Summer 2001

3666 Fourth Avenue • San Diego, California 92103 • 619-297-4331 • 1-800-774-4331 • Fax 619-297-6572

Age Related Visual Problems Often Preventable

A study of the causes of blindness and visual impairment in older Americans showed that more than half of those with visual impairment or blindness are conditions that were either surgically treatable or potentially preventable.

It was also found that African American seniors were seven times more likely to suffer blinding diseases such as glaucoma and diabetic retinopathy than are caucasian.

Cataracts, the leading cause of visual impairment, can be surgically corrected in most patients. Age-related macular degeneration (ARMD) caused 70% of the cases of blindness and 33% of the visual impairment in caucasian, but only 2.9% of the visual impairment cases in African Americans. Glaucoma and diabetes-related retinal disease caused 14% and 17% of African American's visual impairment, but only 2% and 8% in the impairments in caucasian.

As a patient you need to know that many of the visual effects of diabetes and glaucoma can be reduced and minimized. This is done through control of the diabetes and early detection of glaucoma. Age-related macular degeneration can be helped by not smoking, reduced consumption of caffeine and increasing exercise and the taking of antioxidant supplements like Lutein and Zeaxanthin. Ongoing studies as to the effectiveness of vitamins C and E, Zinc and beta-carotenes will try to determine their effectiveness in reducing the visual impact of these diseases. Until proven otherwise, Dr. Smith recommends continual use of these supplements.

Optometrists Expand Their Therapeutic Treatment

With the passage of SB 929 and the signing into law by Governor Gray Davis, starting January 2001, Optometrist have expanded what they can do in therapeutic management of patients with eye diseases. The following categories are now within the scope of care by all Optometrists.

Ocular infections of the anterior (front) parts of the eyes

Ocular allergies using oral antihistamine and topical steroids

Ocular inflammations not caused by surgery with topical steroids

Ocular pain using oral analgesic which include some schedule 3 narcotics

Open Angle Glaucoma in those over 18 years of age

Perform lacrimal irrigation and dilation if the lacrimal system is closed

Remove corneal foreign bodies from the front of the eye

Dr. Smith will now be able to treat the majority of your eye health problems. If you have any questions regarding medical treatment of the eye, please call him.

JUNE 2001 Consumer Report Rates Eyeglasses

One hundred sixty-one million Americans or nearly 60% of the population, depend on prescription eyewear.

Patients ask us, "Why should I get my eyeglasses from your office when I can go to Costco or other discounted stores and get the glasses for less"? If you are interested in price only, Costco and other discount stores do have somewhat lower prices. But if quality and service is also important for you, the Consumer Report article states that optometric and small optical shops provided the best overall service and quality of materials with prices that were slightly higher than the discount stores.

Come in a compare our prices! See what we can offer you in increased services and material that are always guaranteed. With our large selection of frames and lens options, I think you will like what you see.



Hottest New Sunglasses for Summer

Come in and see the hottest new sunglass. It is called FITOVERS and can be worn over your regular glasses

or as a normal sunglass. Not only do they provide the best coverage from sun glare, but also they are made in polycarbonate, which makes then scratch and impact resistant. The lenses are also polarized to reduce and eliminate glare from the windshields of cars, and cuts the glare from the water and snow so that your vision is clear and comfortable.

If you come in and buy a pair of FITOVERS by August 31st, the manufacturer will deduct \$10.00 from the retail price.

What's New in Contact Lenses

The healthiest and most convenient contacts are the "Daily Disposable". These now come in a regular single vision and the new Ciba Progressive bifocal. Cost per year is less than a \$1.00 per day for the single vision and \$1.17 per day for the bifocal. Come in and ask for a free trial pair to see if they will work for you. Later this year the daily astigmatic lenses are to be released.

Colored contacts now come in a wide variety of colors. We have the newest and unique way of testing for the best eye color. Come in and have your eye color matched and then see what each of the colored lenses will look like without having to put the lenses on your eye.

We now are able to color your soft contact lenses. If you would like a "fun" pair of lenses whether they be a longer wear lens or any of the disposable products and want the lenses tinted, we can now provide you one day service with tinting. Come in and see the colors. The cost will be \$20.00 per lens.

What is Presbyopia?

