



Polish your apple – it’s back to school time!

New adventures of a new **school** year bring excitement to many children. A new school year can also bring challenges.

“Roughly one in four children has a visually related learning difficulty,” says Dr. Brent Neufeld of Calgary Vision Therapy, who specializes in finding solutions for visual processing problems. “When working efficiently, vision helps a child to process and understand information. When not working properly, that visual system can contribute to learning problems.”

Vision is often missed as a roadblock to a child’s ability to learn, since sight is different than vision. *Sight* (20/20) is what the eyes see whereas *vision* relates to how we draw meaning from what we see.

How can you tell if your child needs help in building this visual ability? There are many signs: reversing words when writing or copying, confusing the same word in the same sentence and failing to visualize what is read, to name a few.

Fortunately, vision is developed in a sequence of stages, which means that vision can be trained and improved.

Talk to your optometrist to find out how visual training can turn your child’s challenges into successes this school year! ▢



Your Doctor Recommends™

Dr. Trevor Pilipchuk



Q. I’m sixteen and I want to wear contacts for astigmatism, but I’m scared. Help!

A. We’re here to help! Astigmatism is a very common yet often misunderstood vision problem. Astigmatism occurs when the cornea – the clear front of your eye – has different degrees of curvature. A good comparison is that your cornea is shaped more like a football than a baseball, and that curved shape causes your vision to blur.

Don’t be scared. You can enjoy the comfort, clear focus and fun freedom of contact lenses right away. Astigmatism can be corrected with a *toric soft contact lens*.

I can recommend a contact lens best suited to your lifestyle. We’ll also show you how to care for your lenses and protect the health of your eyes. Give us a call today! ▢

Healthy habits for a lifetime

Childhood is the time we establish healthy habits that can last a lifetime. It is also a crucial period in the development of the eyes – which is why providing the right vision care and vision wear early in life is so important. Kids' eyes are especially at risk. Children are outside more than adults – getting three times the sun exposure. Their developing eyes are more vulnerable to UV, yet they are twice as likely to wear sunscreen as sunglasses. Because they are physically active, they are at higher risk for eye injury.

An important step in preserving healthy sight is wearing protective eyewear. UV damage from the sun builds over time and can cause problems like cataract and macular degeneration later in life. Because a child's eyes are more susceptible to UV damage, it's important to protect their eyes with UV-blocking eyewear year-round – even if they don't wear a prescription. Adaptive lenses, like Transitions lenses, automatically help protect kids' eyes from UV rays and glare.

Nine out of 10 children prefer Transitions lenses over regular, clear lenses. Studies show that kids find Transitions lenses more comfortable to wear, since they change from clear to dark in the sun. Plus, kids think they're cool! Sixty-one percent noted that their peers liked their glasses with Transitions lenses, as compared to 46 percent when wearing regular, clear lenses. Parents also love the lenses, since they block 100 percent of UVA and UVB rays, and since kids like them, they are more likely to wear them. Ask your eyecare professional about the latest eyewear for kids.



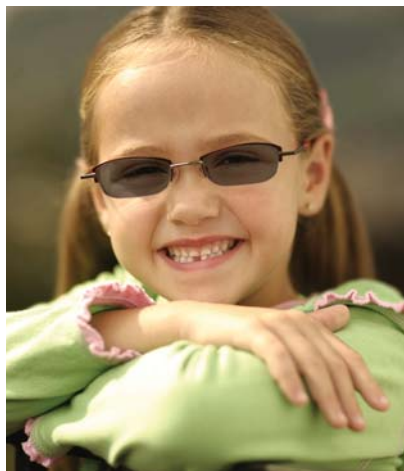
Eye Care for Kids: A No Brainer

It makes sense that good vision is essential to a child's ability to learn in school, especially considering that 80% of learning is visual for children under the age of 12!

Common signs of poor vision to look out for include:

- Trouble seeing the blackboard
- Difficulty reading
- Redness or tearing of the eyes
- Excessive eye rubbing or squinting
- Headaches

For more information on eye protection for children, visit www.eyedidntknowthat.ca



Voucher for no-charge upgrade to Transitions lenses!

Do you want the very best UV and glare protection for your child's eyes?

Get the best UV protection and comfort for your child's eyes when they go back to school this fall.

Receive a no-charge upgrade to Transitions adaptive lenses in your child's new eyeglasses when you present this coupon.

Valid with purchase of complete set of eyeglasses (frames and lenses).

Coupon valid for Doctors Eyecare Network practices in Canada until October 31, 2011.

Coupon must be presented at the time of purchase.

This coupon cannot be combined with any other coupon, offer or rebate. Not refundable or transferable. Not redeemable for cash.

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Vegetarians less likely to develop cataracts

Dive into a salad!

According to a new study done by the University of Oxford in England, researchers found that vegetarians and vegans are 30% to 40% less likely to develop cataracts than people who eat a lot of meat.

Researchers studied data on more than 27,000 people, all over age 40. The study's participants filled out dietary surveys between 1993 and 1999. By 2009, approximately 1,500 had developed cataracts.

The participants were divided into groups according to the amount of meat they ate each day:

- Highest meat consumption: 100 grams or more
- Mid-range: 48 to 99 grams
- Low-range: less than 48 grams
- Fish eaters: those who ate fish but not meat
- Vegetarians: those who didn't eat meat or fish but did eat dairy products and/or eggs
- Vegans: those who didn't eat meat, fish, dairy products or eggs

Compared with those who ate the most meat, the risks for developing cataracts were lower for all other groups. Mid-range meat eaters had a decreased cataract risk of 4%, low-range 15%, fish eaters 21%, vegetarians 30% and vegans 40%.

Researchers found that the progressive decrease in cataract risk was seen for both men and women. ▢



What is a cataract?

A cataract occurs when the eye's lens becomes cloudy, leading to blurred vision and visual loss. Factors such as smoking, diabetes and exposure to bright sunlight also have been linked to greater risk of cataracts.

Cataracts are common in older people. More than 2.5 million Canadians currently have cataracts and that number is expected to rise to 5 million by 2031. Surgical procedures are typically required to treat cataracts.

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Lakeland Family Eyecare



Dr. Trevor Pilipchuk – Optometrist
Dr. Neil Hodinsky – Optometrist
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October is Eye Health Month Open your eyes!

Are you and your peepers ready for **Eye Health Month**? Every October the Canadian Association of Optometrists (CAO) highlights the importance of regular eye examinations.



The Canadian Association of Optometrists

Remember your children's eye health: according to research conducted by Leger Marketing, not all parents know they should bring their children to the optometrist before school age. A survey of 400 Canadian optometrists found that only 10% of their patients are age 12 or younger.

Bring in your infants as early as six months of age and your children before they start elementary school.

For adults, we recommend an exam every one to two years, and annually for older adults.

Did you know? Not all eye and vision conditions give you any warning or symptoms. Early detection can save your sight.

If you're experiencing any eye injury or discomfort, don't delay, see us today! We're here to help protect your precious vision and eye health. For life. ▢



Go Back to School Seeing Clearly

For the Month of September,

FREE SINGLE VISION LENSES

when you present this coupon

* With the purchase of any new frame. Available for all ages.

Reminder to Parents - Alberta Health Care pays for your child's eye exam every year. Make sure your child is seeing his/her best.

Book their eye appointment today!

Cannot be used in conjunction with any other promotion.

