

100% RUDY. 100% WINNERS. 100% RX-ABLE.



KETYLIM
Men's Journal Magazine
Break Through Award 2004



EXCEPTION | The Ultimate Rx Solution



Trax
#1 PICK
EKYNOX SX
Ski Trax Magazine
#1 Sunglass Ranking 2005



RYDON GOLF
PGA Tour Partners Club
Member Tested Seal of Approval 2004

(WELL, ALMOST ALL OF THEM!)



MASKERYNA
Outside Magazine
Gear of the Year Award 2005

RX SOLUTIONS FOR ATHLETES.

Quite possibly the best Rx Sport eyewear ever made.
Over 17,000 athletes have endorsed Rudy Project from cyclists to golfers to runners.
But don't take just their word for it - give Rudy a try.



RUDY PROJECT
Technically Cool Eyewear™
www.rudyprojectusa.com















EYE talk

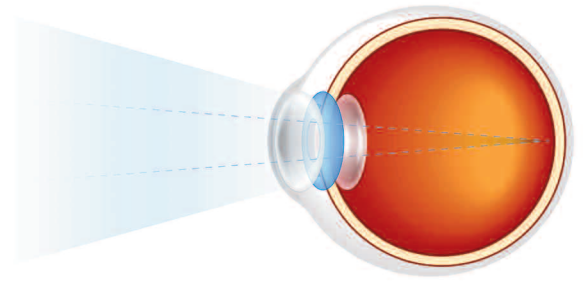


an informational newsletter for patients of
Advanced Eyecare
Blue Springs Optical
For a Lifetime of Healthy Vision

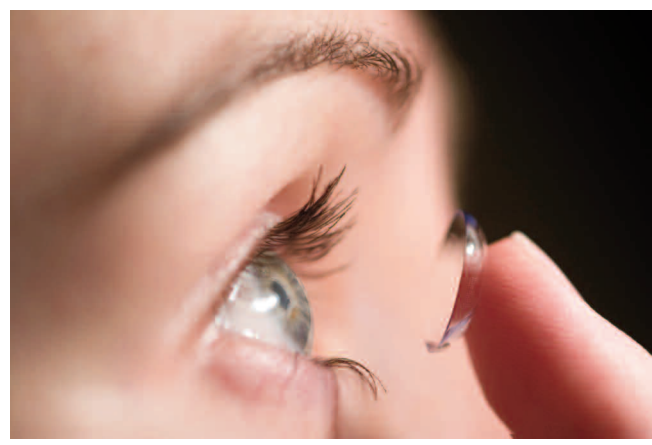
April/May Edition 2008, Volume 5

What is Astigmatism?

Astigmatism is a common eye condition marked by an irregular curvature of the cornea. Most of the eyeball's focusing power occurs along the front surface of the eye, involving the tear film and cornea (the clear 'window' along the front of the eyeball.) The ideal cornea has a round surface. Anything other than round contributes to abnormal corneal curvature—this is astigmatism. If you are experiencing this or any other problem, don't keep us at arms length! Give us a call and arrange an appointment for a complete examination. Give yourself a lifetime of good vision.



Astigmatism is very common. In most cases, astigmatism can be corrected by wearing properly fitted spectacles or contact lenses. A surgical vision correction can also successfully correct astigmatism.



Glasses work well with patients with astigmatism. Patients with high amounts of astigmatism must have their glasses carefully adjusted to their face.

Contact lenses that correct astigmatism are called toric contact lenses. Patients with large amounts of astigmatism may have greater success with rigid gas permeable contact lenses.

If astigmatism is present, your optometrist can make the diagnosis with a thorough eye examination. Call us today to schedule an appointment.

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

PRESORTED STANDARD
 U.S. POSTAGE
 PAID
 PERMIT NO. 1016
 KANSAS CITY, MO

Professional Optometry
 Personal Care for You
 And Your Vision

Advanced Eyecare
Blue Springs Optical
For a Lifetime of Healthy Vision
 Lawrence Reed, O.D.
 Rich Wilson, O.D., F.A.A.O.
 Dana Krause, O.D.
 Joshua Graf, O.D.
 www.advanced-eyecare.net
 1116 SW 40 Highway
 Blue Springs, MO 64015

Proper Care of Your Glasses: The Do's and Don'ts

DO'S

- ✓ Rinse your lenses with water before wiping or cleaning especially after being in a dusty environment. Very fine dirt and debris on the lenses can act like sandpaper if rubbed around on the surface of your lenses.
- ✓ On a regular basis, use eyeglass lens cleaner or soap and warm water to clean the surface of your lenses and then rinse. Pat the lens dry with a clean micro-fiber cloth.
- ✓ Use both hands to put on and remove your glasses. This helps them to stay in adjustment and maintain proper frame and lens alignment.
- ✓ Use your glasses case when they are not in use.
- ✓ Do come into our clinic for regular frame adjustments. This helps maintain the proper alignment of your glasses.

DON'TS

- ✓ Do not use linings of jackets, tissue, paper towels or other paper products to clean your lenses. The surfaces of these items are too harsh and can act as an abrasive and damage the coatings and surface of your lenses over time.
- ✓ Do not store your glasses in extreme heat or extreme cold. Prolonged exposure to severe temperatures can compromise the integrity of the frames AND the lenses.
- ✓ Do not use ammonia based cleaners (such as Windex) as they may damage the lens coatings and surface.
- ✓ Do not apply hairspray or perfume mist around your eyewear. It can damage the lens coatings and surface.
- ✓ Do not set your glasses down on their lenses. This can scratch the front surface of the lenses.
- ✓ Do not forget that lenses can only come with a scratch "resistant" not scratch "proof" coating. Ongoing proper care of your glasses is needed to help protect them.

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**

Raytown (816) 353-1872

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**

Blue Springs (816) 229-2020

What to Focus on When Choosing a Lens for Your Child

What lenses will be tough enough to stand up to my child's active life?

- ❖ **IMPACT RESISTANCE**
Lenses made of polycarbonate material are up to 10 times more impact resistant than standard plastic lenses, so there's no worry about frequent replacement.
- ❖ **SCRATCH RESISTANCE**
Scratches not only mar the appearance of glasses, but impair clear vision. Scratch protection is on both sides of the lens and cannot be worn off, washed off, or scratched off.

What lenses will my child wear?

- ❖ **COMFORT**
Polycarbonate lenses are up to 30% lighter than standard plastic lenses, so they are more comfortable to wear.
- ❖ **APPEARANCE**
Polycarbonate lenses are thinner than standard plastic lenses. Lenses with anti-glare technology become virtually invisible, so when looking at your child, you see their eyes instead of reflections.

What lenses will help my child stay alert?

- ❖ **ANTI-GLARE TECHNOLOGY**
Exposure to glare can cause eyestrain and fatigue. In school, glare is often created by fluorescent lighting and computer screens. Lenses with anti-glare technology reduce reflections, allowing eyes to see better and more comfortably.

How many pairs of glasses does my child need?

Kids are kids, and sometimes they lose or damage their glasses. Consider investing in a back-up pair so your child doesn't fall behind while you try to get a replacement.

Raytown (816) 353-1872

Blue Springs (816) 229-2020