

Air Optix Aqua Multifocal Contact Lenses: Features & Benefits



Air Optix Aqua Multifocal is the latest addition to the bifocal contact lens market in the United States. This bifocal lens system

has three ADD powers designed to successfully fit and smoothly transition you through the different stages of presbyopia requiring clear and precise near vision so that you can stay in contact lenses longer throughout your life.

With a number of innovations such as the new Precision Transition Design and the unique plasma surface treatment, Air Optix Aqua Multifocal contacts promise to provide improved vision, superior comfort and wettability. A 30% lower contact angle increases the lens'

feeling moist. For additional wearing comfort, a unique wetting agent lets the eyelid easily glide over the lens.

The unique Aqua Moisture System allows up to five times more oxygen through the lens than traditional hydrogel soft multifocal lenses. The result? Whiter, healthy looking eyes.

Air Optix Aqua Multifocal provides a smooth transition from close-up to distance vision in real-world situations. An aspheric back surface design provides optimal centration and excellent fitting characteristics. The plasma-treated lens surface resists deposits and a unique moisture agent binds with the lens surface to create a more silky layer.

Multifocal contact lenses offer the convenience of distance and near vision without the aid of glasses...No more searching for

glasses; no more asking for a pair of glasses at a restaurant to read the menu. Multifocal contact lenses return your vision to the time when near vision tasks were easy to perform.

Come in to Davis EyeCare to see if you are a candidate for these lenses. If you are, Davis EyeCare will fit you with a trial pair to test your vision at home or at work. Seeing is believing and the only method to experience the clarity and comfort of these lenses is to wear them.

We have many options for bifocal contact lens patients. Air Optix is only one type of bifocal design. SynergEyes™, with a rigid center and soft skirt, a new bifocal design imported from France, and a new daily bifocal disposable lens, are only a few lens designs that have enabled patients' vision at near and distant to be pristine with contact lenses.

NANOFILM TECHNOLOGIES



Today's lenses are made from high-technology polymers with advanced coatings. Never use any kind of soap or detergent on anti-reflective coated lenses. The coatings will break down, and this will damage the lenses beyond repair.

Never wipe your lenses when they are dry. Always rinse the lenses with lens cleaner first to remove abrasive particles that could scratch them. Wash the lenses and the frame as often as necessary with Clarity and a lens cloth, to remove oil and dirt. Avoid rubbing prescription lenses with rags, facial tissues or paper towels, as they could scratch your lenses. And definitely avoid using household cleaners, acetone or soaps with cream—as chemicals may damage your frames.

Clarity® towelettes were developed to care for high-tech and precision optics. They're convenient, effective and an easy way to get a crystal-clear surface without streaks or smudges. Users just open the foil, wipe the surface with our safe, soft cloth and toss it away.

"Clarity Clean"...it is the ONLY formulation for superhydrophobic AR lenses. It instantly wets any lens surface, lifting dirt and skin oils on contact. It's safe for all lenses and coatings, including all anti-reflective and mirrored coatings. There is never any haze, residue or streaking.

Unlike watery sprays or greasy waxes, Nanofilm's nanotechnology researchers, developed Clarity to spread an ultra-thin, invisible, sponge coating onto a lens surface that absorbs moisture. Fog micro-droplets are absorbed into the coating and are instantly spread across its surface, and evaporate back into the air before smudges can form.

Use Clarity to allow your lenses to perform optimally all day long. Clarity is made of non-abrasive cellulose-fiber specially designed for delicate surfaces such as your eyeglass' lens. If you have any questions call Davis EyeCare. We offer the very best to keep your EyeCare needs performing.

Proclear 1 Day: For Patients Who Want the Ultimate in Convenience and Comfort

Wearing contact lenses is always an alternative for those patients who are wearing glasses. Those who like the freedom of glasses find daily disposables the way to go.

Proclear 1 Day daily disposable contacts are a perfect choice for patients who wear lenses occasionally. They are also convenient for people who play sports and/or travel often, as well as those who have a busy social life.

A clean, fresh pair of contacts every day offers good visual clarity and hygiene all day long. No need to clean, sterilize or store lenses overnight or to invest in lens solutions. At the end of the day, remove the lenses and just throw them away, thus reducing risk for lens contamination and eye infection.

