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Now, one daily disposable lens gives you the ultimate lens-wearing experience.

**NEW Bausch & Lomb SofLens®** daily disposable contact lenses.

Designed with ComfortMoist™ Technology for all-day comfort and High Definition™ Optics for exceptional vision.



**AdvancedEyecare**  
**Blue Springs Optical**

*For a Lifetime of Healthy Vision*

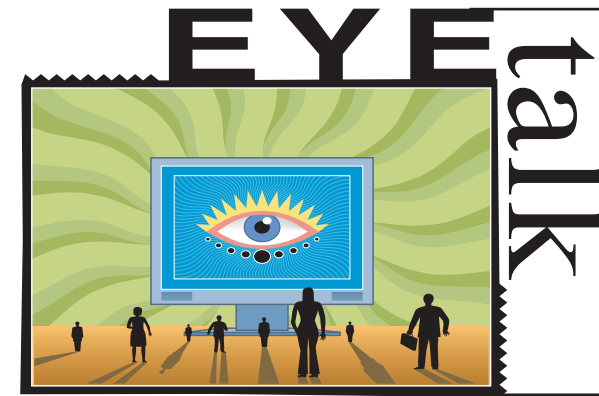
Please call our office to schedule your appointment today.



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AdvancedEyecare • (816) 353-1872

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*an informational newsletter for patients of*  
**AdvancedEyecare**  
**Blue Springs Optical**  
*For a Lifetime of Healthy Vision*

Fall Edition 2009

**Deadline for Required Children's Vision Examination:**  
**January 1, 2010**

When it comes to children's vision, it's important to correct any disorders as early as possible in order to prevent long-lasting consequences. We don't want our kids to be at a disadvantage as they begin to learn colors, numbers, and letters and as they learn to navigate their complex environments.

The Missouri Legislature has recently passed Senate Bill 16, the Missouri Children's Vision Bill, in an effort to ensure that children's vision disorders are found and addressed before their school performance is affected. The Bill requires that every child enrolling in kindergarten or first grade in a public elementary school must receive one comprehensive vision examination performed by a state licensed optometrist or ophthalmologist. Proof of the examination must be submitted to the school by January 1 of the year of enrollment.

Because vision has such a great impact on learning, please prepare your children for school and schedule an eye examination as soon as possible.

**Nutrition and the EYE**

Good nutrition is very important for both your general health and your eye health. Good nutrition helps your body to grow, repair wear and tear, protect against infection and to function properly. The role of nutritional supplements in suppressing and combating various ocular diseases has become a very popular topic.

One ocular disease in which nutrition plays an especially prominent role is age-related macular degeneration (AMD). Two types of antioxidants, known as 'carotenoids', called Lutein and Zeaxanthin are proven to bring macular pigment to healthier levels. You can find these beneficial antioxidants in a professional dietary supplement called EyePromise® Restore.

Persistent dryness, scratching, and burning in your eyes are signs of dry eye syndrome. There is now evidence that omega-3 essential fatty acids in the diet are helpful in suppressing the inflammation of the tear gland that causes decreased tear production. These omega -3 fatty acids are used by the oil glands in the eyelid to make a healthy tear film oil layer.

**Points to Keep in Mind:**

1. While vitamins can be obtained by taking supplements, it is best to get as many of these nutrients as possible through your diet. A diet high in fruits and vegetables and low in saturated fat, transfat and sugar will help not only your eyes but also your overall health.
2. Although increasing your intake of antioxidants will probably not restore vision that is already lost, it may slow the progress of the disease.
3. Nutrition and health are lifelong concerns. Don't wait until you develop an eye problem or other health concern to make changes in your diet.

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Professional Optometry  
Personal Care for You  
And Your Vision

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## When Glasses Are Not Enough

When most people have blurry vision, they come to **AdvancedEyecare** and **Blue Springs Optical** to get a new pair of glasses to see clearly. Unfortunately for some people (maybe even yourself), vision is unclear even with new lenses. If vision is not correctable to 20/20 with new glasses, contact lenses or any other type of treatment, a patient is considered to have low vision.

This blurriness may have come on suddenly or could have changed over a number of years. The fuzziness could be caused by a number of different diseases or eye conditions - patients could be suffering from macular degeneration, diabetic retinopathy, or glaucoma. It is important to contact your optometrist if you feel that your vision has changed.

### **How can *AdvancedEyecare* / *Blue Springs Optical* help patients with low vision?**

Our new associate, Dr. Stephanie Erker, is performing a new service called Low Vision Rehabilitation to help these patients. Low vision rehabilitation is designed to maximize your remaining vision. It is not possible to bring back lost vision, but the rehabilitation can make the most of the vision you still have.

