



Advanced Eyecare Blue Springs Optical

Summer Edition 2010

For a Lifetime of Healthy Vision

Ocular Allergies: Fight the Itch

While many people associate allergies with runny noses, sinus congestion, and sneezing, allergies can affect various organs, including the eyes. Because the eyes are often a significant component of your allergies, they deserve specific attention and treatment.

Those who have ocular allergies know that itching is the primary source of discomfort. Other common symptoms include redness, lid swelling, tearing, light sensitivity, "grittiness" and a swollen eye.

Allergies can also cause contact lens intolerance and a foreign body sensation.

So while many people enjoy the spring and fall, millions of others frequently live in dread of those times when the trees, grass and weeds begin to pollinate. Many allergens are in the air, where they come in contact with your eyes and nose. Airborne allergens include pollen, mold, dust and pet dander. People who are sensitive to these allergens experience seasonal allergic conjunctivitis, the most common type of eye allergy.

Conjunctivitis is an acute inflammation of the conjunctiva (the outermost layer of the eye and the inner surface of the eyelids.) Symptoms of allergic conjunctivitis range from mild eye irritation to severe itching with major effects on the tissues surrounding the eyes.

There are many ways to treat ocular allergies. Be sure to schedule an appointment with your optometrist to discuss your appropriate treatment plan.

Advanced Eyecare and Blue Springs Optical are Pleased to Announce the Addition of Their New Associate Optometrist

Dr. Jeffrey Harter joins Advanced Eyecare and Blue Springs Optical after completing a Primary Care Residency at the VA Hospital in Memphis, Tennessee providing hospital based eye care for veterans.

Prior to completing this residency, Dr. Harter graduated, with honors, from the University of Missouri-St. Louis College of Optometry. Dr. Harter also worked at the OMNI Eye Services in Atlanta and Kaneohe Bay Marine Corps Base.

While attending optometry school, Dr. Harter was named to the Beta Sigma and Gold Key Honor Societies. He additionally participated in an optometry mission trip to Paraguay to help provide free eye care to impoverished families. Dr. Harter's interest lies in primary care optometry as well as low vision rehabilitation.



Sunglass Sale

**Now through September 30th, sunglasses are 35% off.
Come in to look at our huge selection of designer sunglasses!!**

*Offer includes prescription and non-prescription sunglasses
*Offer excludes Maui Jim, Oakley and Wiley X

Visit our new website:
www.advanced-eyecare.net

Advanced Eyecare (816) 353.1872

Blue Springs Optical (816) 229.2020