Comfort has a clear advantage with daily disposable lenses. Other contact lenses need to be properly cleaned and

disinfected to maintain comfort, or the risk of eye infection increases. Prolonged use of a lens can also expose the eyes to bacteria. Protein and lipids in the eye can build up on the lenses and if not cleaned properly, can result in a painful red eye. In addition, if the lenses are not stored in disinfecting solution bacteria can colonize on the lens which in turn might harm your eyes.

By using Proclear 1 Day disposable contact lenses, you are using completely sterilized lenses out of the box. There are no deposits or contamination to worry about. After you are through wearing the lenses, throw them away.

If you are wearing monthly disposable contacts, cleaning and disinfecting must be performed daily. Even if you are not wearing the lenses every day, they still need to be cleaned and disinfected daily. Skipping a day of cleaning and disinfecting gives

pathogens an opportunity to colonize.

However, by using Proclear 1 Day disposable contact lenses, you can just use them once and then throw them

away, with no extra time or risk taken. Daily disposable contact lenses are also great for those who do not wear contact lenses every day. For example, some people prefer using glasses at work and contact lenses for certain occasions like sports or going out at night.

Daily wear disposables are also economical. For occasional wearers, a 180-lens supply can cost approximately \$150 a year. Ask your doctor at Davis EyeCare for a sample of our new Proclear 1 day wear single-use disposable contact lenses.



GIVING BACK TO THE COMMUNITY

The staff of Davis Eyecare Associates has chosen to give our charitable support to Ronald McDonald House near Advocate Hope Children's Hospital here in Oak Lawn. We invite you to join with us in our many upcoming events.

Ronald McDonald House provides a home away from home for families of children receiving treatment at hospitals such as Advocate Hope. When a child needs special medical treatment, no distance is too great to travel. Nothing can make medicine taste better or take away fear from a sick child.

However, it has been shown that family support helps in the healing process. As Al Roker has said, "In the time of a child's illness, nothing is more important than to have the family unit together to support one another." Joan Kroc has stated, "When you change a child's life you change the family's life. You then change the community and on to the world."

We at Davis Eyecare Associates care about your vision, but that is only part of what we do. We care about you, your family, your community. We invite you to join us in our support of Ronald McDonald House and share the care.



THERE'S NO PLACE LIKE HOME.

Please help support The Ronald McDonald House Charities



DAVIS WE CARE

Join us in giving back to our community by donating to the Ronald McDonald House Charities in Oak Lawn. It provides a "Home away from home" for the families of hospitalized children. Every cent matters.



RONALD MCDONALD HOUSE®
NEAR ADVOCATE HOPE CHILDREN'S HOSPITAL

DONATOR

DAVIS

EyeCare Update

With innovative technology, excellent service and a caring team, we at Davis EyeCare have a responsibility to make our patients aware of what total eye health really means. We do this with great pride and commitment.

A Quarterly bulletin on new developments in the field of eyecare from Davis EyeCare—Your EyeCare Specialists

Winter 2009 Vol 10, No. 1

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Davis Eyecare Opens On-Line Optical Shop

www.daviseyecare.onlineopticalstore.com

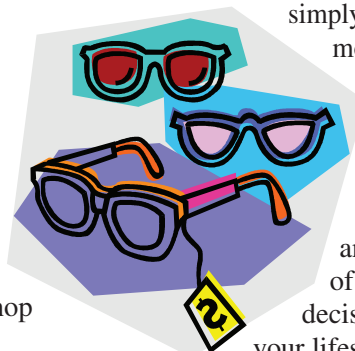
Welcome to the new Davis EyeCare Associates Online Optical Store!

It is our mission to provide you with the most complete eye care possible.

In our office, you receive personal attention from our optical experts for all your vision needs. In our online store, you can choose from an excellent selection of name brand eyewear and shop at your convenience.

Our online optical store also has an accurate prescription lens service and a streamlined ordering process. After passing our 6-step quality test, your new eyewear will be delivered to your door. Our online optical store makes it simple and convenient to find eyeglasses that fit your lifestyle and your budget. Whether you're searching for a particular frame style or simply browsing, you're sure to find eyewear that's ideal for your face and your prescription in our Online Optical Store.

When selecting eyeglasses or sunglasses online, it's helpful to know what size frame you wear. You can find this information easily by looking at a pair of frames you currently own or by asking one of our opticians. If you aren't sure what style of frame would look best on you, our Online Optical Store lets you virtually try on glasses. Visit *FrameFinder*™, upload your photo and discover the best look for you. Once you find the perfect pair,



simply click "Buy Now" and you'll be redirected to the model you were last trying on. You can checkout from there. It really is that easy. Browse our catalog and choose one of the designer frames. Then proceed to checkout. We'll walk you through the simple ordering process.