In order to best serve low vision patients, a comprehensive history form will be completed prior to the examination. This will include questions about the patient's vision and its impact on day-to-day activities. After discussing a patient's particular goals, Dr. Erker will work with various magnifying devices and other non-optical tools such as talking watches, checkbook writing guides, large print playing cards to make certain tasks easier for the patients.

### **What is magnification? Why does it work?**

Magnification makes objects look larger and closer, thus making it easier to see. There are different types of devices that work well for various activities. For example, if a patient has difficulty spotting prices in the grocery store, a pocket-sized hand held magnifier may work best. If spending a significant amount of time on the computer, a glasses-mounted magnifier often works better. Magnification comes in different strengths. While one person may prefer a device of 4X strength, another may need more magnification and enjoy 6X. Therefore, it is important to try out these devices in the office to ensure the best vision possible.

We have a wide selection of magnifiers. This ensures that when a patient comes in for an evaluation, we will find one that best fits the patient's needs.

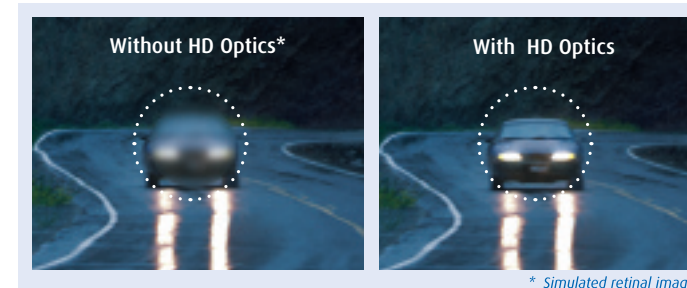
### **Am I a low vision patient?**

If you have had an examination within the last year, we can determine your best corrected visual acuity. Visual acuity is the best line (smallest print) that you could read on the chart. Depending on an individual's needs, some patient will be eligible for services. Currently, **AdvancedEyecare** is working with insurance companies to determine what additional benefits our low vision patients may receive.

This new service is available now. If you think you, a family member, or a friend would benefit from this innovative service, please call our office and schedule a Low Vision Evaluation with Dr. Erker. We look forward to meeting you and making your days a bit clearer.



## **Introducing Bausch & Lomb SofLens® daily disposable contact lenses.**



### **Bausch & Lomb High Definition™ Optics.**

SofLens is the first daily disposable lens with **High Definition Optics** – a technology that reduces the appearance of blurriness, halos, and glare across a full range of conditions. The result is crisp, clear vision no matter the time or place, especially in low-light situations.



### **Everything a daily disposable lens should be.**

If you want exceptional performance from your daily disposable lenses, don't settle for less. Get the low maintenance and instant readiness of other daily disposable lenses – with comfort and vision that stands alone. And a cost that's less than you think.



### **Give yourself the ultimate lens-wearing experience.**

**Ask us about SofLens daily disposable contact lenses today.**

### **Comfort that lasts all day – and outperforms the leading daily disposable lens.**

SofLens daily disposable lenses are designed to keep your eyes clear, moist, and comfortable from the moment you put them in to the moment you throw them away. In fact, they're so comfortable, they were **rated higher by patients for end-of-day comfort** than the leading daily disposable lens.<sup>1</sup>

SofLens daily disposable lenses achieve this high level of comfort through **ComfortMoist™ Technology** – our unique lens design and innovative packaging solution. Our lens design is exceptionally thin, allowing for a remarkably natural feel on the eye. And our slow-release packaging solution works with tears to create a cushion of moisture around the lenses – keeping your eyes comfortable all day through the end of the day.

### **Demand more from your contact lenses.**

Daily disposable lenses eliminate the need to rinse, store, and disinfect lenses, which means no daily maintenance routines – and no need for lens cases and solutions. What's more, they provide a fresh, healthy pair of lenses at a moment's notice – whether you're traveling, playing sports, or working in harsh environments. However, many daily disposable lenses stop there, allowing convenience to take the place of a high-quality wearing experience.

One contact lens is raising the bar for performance in daily disposable lenses: SofLens daily disposable contact lenses. Combining outstanding all-day comfort with incredibly crisp, clear vision, especially at night, SofLens delivers all the benefits of other daily disposable lenses and much more – giving you the ultimate lens-wearing experience.

<sup>1</sup> A total of 100 adapted wearers of Focus DAILIES lenses completed a 1-week clinical investigation of SofLens daily disposable contact lenses. Patients were instructed to wear the lenses on a daily wear, daily disposable basis. At the completion of the study, patients completed a product attribute rating questionnaire. Patients rated SofLens daily disposable contact lenses higher for end-of-day comfort.