



# FOCUS



St. Paul, Alberta

Spring 2009

## Team Power!

### Why choose a Doctors Eyecare Optometrist?

There is power in:

- **Numbers.** As a member of Doctors Eyecare – a group of over 210 Optometrists from coast-to-coast – we access the best technology and products for great vision, then provide you with unbeatable value.
- **Professionals.** Our expert Doctors and staff benefit from ongoing leading-edge training for the ultimate in product knowledge. Patients appreciate our personal care and commitment to enhancing their visual life and great looks.
- **Convenience.** We shop the world for you to discover the newest styles and maximum quality. Then we make sure you're happy with your eyewear. Our goal is to make it right!
- **Mobility.** Moving? Let us know and we can recommend a nearby Optometrist. Or, do a quick search for Doctors Eyecare offices in your new area – go to [doctorseyecare.com](http://doctorseyecare.com) and click on Find an Office. ▢



Benefit from the specialized services of a **Doctors Eyecare** Optometrist.

Pop in or call us today!

### Your Doctor Recommends™

Dr. Trevor Pilipchuk

**Q.** My vision seems fine. Why is it important to have regular exams?

**A.** What you don't see – or feel – can hurt you. Regular eye exams help detect potential concerns, so you can get the treatment you need to maintain healthy eyes and great vision.

With our state-of-the-art equipment and technology, we can catch serious eye diseases such as glaucoma and macular degeneration, even if you haven't had any symptoms.

We can also detect other health problems such as high blood pressure, diabetes and thyroid disorders through an eye exam.

For peace of mind, the best defense is to trust your precious sight to an eyecare professional. I recommend you come in for a comprehensive eye exam – let's confirm your diagnosis!

#### Remember your kids:

*Children should receive a complete eye exam by age three.*

A one-of-a-kind professional eye care experience to enhance your visual life and great looks.

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NETWORK

Avoid the risks of shopping online

# The 'real deal' on contact lenses

*Why order contact lenses from your Optometrist instead of an online alternative?  
Unlike shopping on the Internet, we deliver on everything – service, product and reputation.*

## Personal service

Online resellers never substitute a face-to-face consultation with an Optometrist. If you have concerns or problems with your eyes, don't draw your own medical conclusions based on website surfing – see us immediately!

## Perfect product

What contact lens is right for you? Without consulting an eyecare professional, you're taking a risk with your sight. Or, you could miss out on new lens technology to better suit your vision needs and lifestyle demands. With help from our trained team, we can offer the right lens options. Then we'll make sure you know how to wear and care for your contacts – for optimum comfort, visual clarity and eye health.

## Reliable reputation

If shopping online, you risk dealing with an unreliable reseller – at a site that is dealing in grey market products or could go out of business. When you unknowingly order from an illegitimate seller, you could face unexpected charges on your credit card. Your gamble increases if you don't shop via a secure server.

There's no safer and smarter substitute than dealing with eyecare professionals in your own backyard – optimal service, know-how and value. Only your Doctor can recommend the best lens options. ▢



**YOU KEEP GOING  
AROUND THE CLOCK.  
ASK FOR CONTACT  
LENSES THAT DO TOO.**



**HIGH  
PERFORMANCE  
FOR LIFE PERFORMANCE.**



NIGHT & DAY breathable contact lenses for the health of your eyes.

**CIBA  
Vision**  
A Novartis Company

Reduce your risks

# Diabetes and your Optometrist

The number of people living with diabetes in Canada is approximately two million. An alarming fact is that many individuals with diabetes have not been diagnosed and are unaware they have the disease.

Diabetes prevents your body from making or using insulin, which leads to increased sugar levels in your bloodstream. Diabetes can lead to serious complications and premature death.

## What are my vision risks?

Diabetes can cause changes in your vision and can result in cataracts and glaucoma. The most serious eye problem is diabetic retinopathy, a weakening or swelling of the tiny blood vessels in your eye's retina. If diabetic retinopathy is untreated, blindness can result.

## Your Optometrist's role in prevention

Sometimes the early signs of diabetes are detected in a thorough optometric exam. If you already have diabetes, your eyecare professional can diagnose potential vision-threatening changes in your eyes that may – if treated – prevent blindness.

## Treating diabetic retinopathy

Early detection of diabetic retinopathy is crucial because



successful treatment is more likely at the initial stage. Early on, this condition is monitored through eye health exams. A variety of therapies may be prescribed including laser therapy or, in extreme cases, eye surgery.

## Prevent related eye problems

Monitor and maintain control of your diabetes. Consult your physician regularly and follow instructions about diet, exercise and medication. See your Optometrist for a thorough eye exam when you are first diagnosed as a diabetic, at least annually thereafter and more frequently if recommended.

Even if you don't notice any problems, have your eyes examined regularly by an Optometrist. Let us help! ▢

# Take a break from lens care

A contact lens with **BUILT IN CONVENIENCE** and **COMFORT**

- the convenience of no messy lens cleaning, disinfecting and storing
- the comfort of a fresh new lens every day



DAILIES AquaComfort Plus: Ask your eye care professional for complete wear, care and safety information.  
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# Lakeland Family Eyecare



Dr. Trevor Pilipchuk  
Dr. Brad Olineck  
Dr. Doug Stefanyk  
Dr. Ross Harris - Cataract Surgeon

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Visit us online at: [www.lakelandeyecare.com](http://www.lakelandeyecare.com)

## EYE Do!

### 5 tips for a healthy relationship with your eyes

1. Have regular eye exams.
2. Follow the recommended care for your contact lenses.
3. Put down that hot dog! Practice good nutrition.
4. Don't smoke. If you do, quit.  
Smoking increases the risk of eye diseases such as age-related macular degeneration and cataracts.
5. Take care of your eyewear – don't leave home without your lens cleaning solution and cloth. Need a frame adjustment? Pop in and let us help. ▢



Where  
have  
you  
been?

The recommended intervals for eye examinations are annually for children, contact lens wearers and adults over 65 years; healthy adults every two years. If you are experiencing any vision difficulties, please see us immediately.

## Lakeland Family Eyecare 9th Annual Frame Show & Sale

Saturday, April 25 8 am - 5 pm

**40%** Off All Frames  
**25%** Off All Sunglasses

MARCHON® reps will be here to show you the latest styles!



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