You'll be asked about your lens preference and prescription. Information about various types of lenses is provided to help you make the correct decision about which lens will work best for you and your lifestyle. We think choosing a lens is just as important as picking the frame shape, color or size. The lens choice will determine the thickness and visual accuracy of your prescription. We have access to all the top quality name brands and never use inferior generic lenses.

All lenses come standard with scratch protection and polished edges at no additional charge and include our **100% accuracy guarantee**. You can add a variety of lens treatments to your eyeglasses like colored tints, coatings that provide ultraviolet protection and photochromic coatings that will turn your glasses from clear to dark in the sun. Take a walk through on our on line optical store. I am sure you will find something that interests you.



Special points of interest:

Visit us at our new website: daviseyecare.com

You can make an appointment, order your contact lenses and solutions, find out information about important new developments in eyecare and get general knowledge about your eye health.

On Call 24 Hours

Phone: 708-636-0600

Cell: 708-935-7375

In an emergency situation don't panic... just pick-up the phone and call someone you can trust. Treatment of all types of ocular infections, removal of foreign bodies from the eye, such as wood or metal, treatment of allergies or dry eye, patient advocate for laser vision consultation, and in a pinch, contact lens and eye glass replacements. Davis EyeCare is now proud to have at its disposal the most sophisticated instrumentation for glaucoma diagnosis and treatment. Don't worry, call the EyeCare Specialist—Davis EyeCare.

Loaner Lenses

Lost and broken contact lenses should not create a panic. In the event of a lost or damaged lens we will supply an immediate replacement for uninterrupted lens wear. Eyeglasses can also be replaced immediately. Davis EyeCare can fabricate a replacement from our large inventory. If you are in need of an immediate replacement visit our office or website at www.daviseyecare.com and communicate your requirements. Professional contact lens care makes the difference!

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Vision is Priceless

address correction requested

LATISSE: For Longer, Darker Eyelashes



Now, you can grow longer, fuller, darker lashes. It's not an illusion. It's your own lashes—only better.

Latisse™ (bimatoprost ophthalmic solution 0.03%) is the first and only prescription treatment approved by the FDA for inadequate eyelashes. The treatment stimulates the lashes to grow longer, fuller and darker. Latisse is a lash enhancer that's clinically proven to make lashes 25 percent longer, 106 percent thicker and 18 percent darker after 16 weeks of use.

Latisse™ treats the diagnosis of hypotrichosis (another name for inadequate eyelashes) by enhancing eyelash prominence. After you stop using the drug the eyelashes will slowly go back to normal with your next eyelash growth cycle.

Latisse™ is an offshoot of another drug called Lumigan, which we use for glaucoma. Latisse™ shares the same active ingredient as Lumigan, although Latisse™ has only 5 percent of that ingredient and is applied only to the upper eyelid, not into the eye itself. Iris pigmentation was not reported for Latisse™, but in less than 1 percent of Lumigan users, permanent brown iris pigmentation was reported. Latisse™ may cause darkening of the skin. Some of the effects of using a prostaglandin may include dryness of the eyes, irritation and itching.

Latisse™ makes lash growth possible because of its active ingredient: bimatoprost. Although the precise mechanism of action is not known, research suggests that the growth of eyelashes occurs by increasing anagen or growth phase — the cells of the hair follicle dividing rapidly, adding to the hair shaft. Lashes can grow longer, thicker and darker because bimatoprost can also prolong this growth phase.

Latisse™ fulfills a significant and previously unmet need in the medical aesthetic marketplace with a product approved by the FDA that increases the growth of eyelashes, making them longer, thicker and darker, when dabbed daily on the lash line of the lids with a disposable wand. The procedure usually nets results in two to four months.

Potential Side Effects:

- Some 4 percent of users experience eye itching and redness
- Temporary darkening of the skin of the eyelid
- Increased brown iris pigmentation has occurred when similar medications were instilled directly into the eye to treat elevated intraocular pressure/glaucoma; although this pigmentation was not reported in clinical studies with Latisse™, patients should be advised about the potential for increased brown iris pigmentation, which is likely to be permanent.



THE POWER OF POLAROIDS

Polaroid is an established world leader in optics and lens technology and is the inventor of the first polarizing sunglass lens. Ordinary sunglasses are typically just tinted plastic.