Like many other things in life, presbyopia is inevitable.

No matter how good or bad your eyesight may have always been, once you reach a certain age, your eyes begin to lose the ability to focus up close. In fact, the term "presbyopia" actually comes from the Greek word for old vision.

The condition results from a natural loss of elasticity in the lens of your eye after about age 40, which diminishes your ability to focus on near objects. We've all seen the classic sign of presbyopia, some one holding a menu at arms length, straining to read it.

Historically, presbyopia could only

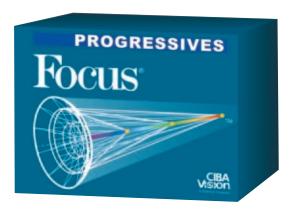
be corrected with bifocal or reading glasses. Since bifocals only focus on either near or far, with nothing in between, they can create aggravating distortions or jumps in vision when switching between distances. And many people don't like the hassle that come with glasses, or the obvious impact their appearance. Fortunately, there's an exciting new alternative for people with presbyopia, Progressives soft contact lenses.

With NEW Focus Progressives soft contact lenses, you'll enjoy excellent vision at near, intermediate and far distances without the hassle of bifocal or reading glasses. That's because Focus Progressives' patent pending lens design is so advanced, it allows you to focus your sight smoothly and clearly at all distances, without jumps and distortions typical of bifocals.

Unlike bifocals, Focus Progressives contain no lines, no segmented vision zones. Instead Focus Progressives feature smooth, seamless transitions from optical zone to optical zone, eliminating the need for awkward, unnatural head movements, to provide clear, comfortable vision at all distances.

Focus Progressives also provide good night vision while restoring the freedom of full peripheral vision, providing a more natural visual experience. Focus Progressives allow you to continue your active lifestyle with even more freedom.

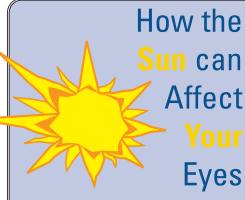
So, you've never worn contacts? With just a little practice, you'll find it's easy to put in and remove contact lenses.



Focus Progressives are so comfortable you'll be amazed at how natural they feel.

Try Focus Progressives for FREE. If you are tired of holding objects at arms length to read, ask Dr. Smith about a FREE TRIAL PAIR of Focus Progressives soft contact lenses. You'll see clearly and comfortably again at all distances, from up-close to far away, and your presbyopia can be your little secret!





Research shows that the sun's ultraviolet (UV) radiation can contribute to a number of age related changes in the eyes.

UV radiation can contribute to cataract development, skin cancer, and vision impairments at the back of your eyes. Here's more on what can happen if you don't protect you eyes with the proper sunwear:

Cataracts

Cataracts: clouding of the lenses inside your eyes. This is a major cause of blindness in the world today. Surgical correction helps us to see again.

Pterygium

Pterygium: an abnormal tissue growth on the white part of the eyes, usually the part near the nose. This tissue can be removed but may re-grow and cause vision loss if not treated.

Cornea Sunburn

Cornea Sunburn: usually occurs in the mountains when skiing and is very painful for 24-48 hours. No permanent damage is

Age Related Macular Degeneration (ARMD) •

This is the major cause of reduced vision in people over 55 in the US. See the article on the front page about age related problems.

To protect yourself, use a widebrimmed hat or cap. This will block 50% of the UV radiation. Sunglasses will eliminate the rest. When you visit our dispensary, you will find we will supply you only the finest lenses so that your vision is protected. Remember, kids need protection too. Use the hats and if you want them to have sunglasses, don't buy an inexpensive drug store pair. These sunglasses may not be optically correct and may shatter if hit by a flying object. Only purchase true ophthalmic sunglasses for both sun protection and protection from eye injury if hit by a flying object.

If you have any questions regarding sunglasses, you can call and talk to Karen or Jim in our optical department.

HUGE SUMMER TIME GLASSES SALE

ALF PRICE SALE on select designer frames when lenses are purchased with these frames. These frames are 50% off the regular price. We will deduct 20% off the lens price.

discount on all other complete pairs of glasses. We carry a large selection of upscale, designer frames to compliment the various lens styles you select for your life style needs.

Bring in this ad to receive your discounts.

