



A PUBLICATION OF



# VIEWPOINT

## Open your eyes with *Optics 101*

Do you know what percentage of the male population is colour blind? What is the name of a space-age technology now used in laser eye surgery? What part of the eye is like a fingerprint to identify people? How do 3D glasses once used in movie theatres make a flat screen bloom? For answers, read on.

### Light – the incredible journey

Vision is about light. If you look at your dog, for example, light reflects off Rover and enters your eye through the **cornea** (transparent part of the coating that surrounds the eyeball). Next, light rays pass through the **pupil**, the opening in the **iris** (coloured part).

Light reaches the **crystalline lens**, which focuses light rays onto the **retina** by bending them. Behind the lens is a chamber called the **vitreous body**, which contains a jellylike fluid called **vitreous humor**. Light rays pass through the vitreous before reaching the retina. The retina contains millions of photoreceptor cells called **rods** and **cones**.

The **macula**, located in the center of the retina, is where most of these cone cells are located. The cones convert light rays into electrical signals that are transmitted to the brain through the **optic nerve**, where they are corrected and combined into one image.

The human eye is an amazing piece of work. But it's no surprise that vision defects, or *refractive errors*, occur. An improperly shaped cornea, for instance, won't refract or bend light rays correctly. Blurred vision at far or near range can result.

**Visual problems?** Let us know. Even if you're not experiencing any symptoms, we invite you to book an eye exam today, to help maintain your precious sight and healthy eyes. Don't forget about your kids – the Canadian Association of Optometrists recommends that children have a complete eye exam by age three. ▢



**Answers:** • 8% • Wavefront technology • Iris • 3D glasses "trick" our brain into overlaying two different images into one, creating a three-dimensional image that is nothing but an illusion.

### Your Doctor Recommends™

Dr. Stephen Taylor\*

**Q.** I wear contact lenses – is it important to follow the care instructions?

**A.** Contact lenses are among the safest methods of vision correction when you follow the proper wearing instructions. However, when you don't use your lenses as directed, the consequences may be dangerous.

Always stick to your Optometrist's recommended replacement schedule. Here's a tip: use your paper or electronic calendar to remind yourself to replace your lenses. Here's another: when you open a new box of lenses, write your 'fresh lens' date on the individual lens packages. Need more useful tips?

We can help. For the best eye health, see us for your regularly scheduled contact lens and eye exam.

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

DOCTORS

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You're unique  
– so are your eyewear needs!

# Explore your options

## Computer brain drain

When you get to the office in the morning, is it a challenge to read your computer screen without squinting or tilting your neck? Strain no more – benefit from the right focal distance when working in front of a monitor. Say ahhh when you slip on a pair of *office lenses* (also called *task* or *computer lenses*). And eliminate glare from lights and computer screens with a reflection-free coating. Ask our staff how you can bring back the focus to your work day.



## Still groovin'

For far-out folks who remember peace signs and tie-dyed clothing, find your groove with *multifocal lenses*. The natural lens in your eye hardens with time and makes it tougher to focus, resulting in a condition called presbyopia. With multifocals, you'll see clearly at all distances – near, far and in-between, whether you're reading, driving or gazing at your lava lamp. Available in both eyeglass lenses and contact lenses.



## Too busy to change glasses?

If your schedule takes you indoors and out, then *photochromatics* are the solution. Today's lenses change quickly from clear to dark. The more UV light, the darker the lenses become as they block 100% of those harmful rays while reducing painful glare. Transitions offer colour changing lenses and the ultimate protection for your eyes. Say good-bye to fumbling in your bag or briefcase for the right pair.



The advertisement features a large image of a lens with a cityscape and greenery behind it. The lens is split vertically: the left side shows scratches and smudges, while the right side is clear. The Essilor logo is in the top right corner. Below the lens image, three circular icons illustrate the benefits: 'NO SMUDGES' (a person with a smudge on their lens), 'NO SCRATCHES / NO DUST' (a person with a beach ball), and 'NO GLARE' (a person with a bright light reflecting off their lens). The text 'Live life in the clear' is prominently displayed. At the bottom, it says 'New Crizal' and 'Live life in the clear' with the website 'www.crizal.ca'. A circular seal on the right says 'MOST TRANSPARENT LENS' and 'VOTED'.