While tinted lenses reduce brightness, only polarized lenses have glare reducing capabilities. They do this because, in addition to the lens color or tint, high quality polarized lenses have a thin film molded into the lens. This film filters out glare. Images are sharper, and depth perception is better.

Glare is a major cause of car accidents. Polarized lenses are the

only lenses that significantly reduce glare. So if you drive during the day, especially in the morning or at sunset, polarized lenses are a smart safety-conscious choice.

Polarized lenses protect your eyes from the sun's harmful UV rays. Eighty percent of exposure to UV occurs by the age of 18, so even young children need polarized lenses. While most people purchase all purpose grey or brown lenses, polarized lenses come in many colors. You may want a specific color for its look or vision benefits. Ask your professional at Davis EyeCare which color may be right for you.



SMOKE (Gray C)

Reduces the maximum amount of visible light and allows for true color recognition. Good for bright sunny days and heavy glare situations. Best uses include driving, deep-water fishing, boating, and everyday use.



CHOCOLATE (Brown C)

Provides excellent contrast and improves visual acuity and depth perception. This color reduces blue light and is good for highly sunny and varying conditions. Best for driving, golfing, and shallow water fishing.



OCEAN (Blue)

Used in partly cloudy to sunny conditions. Good for tennis and shooting at green targets. Ocean lenses let in the maximum amount of blue light. They are a perfect compliment to a blue shirt or blue mood.



SUNFLOWER (Yellow)

Provides the maximum light transmission of any polarized lens. Increases contrast and filters out some blue light. Used in low light conditions (e.g. driving). Popular among shooters, hunters, and skiers.



RUBY (Deep Red)

It's like watching a sunset on the beach in Maui. This deep red color increases contrast and is great for activities in overcast or foggy conditions. Ruby is used by skiers, golfers, and on or near the water.



COLOR ME POLARIZED



ASH (Gray A)

A lighter shade of Smoke. Ash transmits colors evenly and allows for true color recognition. Good for a variety of activities on partly sunny to very sunny days.



CARAMEL (Brown A)

A lighter shade of Chocolate. Caramel improves contrast and depth perception. An ideal lens for partly sunny to very sunny days.



VIOLET

This lens dampens certain backgrounds and increases contrast. Violet is often used by shooters in average or bright conditions. Also used for cross country skiing, golfing, snowmobiling, or to show off a good tan.



GRASS (Green)

A slightly better contrast than the gray colors. Grass maintains true color balance and is a good choice for varying light conditions. Used for tennis, driving, and golf, as well as an all-purpose color.



FOREST (G-15™)

Forest is similar to the color sensitivity of the human eye. This results in natural vision and true colors that are easy on the eye. The Forest lens significantly reduces light transmission. Best for bright sunny days.



COPPER

Maximizes contrast making items brighter. Ideal for any application where good visual acuity is crucial. Great for fishing, golfing, and driving in varying conditions.



ROSE (Red)

See the world through rose colored glasses. This vibrant color increases contrast, and is great for fishing in the early morning or late evening. Rose is used by skiers, hunters, and target shooters in bright sunny conditions.



SUNSET (Orange)

Increases contrast and blocks blue light. Good for hiking, gardening, biking, boarding, or just relaxing in overcast or partly cloudy conditions. This is the most common lens color used for clay target shooting.



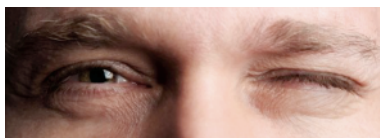
Why is My Eyelid Twitching?

Have you ever experienced a persistent twitching of your eyelid? There are many different causes of eye twitching and they are rarely serious. However, they can be quite bothersome especially if you're doing a lot of reading or writing. In some cases they could also be an indication of serious neuro-logical problems. If you're experiencing other symptoms you should call Davis EyeCare immediately for a diagnostic exam.

Eye twitching is a slight, involuntary movement of the eyelid every few seconds over the course of a minute or two. Sometimes the spasm is

strong enough to make your eyelid close completely before re-opening. Eye twitching can come and go unpredictably for a few days, weeks or months. The spasms don't hurt, but they can be annoying. In its most common form, which is harmless, eye twitching stops on its own, although it may reoccur occasionally.

Eye twitching occurs clinically and seems to arise as a consequence of the foods we eat or at times of increased stress. The most common causes are lack of sleep, stress, fatigue, screens (as in computer/TV screens), vitamin deficiency, eye strain, aller-



gies, caffeine, and compressed nerves. In order to determine which of these is the cause of your particular eye twitching you need to examine your lifestyle and recent events in your life. Patients may be aware or unaware of their bodies emotional fluctuations, physical fatigue or illness.

