lenses can now be thinner and lighter. You can also enjoy surfaces that are reflection free, scratch resistant, and easier to clean. Most importantly, you will want the right vision correction for your unique vision. The combinations are many, but our staff can use their extensive product knowledge to simplify your selection process.

### Your free style advisors

Not sure what shape of frames works for your face, or for your new job?

Talk to Shelley, Linda, Debra, Koren, Teri, Tawnia or Teresa in our office—our eye glass artists! You may discover a new you!



2008 Fashion Images



CK 102



CK 100



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# ould see you in a new light?

## Connect with the new contacts

### Eyes are the windows of the soul. Let yours shine.

Contact lenses allow you to make real 'eye contact' with people—your friends, family and business colleagues will see the real you, and not your eyeglass frames and lenses.

If you're an active person, you will also appreciate the freedom that contacts allow for sports and leisure activities.

### Baby blues? Soulful browns? Sparkling emerald? Express yourself

Heredity gave you one eye colour. You can't choose your parents, but now you can choose your eye colour.

Tinted contact lenses enhance or completely change the colour of your eyes. The latest generation of tinted contact lenses do an excellent job of replicating the natural patterns of your iris—the coloured portion of your eye.

Hazel, blue, slate, or violet—the choice is yours. Ask us about a trial pair of coloured contacts today.

### Special tints for sports

Want to track the movement of that tennis ball more clearly? Ask about light-filtering tints. These contacts, designed for sports use, enhance certain colours so (for example) a tennis ball stands out against the background more clearly.



### So you can't wear contacts?

At one time in your life, you may have been told that contact lenses weren't right for you, due to your astigmatism or other vision problems. If you would like to enjoy the freedom that contacts afford, it may be time to check back with your

Optometrist.

Contact lenses are now available for most vision—lenses for near or far sighted, toric lenses for astigmatism, bifocal lenses, even contacts that correct vision problems while you sleep.

## ASTIGMATISM?

Call or email our contact lens consultants about toric contact lenses.



Change the way you see the world with new NIGHT & DAY™ the contact lenses that can be

# see for yourself.

worn safely for up to 30 nights and days continuously. Finally, you can have comfort, continuous vision and freedom from the everyday hassles of ordinary lenses.

Try them today.

[nightanddaycontacts.com](http://nightanddaycontacts.com)



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*Discussion*  
WITH  
Dr. Fredlund



I have given my child a simple reading test, and she seems to have 20/20 vision. Does she need any other tests?

There's a myth that 20/20 vision means perfect vision. 20/20 vision describes normal visual clarity or sharpness measured at a distance of 20 feet.

Yet other important vision skills—such as peripheral awareness or side vision, eye coordination, depth perception, focusing ability, and colour vision—contribute to a person's overall vision.

It is also important to test for such things as eye muscle alignment and binocular vision. Optometrists are fully qualified to conduct complete vision exams. We recommend that everyone—including your child—have a complete exam on a regular basis.

# Convenient times. Convenient locations.

Dr. Kenton Fredlund   Dr. Michael York   Dr. Barb Patterson  
Dr. Jim Kerr   Dr. Brent Beaton

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1:00 pm to 4:30pm

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