

INSIDE: glaucoma  
Frame Show!  
April 26!  
LASIK for those  
with Astigmatism  
Study Patients  
Wanted



338 EAST HAMILTON AVE.  
CAMPBELL, CA 95008

Bulk Rate  
U.S. Postage  
PAID  
San Jose, CA  
Permit 02257

## Study Patients Wanted! Contact Lens Bifocal Study

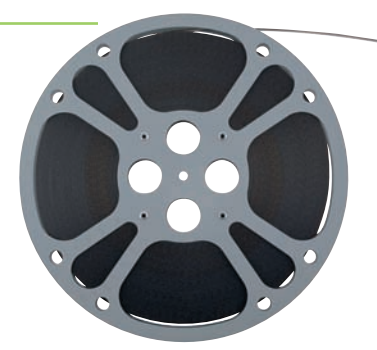
**Save \$100**  
first 20 enrollees

For a very limited time, save \$100 on the new **SynergEyes Multifocal Contact Lens**. These contact lenses will correct your distance and near vision, no reading glasses necessary unless you love to do small crossword puzzles. Please call for details or inquire at your next visit. Call: 866-2020, ask for Louise

## An Oasis for Your Eyes

This new contact lens from Vistakon (a division of Johnson & Johnson) is so comfortable that most patients tell us that they cannot feel it on their eye. This new lens incorporates a patented silicone hydrogel material that is soft yet allows a tremendous amount of oxygen to your eye. The result is a super comfortable lens that combines high oxygen permeability and great vision. This lens is even approved for extended wear for up to 7 days. Next time you are in for your annual eye health examination, we may just recommend this new wonderful lens for you!

Get your Movie Star on  
at our  
Semi-Annual Frame  
Show & Sale, April 26th  
You'll look Marrrvelous!



# FAMILY EYECARE CENTER

AN OPTOMETRIC CORPORATION

WINTER NEWSLETTER 2007

DOCTORS ROSS, WAN, TAYLOR and TUAN, O.D.'s  
338 EAST HAMILTON AVENUE • CAMPBELL, CA 95008 • 408.866.2020

## Glaucoma: The Silent Thief of Vision

One of the most important services we provide at Family EyeCare Center is the comprehensive eye health checkup. This includes evaluation for cataracts, glaucoma and macular degeneration. The eye health evaluation involves a series of tests that allows us to compare clinical measurements with physical observations. There are 5 main evaluations that are involved in the testing sequence. This includes checking your eye pressure using an instrument called a tonometer, internal eye health evaluation using an instrument called the binocular indirect ophthalmoscope, visual fields analysis that tests your

peripheral vision, external evaluation that uses the biomicroscope and digital retinal photography. These special tests allow the doctors to evaluate your total eye health status. The tonometer for checking eye pressure is usually the one instrument that most patients remember. It's the test that uses a gentle puff of air that makes most people jump a little or surprises them. If you absolutely loathe the air puff test, we also have other methods for checking your eye pressure. The eye pressure test is essential for gauging your risk factors for developing glaucoma. The binocular indirect ophthalmoscope (or BIO)



is one of the instruments we use to evaluate the inside of the eye. This amazing test allows us to directly view the internal structures of the eye in 3-dimension almost as if we are walking around inside your eye and looking around. *cont. on page 2*



Want to look like  
your favorite star?  
**YOU CAN!**

Join us for one night only on April 26th from 4:00-8:00pm for our Semi Annual Frame Show & Sale.

## HOORAY FOR HOLLYWOOD!

Save **20%-35%** on Fendi, Coach, Juicy Couture, Calvin Klein, Lulu Guinness, Valentino, Tura, and more! Plus Special Offers on Oakley and Maui Jim Sunglasses. Come for the Food, Fun, and Prizes!

Special Attendance **\$100.00** Westfield Gift Card Drawing with a qualifying purchase.

**Bring A Friend! See you there!**

\*Discounts cannot be used with any insurance or other discounts.

|                                     |                                       |                         |   |                                     |
|-------------------------------------|---------------------------------------|-------------------------|---|-------------------------------------|
| Semi-Annual<br>Frame<br>Show & Sale | Save<br>25%-35% on<br>designer frames | Food<br>FUN<br>& Prizes | \$100 Westfield<br>Gift Card<br>drawing | Thursday<br>April 26<br>4:00-8:00pm |
|-------------------------------------|---------------------------------------|-------------------------|---|-------------------------------------|

## Your Wait Is Over - LASIK Can Treat All Forms of Astigmatism

Now, people with all forms of astigmatism are potentially eligible to have laser vision correction. The CustomLASIK procedure, provides a revolutionary method of treating all forms of astigmatism. "The technology allows us to treat patients with a variety of astigmatic conditions, whether the astigmatism is associated with nearsightedness, farsightedness, or mixed astigmatism," says Dr. Wan. Now, more than 94 percent of the eligible population are potential candidates for the CustomLASIK procedure.\*

Astigmatism is a common vision problem. Usually, it is caused by an irregularly shaped cornea. Sometimes it's the result of an irregularly shaped lens. "Normal eyes are spherical, or shaped like a baseball,

and astigmatic eyes are more oblong, like a football," says Dr. Wan. "When the eye is shaped like a football, the cornea has a steeper and a flatter curve and causes light rays to focus on two points in the back of the eye instead of just one." The CustomLASIK procedure treats all forms of astigmatism by changing the shape of the cornea with a laser. Dr. Taylor adds that "Astigmatic patients can now experience potentially better vision than they can achieve with either glasses or contacts lenses."