These episodes may also be connected to increase stimulation of the nervous system by cigarette smoking, caffeinated drinks, sports drinks, energy-boosting supplements and medications. The episodes are generally tran-

sient, lasting from one to 10 minutes, and can occur one time or multiple times during the day for weeks to months. If you have recently begun taking new medication, investigate the medication for side effects.

Treatments may include things as simple as removing the provoking stress, reducing caffeine consumption, discontinuing a medication, rest, cold compresses and consuming tonic water with quinine. In extreme cases it may require medical intervention including

topical antihistamines, topical beta blockers, anticonvulsants, or local injections of botulinum toxin. If both of your eyes are twitching you probably have blepharospasm, which is a more serious condition and should be evaluated immediately. If you have any symptoms of eye twitching, call Davis EyeCare to identify.



Bright sunny conditions Partly sunny or varying conditions Overcast or low light conditions



FOR MORE INFORMATION VISIT WWW.IRXLENS.COM



OCT— Optical Coherence Tomography: A New Diagnostic Tool

An important part of eye disease assessment and management is the ability to quickly diagnose pathology to prevent vision loss.

We have a new device called Optical Coherence Tomography or OCT, which allows our doctors to view the layers of the retina and optic nerve in a quick, non-invasive way. This device is similar to an MRI, only of the retina. The OCT medical instrument is necessary for early diagnosis of debilitating eye disease such as glaucoma, macular degeneration and diabetic retinopathy.

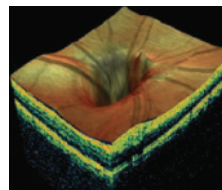
Glaucoma is a disease that damages the optic nerve, resulting in irreversible vision loss. With this device we are able to view the

optic nerve in very fine detail and note small changes that would otherwise go unnoticed until there is vision loss.

Patients who have developed *Diabetic Retinopathy* or *Macular Degeneration* benefit from an OCT because small but damaging fluid leaks that develop in the retina can cause severe vision loss. These leaks are not visible with direct observation, and can be easily overlooked. This type of leakage can only be viewed when the leakage percolates up through the layers of the retina.

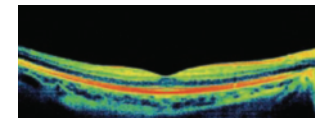
Prior to the advent of this instrument, doctors looked into the eye and viewed the retinal surface. The OCT device can look inbetween the layers of the retina and view damaged areas before

they affect neighboring tissue. With an OCT, the progression of the disease can be monitored and further treatment can be prescribed before irreversible



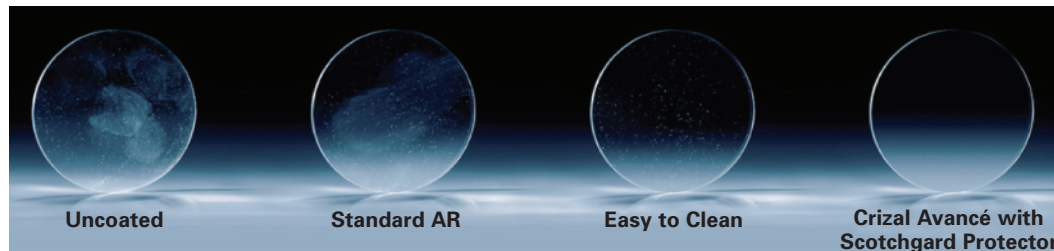
vision loss occurs.

Having such a powerful diagnostic tool in our office greatly increases the chance that we can protect and preserve our



patients' precious sight. Make an appointment to experience this revolutionary diagnostic instrument so that therapy can be administered before any vision loss.

Protective Coatings for Your Lenses: New Advances in Anti-Reflective Technology



See it all with Crizal—the advanced eyeglass lenses that change the way you see life. Crizal lenses are unlike any other anti-reflective coating because they can help you not only see better, but feel better and look better while wearing your eye-glasses. You spend so much time choosing the right eyeglass frames—shouldn't your lenses be just right for you, too?

These virtually invisible lenses are extremely durable, scratch resistant, and easy to clean. State-of-the-art, no-glare properties are combined with double-sided scratch resistance and a finish that repels water. Crizal lenses eliminate reflections that cause eyestrain and fatigue, especially from fluorescent lighting and computer screens. They resist dirt and smudges, so you do not have to clean them as often using "Scotchgard Protector" technology.

