

FOCUS

Keeping you informed



Brant Family Eye Care

Brantford • Paris

Dr. Larry Madill

Dr. Mary Nolan

Dr. Stacey Archibald

Dr. Trisha Beal

Dr. Carolyn Barth

Dr. Heather Sangster

Dr. Kristin Person

Dr. Brandea Balcomb

Matthew Harrison

Introducing Aeroplan

See the world with us

Great news! You can now earn Aeroplan Miles – right here at our practice. Earn 1 Mile for every dollar that you spend.



lenses or eye care products at our practice.

You can use

those Aeroplan miles however you wish – on flights, car rentals, vacation packages, music, gifts cards, or merchandise. Choose your rewards from over 800 options offered by Aeroplan partners.

Later, you will also be able to redeem your Aeroplan Miles at our practice. A simple swipe of your card and your miles are credited towards your purchase. Ask any of our staff for details the next time you're in.

Don't have a card yet? We invite you to go to aeroplan.com and sign up,

it's free. You can begin using your card with us immediately.

Even better, we have great Bonus Miles promotions through our brand name suppliers of eyeglasses, lenses, sunglasses and contact lenses.

Great professional eye care service, great vision products – and now, Aeroplan miles too. We want you to have it all.



Sun is a vision risk...year-round!

Don't take damage from UV lightly



cumulative and has been linked to cataracts and macular degeneration later in life. With macular degeneration being the leading cause of blindness in North America, this long-term UV exposure concerns optometrists the most.

Make the sun your friend

Protecting your eyes and looking fantastic has never been easier! With today's innovative technology, be assured of quality materials, top optics and scratch/impact-resistant lens options. Choose lightweight and durable frames, sealed with peace-of-mind UV protection. Be confident that you're getting straight professional advice while finding that perfect sunwear style.

Where will you be this winter; jogging on the beach or shovelling your driveway? No matter where you play and work, ultraviolet (UV) protection is important during every season. Even when the sun doesn't feel hot and summer seems a long way off, harmful UV rays put your vision at risk.

The damaging effects of UV rays may not develop for many years. In fact, UV damage is

Winter, spring, summer or fall, love the freedom of photochromatics for all – lenses that quickly change from clear to dark.

The more UV light, the darker the lenses become as they block 100% of harmful rays and also reduce painful glare.

Stop in today and experience our all-season selection of sunwear.

SUN PROTECTION FOR PINT-SIZED PEEPERS

Since kids likely spend more time outdoors than you, UV protection is ultra important. Whether they're building sand castles or snow forts, always protect their sight with quality sunglasses offering 100% UV protection.

The advertisement is split into two main visual sections. On the left, a close-up profile of a man with a beard wearing dark sunglasses and a black beanie. On the right, a wide-angle shot of a skier in a red jacket descending a snowy mountain slope under a clear blue sky. The text 'Your world. See the brilliance.' is overlaid on the right side. At the bottom, the slogan 'Welcome to color.' is followed by the Maui Jim logo and the website 'mauijim.com'.

Your world.
See the brilliance.

Welcome to color.™

Maui Jim®
mauijim.com

Score big on safety



You do your best to protect your

kids. They eat their veggies, get plenty of rest and wear a helmet when they ride their bicycle. But what about protecting their eyes?

In and outside of school, your children will take part in a wide range of sports. Eye injuries can be devastating. Basketball, for instance, is one of the leading causes of injuries because of blows from fingers and elbows. As well as abrasions of the cornea, sports injuries can include internal bleeding and

retinal detachments. The most serious risks involve permanent vision loss along with infection. Patients who have sustained eye injuries are at greater risk for developing glaucoma.

Student athletes of all ages need to wear sport-specific protective eyewear that's been properly fitted by an eye care professional.

Lenses made from polycarbonate materials provide the greatest level of impact protection and can withstand a ball or other

projectile travelling at high speeds.

Properly fitted protective eyewear won't hurt performance and may save your child's sight. Even if the school or sports league doesn't require protection, parents need to ensure their children wear eye protection.

Parents – don't slow them down. Instead, help them understand the importance of eye safety while they dribble, pitch, swing, kick or spike. They can have fun and stay safe!

SCHOOL TIME, ANY TIME

Now is the perfect time to bring in your children for a thorough eye examination. That's where we come in – Optometrists are fully qualified to conduct a complete eye exam.

It's never too early. Even if your child doesn't display any signs of vision trouble, the Canadian Association of Optometrists recommends infants have their first eye exam by the end of their first year, and toddlers by age three. Early diagnosis of a vision development disorder will allow for early intervention.



Do your contact lenses make your eyes feel irritated or unhealthy?

Ask us about the **5-DAY Challenge** to experience unsurpassed comfort with the world's first high oxygen 1-day contact lens for bright, white eyes.

We Recommend

ACUVUE
BRAND CONTACT LENSES

SEE WHAT COULD BE™

Important information for contact lens wearers: ACUVUE® Brand Contact Lenses are available by prescription only for vision correction. An eye care professional will determine whether contact lenses are right for you. Although rare, serious eye problems can develop while wearing contact lenses. To help avoid these problems, follow the wear and replacement schedule and the lens care instructions provided by your eye care professional. Do not wear contact lenses if you have an eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. If one of these conditions occurs, contact your eye care professional immediately. For more information on proper wear, care and safety, talk to your eye care professional and ask for a Patient Instruction Guide, call 1-800-843-2020 or visit acuvue.ca.

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www.BrantFamilyEyeCare.ca

New patients of all ages always welcome.
Evening and weekend appointments available.

Night driving



For some, driving at night becomes a serious challenge. Now that days are getting shorter, distortion and glare will become even greater factors. Headlights and streetlights cause glare, and light from night traffic can make taillights and brake lights hard to differentiate.

Aging, smoking, vision problems, and certain diseases will add to the difficulty of night driving.

Car maintenance is important: ensure headlights are clean, properly aimed, and in good working order. Windows that are dirty, pitted, or scratched further distort your vision. Windshield wipers shouldn't leave streaks and mirrors need to be clean and adjusted. Simple maintenance can make a huge difference in helping you drive at night.

Maintenance of your vision is also important. We will be happy to discuss any of your vision concerns, whether the problem occurs at night or during the day.

Nikon

Improving Vision Through Optical Innovation

3D[®] Dual Power Progressive Design
Digital Progressive Lens

SEE
M A X
POWER AP

Advanced Personalization for Maximum Visual Comfort

Up to now, progressives lenses have been manufactured using preset values. Using advanced digital calculations, Nikon is able to take into account individual facial profiles in the design of each lens.

Up to 20% Wider Visual Field



Without Personalization



With Personalization

www.nikonlenswear.ca