Scratches appear on ordinary lenses. They don't on Crizal lenses.

NO SMUDGES NO SCRATCHES / NO DUST NO GLARE

New **Crizal**  
Live life in the clear

www.crizal.ca

MOST TRANSPARENT LENS VOTED

Ever wonder how many vision needs you have through the week?  
As a multifaceted individual, it's no surprise that you have many.  
How many of these scenarios mirror your active lifestyle?

## Fashion forward

After you've donned your little black number, pop in your contact lenses and enjoy the party. We offer everything from *daily wear* to long term *overnight contact lenses*. Let us recommend the ideal lens that enhances your lifestyle as much as that favourite outfit. Or reach for your hottest accessory, a pair of *designer frames* guaranteed to set off your wardrobe and your distinctive style. Choose from our spectacular lines, shopped from New York to Milan and Paris. We bring you the best and the most beautiful. Be stunning, see clearly and never miss a moment!



## Match point

When "love" isn't enough on the tennis court, wear UV-blocking non-Rx sunglasses with your contact lenses. Or, let us fit a pair of sports sunglass frames with prescription lenses. While most frames are fine for low-risk sports such as track and field, your eyes will benefit from a frame created specifically for your activity. Whenever safety is a concern, protect your eyes with durable streamlined sunglasses. Scratch and shatter resistant products let you score big, worry less and have fun! ▢



# Work. Rest. Play.

Do it all with visual comfort, clarity and panache!

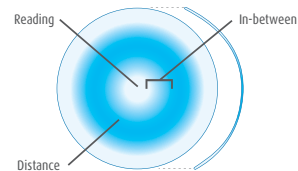
Our qualified, professional and friendly team is dedicated to your eye health and vision needs.

**Drop in – we'll help you live up to your uniqueness!**



**The Hand Off:**  
The hassle of having to borrow readers  
because your contacts won't do.

Expect More From Your Contacts.  
Get Bausch & Lomb Purevision® Multi-Focal Lenses.



With their All-Distance Optics™, PureVision Multi-Focal contact lenses seamlessly adjust your vision from reading to distance and everywhere in-between. So you see everything effortlessly and comfortably. And you can say bye-bye readers and end the hassle of *the hand off* from here on in.

Visit [goodbyereaders.ca](http://goodbyereaders.ca) for more information.



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**Dr. Stephen Taylor\***  
**Dr. Charles Simons\***

3196 Douglas Street  
Victoria, BC V8Z 3K6

**Ph. (250) 361-4444**

Fax (250) 361-4424

Monday - Saturday • 9 am - 5 pm, Thursdays • Open to 8 pm

**Saanich Optometry**

#119 3995 Quadra Street

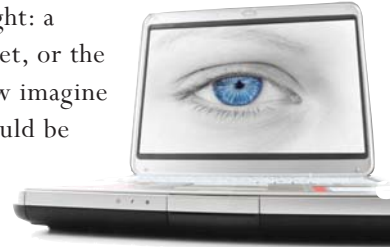
**Ph. (250) 744-2992**

[www.morethanjust2020vision.com](http://www.morethanjust2020vision.com)

\* denotes Optometric Corporation

# October is Eye Health Month

Imagine any awe-inspiring sight: a newborn baby, a radiant sunset, or the face of your grandchild. Now imagine how different your world would be without good vision.



**Eye Health Month** is an annual public awareness campaign through October that highlights the importance of preventive eye health and regular eye examinations.

Vision and eye conditions don't always have symptoms, and the risk to your sight can increase if you don't seek timely treatment. The Canadian Association of Optometrists recommends regular eye exams for:

- Infants and toddlers – by age 6 months
- Preschool children – at age 3, and prior to entering elementary school
- School age (6 to 19 years) – annually
- Adults (20 to 64 years) – every one to two years
- Older adults (65 years and older) – annually

If you experience any eye discomfort or injury, see your Optometrist immediately. Let us help protect your vision for a lifetime of awe-inspiring sights. ▢

Have a look...

 **sunglasscove.**



**Great looks, great vision care,  
great value for you.**

Get your prescription and non-prescription sunwear from Doctors and staff who care about your vision.

Canada's exclusive Doctor owned sunglass boutiques.

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