"This is an exciting advancement in the CustomLASIK procedure," says Dr. Taylor. "Significantly more clinical study patients reported a high level of satisfaction with their night vision after this treatment for correcting all forms of astigmatism

than before with glasses or contact lenses."

### Find Out How CustomLASIK Can Treat all Forms of Astigmatism

At Family Eye Care Center, we pride ourselves in the quality of our patient education. At your initial consultation, you'll have opportunities to meet the staff and to ask them questions. You'll also learn about the various forms of astigmatism and how the CustomLASIK procedure can be used to tailor an individualized treatment just for you. During the consultation, we will determine if you are a good candidate for the CustomLASIK procedure based on test findings and other information.

\* Market Scope Data, U.S. Vision Population, 21 Years of Age or Older, 2005

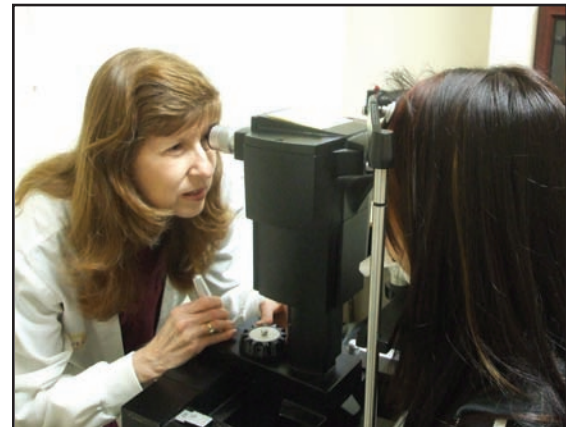
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## Glaucoma: The Silent Thief of Vision

The BIO is the funny looking instrument that the doctors strap onto their head and uses a special magnifying lens and bright focused light source. The BIO let's the doctor make observations for glaucoma type changes, diabetic changes, retinal thinning, macular degeneration and blood pres-

sure and cholesterol changes. The biomicroscope is a special microscope and lighting system that allows the doctors to assess the front or anterior area of the eye. The doctors commonly use this instrument for evaluating cataract formation, corneal surface health, dry eye issues, lid infections and contact lens measurements. The visual fields analyzer is the test where you push the button when you see the flicker of light. This is a very sophisticated test that allows us to evaluate your nerve and retinal integrity in the peripheral areas of your vision. This is one of the best testing sequences that allow us

the earliest detection of nerve change and possible disease process. Digital imaging is the future and Family EyeCare Center has one of the best with our digital retinal photo system. A picture is worth a thousand words and having a digital document of the inside of your eye is invaluable. The screening photo only costs \$36 and in many cases may be covered by your major medical insurance carrier. The digital retinal photograph is a time dated snapshot of the inside health of your eye that gives us valuable comparisons if you should ever have any changes. New glasses and contact lenses are great and fun, but the real value is knowing your eyes are healthy.



## Jhane Barnes Spring 2007: A Season of Discovery and Rediscovery

We are pleased to introduce a new frame line just for men! Jhane Barnes is a fashion designer who "likes making guys look great". She spends most of her time creating men's fashions with novel fabrics. Her emphasis is on

design plus the very best quality workmanship she can find from around the world.

Her frames are made from the best materials and have a masculine fashion look. They are perfect for

those that may need a progressive bifocal or a single vision lens. They will make any man look their best.

Come in and take a look!

## New Breakthrough in Contact Lens Materials and Design

Over the last 6 months a myriad of new contact lens materials and designs have been introduced that can benefit just about any current lens wearer and truly help those that want to try them or had some issues in the past. New manufacturing technology makes many of the new contact lenses so comfortable, most patients can't even feel them on their eyes after 5 minutes. Some of the new materials handle better, some are perfect for those people that have dry eyes. Some of the new astigmatism correcting lenses now are available in a 2 week disposable system that costs less than \$7.00 a lens. 3 years ago, some of this same technology cost over \$200 a lens! The real advances benefit those of you that are over 40. New bifocal or multi-focal contact lenses can literally help you feel 20 years younger! These new Multi-focal contacts offer advanced optics for better combinations of reading vision, computer vision and distance vision. The new materials offer more oxygen (better eye health) and greater resistance to deposits and dryness. Here is a snapshot of some of the more exciting new releases:

**ProClear Multifocal:** This exciting soft lens offers a special material that is especially beneficial for people with dry eye issues. The ProClear MF comes in a wide array of corrections that can help just about anybody.

**SynergEyes Multifocal:** This is a combination rigid lens in the middle and soft skirt around the periphery. This lens has great optics and can correct astigmatism. That means you should be able to see well for distance and reading.

### No-Line Bifocal Rigid Gas Permeable:

For those of you that have grown to love your rigid hard lenses, we can

help you continue to avoid those old granny style reading glasses with the new "No-Line Bifocal" RGP. This new lens will help you see better at all distances including computer vision.

### PureVision Multifocal:

This is one of the newest entries in the bifocal arena. The Purevision lens offers crisp distance vision, yet it still helps you see at close ranges. It has very high oxygen permeability and handles exceptionally well.

These are exciting times for contact lens wearers especially those that want to avoid the need for reading glasses. Let us help keep you young!

