



AdvancedEyecare • (816) 353-1872

Blue Springs Optical • (816) 229-2020

Blue Springs, MO 64015  
 1116 SW 40 Highway  
 www.advanced-eyecare.net  
 Joshua Graf, O.D.  
 Dana Krause, O.D.  
 Rich Wilson, O.D., F.A.A.O.  
 Lawrence Reed, O.D.

AdvancedEyecare  
 Blue Springs Optical  
 For a Lifetime of Healthy Vision

Professional Optometry  
 Personal Care for You  
 And Your Vision

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 PERMIT NO. 1016  
 KANSAS CITY, MO



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### Winter: Time for Eye Protection!

This winter, pack away the beach towel and shorts – but not the eye protection. Regardless of outdoor conditions, the potential harm the sun is capable of producing remains constant – even in winter. Here are just a few reasons why sun protection is still important in winter.

#### Glare-Induced “Blindness”

#### COPPERTONE POLARIZED LENSES

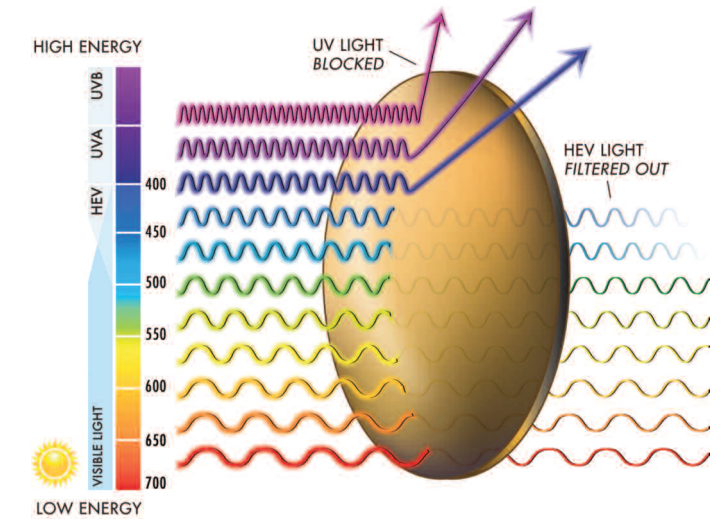
Because snow and ice is so reflective, there is a risk of up to 85% of the UV (light) rays of the sun being transmitted upward to your face.

#### Snow Blindness

Resulting from excess time in the intense reflective light of snow, this condition may damage the cornea for up to a week, cause eye pain, extreme sensitivity to light and the sensation of having sand in your eye.

#### Driving Hazard

Bright reflections off shiny surfaces like snow or vehicles can subject the eyes to nearly 12 times more light than you need. This may cause irritation and discomfort and can also be a dangerous distraction to drivers.



#### COPPERTONE POLARIZED LENSES

Eliminates 97% or more of reflected glare and provides 100%UVA & UVB plus additional protection against HEV light which may be a contributing factor to several eye maladies including cataracts and macular degeneration . Coppertone Polarized lenses are recommended by the Skin Cancer Foundation and hold the AOA Seal of Acceptance. Made from high quality optical grade polycarbonate resin, Coppertone lenses are four times more scratch resistant than ordinary lenses and have 10 times the impact resistance of ordinary sun lenses. **Protect your eyes with America’s most trusted suncare brand -Coppertone Polarized Lenses.**

Raytown (816) 353-1872 • Blue Springs (816) 229-2020

## Do Your Glasses Need a Tune-Up?

Over time, your frames will need adjusting; this will prolong the glasses and allow for the most comfortable fit. While many people like to think they can "adjust" their frame by themselves, it is always a good idea to have an optician adjust your glasses to ensure the proper fit and comfort. Frame adjustments are performed by an optician as a complimentary service at our offices.

## MEET OUR OPTICIANS . . . .

### **AdvancedEyecare**

Top Left: Cody, Michelle, Helen  
Bottom Left: Amanda, Lynda



### **Blue Springs Optical**

Top Left: Marci, Tracy, Merry  
Bottom Left: Amy, Stefanie  
Not Pictured: Renae, Karen



\*The staff at *AdvancedEyecare* and *Blue Springs Optical* continue to advance their training and education. Many of our opticians are CPO and/or ABO certified.

\* CPO = Certified Paraoptometric

\* ABO = American Board of Opticianry

## *Office Hours at Our Two Convenient Locations!*

### **Raytown**

#### Open Monday - Saturday

Monday	8:00 - 5:30
Tuesday	8:00 - 5:30
Wednesday	8:00 - 5:30
Thursday	8:00 - 5:30
Friday	8:00 - 5:00
Saturday	8:00 - noon
Sunday	Closed

### **Blue Springs**

#### Open Monday - Saturday

Monday	8:00 - 5:30
Tuesday	8:00 - 5:30
Wednesday	8:00 - 5:30
Thursday	8:00 - 5:30
Friday	9:00 - 5:00
Saturday	8:00 - noon
Sunday	Closed

## Advantages of Progressive (No-Line) Bifocals

Progressive Addition Lenses, also called no-line bifocals, are the most popular multifocal lenses sold in the United States. These line-free lenses provide a more complete vision solution compared to lined bifocals. Instead of having just two lens powers like a lined bifocal – one for distance vision and one for up close – progressives have a gradual change in power from the top to the bottom of the lens, providing an excellent range of powers for clear vision far away, up close and everywhere in between.

Progressive lenses provide the closest thing to natural vision after the onset of presbyopia – the normal age-related loss of near vision that occurs after age 40. The gradual change of power in the progressive allows you to look straight ahead to see in the distance, look slightly below normal gaze for the computer distance, and drop your gaze downward to read and do fine work comfortably close up.

Because a progressive lens changes in power from top to bottom, these lenses require frames that have a vertical dimension that is tall enough for all powers to be included in the finished eyewear. If the frame is too small, the distance or near zone of the progressive lens may end up too small for comfortable viewing when the lens is cut to fit into the frame.

### **LET US HELP!!!**

With so many options in eyewear today, choosing the right frame and lenses can seem overwhelming. Let us help. Our professional opticians can discuss the advantages of the latest progressive lenses with you and help you find the lenses and frames that best match your needs.

# **KODAK UNIQUE PROGRESSIVE LENSES**

Now through December 31, **KODAK UNIQUE**  
PROGRESSIVE LENSES ARE

## **35 % off**

**KODAK UNIQUE** lenses are the latest development for smooth, comfortable vision correction in a no-line design.