This discounted sale will last until August 31, 2001 and can not be used with insurances or any other discounts.

Vision Therapist for Dr. Smith Presented With The Lara Mcgraw Vision Therapy Award For 2001

On April 21, 2001, Jean Nagel was presented the prestigious Lara McGraw Vision Therapy Award. This award is given each year to the vision therapist in California who demonstrates the finest qualities in providing vision rehabilitation to those in need. Jean has been Dr. Smith's vision therapist for over eleven years. During that time she has worked with both children who have visually related learning deficits and adults who have difficulty coordinating their eyes caused by heredity or trauma. Jean is a consultant to school districts in El Cajon, San Diego, Spring Valley, and Ramona.

If you have any questions about our vision therapy program or would like more information on how children can improve visually, call Jean at 297-4331 x 224.

Congratulations Jean!

Have You Had Your Annual Eye Exam?



Clearly, you need to make vision care a regular part of your commitment to the health and well-being of you and your family. Visit your eyecare professional regularly to determine your need for prescription lenses and for a diagnosis of early signs of cataract formation, the onset of glaucoma, any retinal and corneal disorders, and the presence of high pressure and diabetes.



Our Mission Statement:

By providing each patient with the most progressive and professional vision care, our caring team is dedicated to setting the highest standard of excellence.

Dilation: A Necessary Look

Dr. Smith may determine that dilating your eyes needs to be part of your comprehensive eye examination. The dilation procedure can be inconvenient for a few hours, although the advantages could save your Dilation involves the instillation of drops in each eye to increase the size of the pupil. With the pupil dilated, Dr. Smith can look through the opening with special instruments to completely evaluate your eyes. He is looking for signs of diabetes, hypertension and high cholesterol. patients with high nearsightedness, those that have had eye trauma, experience increases in floaters and flashes of light, unexplained vision loss, and unexplained headaches. inconvenience of dilation usually diminishes within four to five hours. During that time, you may experience an increase sen-

The dilation procedure can be inconvenient for a few hours. although the advantages could save your sight...

sitivity to light and reading ability will be difficult. Distance vision should not be poorer with dilated pupils. Even so, you might want to have someone drive you to your appointment. We will provide you with temporary disposable sunglasses if you don't have a pair of your

Dr. Smith wants to make sure you are getting the best possible eyecare. If you are planning on having a dilated examination, please indicate that when you call for your appoint-

Update on Dr. Smith

Dr. Smith is meeting with a group of doctors twice a year. They discuss how to provide better vision care for their patients by having the visual services you need. If you have any suggestions regarding your needs in vision care or services, please let Dr. Smith know. You can reach him at the office or by E-mail: pbs68@hotmail.com.

In March, Kenda and Dr. Smith went to Oregon for their nieces wedding. Their daughter, Dawn, lives just across the boarder of Washington State so they were able to visit their two grandchildren during that same time. On the way home, Dr. Smith attended a Glaucoma course in Oakland for five days and is now certified to see patients who need glaucoma treatment. (See article on page 1 of this newsletter regarding Optometrists and therapeutic treatments.)

In April, San Diego hosted the Southern California Behavior Vision Seminar. Dr. Smith attended bringing back information to help his vision therapy patients, which include both children and adults.

Dr. Smith volunteers for the Lions Optometric Vision Clinic near Balboa Park. This is a new clinic sponsored and funded by Lions Clubs in San Diego and staffed by Optometric volunteers. Dr. Smith helped form the first

clinic in 1974. The to qualify for MediCal or other state vision services. If you know of anyone who doesn't have access to vision care through insurance or state aid,

patients seen are not able If you have any suggestions you can reach Dr. Smith at the office or by E-mail:

pbs68@hotmail.com

have them call their local Lions Club for information.

In July, Dr. Smith and Kenda will celebrate 21 years of marriage. They just found out that a fourth grandchild is due in October and that will even the count at two boys and two girls.

ON PURCHASE OF SUNGLASSES (RX OR PLANO)

Bring in this coupon and Receive \$20.00 off any of our plano sunglasses Or a sunglass Rx

Limited one coupon per purchase. Not to be used with any other offers. Not to be used with insurance or discount plans. Can not be used towards children's plano sunglasses.

Expires August 15, 2001



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