- With regular lenses, up to 18% of light never gets through to your eyes.
- Crizal lenses let up to 99% of light through, so you see more detail, sharper images, and everything more clearly.

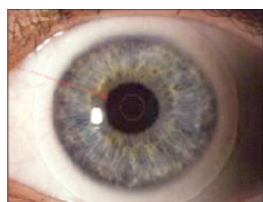
The latest generation of Crizal no-glare lenses does more than provide clearer vision—they practically take care of themselves.

- Resist scratches, fingerprints, dust, and dirt.
- Hydrophobic technology allows water to run right off and leave no mark.
- Easier to clean than any other available lenses.

Glare affects how you live and work. Long hours in front of a computer and harsh artificial lighting can make your eyes tired and stressed. Have you ever seen halos around lights at night? Do the words on your computer screen begin to blur while you're working? If you answered yes, then glare is impacting your vision. Since Crizal lenses reduce glare, they also reduce the problems that interfere with the way you live...Reducing eye fatigue caused by fluorescent lights and computer screens; reducing glare from headlights, taillights, and even overhead lights, so you see more clearly; providing unparalleled comfort while driving, to help keep you and your passengers safe.

SynergEyes Hybrid Bifocal Contact Lenses

Provide the Best of Both Worlds!

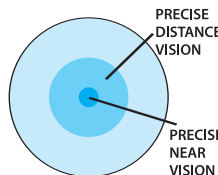


Davis EyeCare is one of the first practices in the United States to prescribe a revolutionary new contact lens design – SynergEyes Hybrid Contact Lens. The lens is comprised of a highly oxygen permeable central rigid section and a soft, hydrophilic peripheral section. The result is a lens that provides sharp vision due to the rigid portion and excellent comfort due to the soft portion.

Other hybrid lens designs have been developed previously; however, they suffered from low oxygen permeability and were fragile, with tearing between the rigid and soft portions. SynergEyes has developed the "Hyperbond" technology that creates an exceedingly strong bond between the soft and rigid portions of the lens. The high oxygen permeability of SynergEyes provides an extremely healthy contact lens environment which results in excellent all-day comfort.

Patients who would be excellent candidates for SynergEyes lens are quite varied and include those who are nearsighted, farsighted, and people with the most common forms of astigmatism. Even people who have problems with reading at near (presbyopes) may benefit with the use of a very new SynergEyes design called the SynergEyes bifocal contact lens. Davis EyeCare is one of a small select group of practices who have been selected to evaluate the performance of the SynergEyes bifocal prior to its launch to other eyecare practices.

Finally, SynergEyes has developed designs to use for patients who suffer from corneal diseases like keratoconus, or who have had distortion to their vision induced by trauma, or following eye surgery. Davis EyeCare is one of the leading practices in the United States that has fit a large number of patients with SynergEyes lenses for the treatment of various eye diseases and abnormalities. Call Davis EyeCare for an opportunity to try these unique lenses.



Vitamins Provide Protection from Eye Disease

Lutein and zeaxanthin serve as accessory light-gathering pigments to protect organisms against the toxic effects of ultra-violet radiation and oxygen. They also appear to protect patients against phototoxic damage. They are thought to play a role in protection against age-related macular degeneration (ARMD) and age-related cataract formation. They may also be protective against some forms of cancer.

Food sources of lutein and zeaxanthin, include corn, egg yolks and green vegetables and fruits, such as broccoli, green peas, brussel sprouts, cabbage, kale, collard greens, spinach, lettuce, kiwi and honeydew.

Epidemiological data has found a relationship between low plasma concentrations of lutein and zeaxanthin, and the risk of developing age-related macular degeneration (AMD). In a multi-center



study of 356 subjects all diagnosed with advanced stage AMD, a high dietary intake of carotenoids was associated with a 43% lower risk for AMD compared with those consuming low quantities of these carotenoids. Lutein and zeaxanthin were most strongly associated with reduced AMD risk.

Epidemiological evidence further shows that an increase in lutein and zeaxanthin in the diet are associated with lower risk of cataract development. In one epidemiological study, those found to have the highest intake of lutein and zeaxanthin had a 22% decreased risk of cataract extraction compared with those who consumed the least. Make an appointment with one of our doctors and discuss the benefits of nutritional supplements and risk factors to protect from cataracts and adult onset macular degeneration.