



Valley Eyecare News

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Valley Eyecare Celebrates One-Year Anniversary

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It's hard to believe that one year has already come and gone since Valley Eyecare opened in January of 2009. Since then, we've met so many new patients, and welcomed back many others who were previous patients of Dr. Lyons.

We'd like to take this opportunity to thank all our existing patients — and welcome new prospective patients — by inviting you to our first anniversary celebration.

Please join us at the gallery on Friday, January 22, from 4:00 p.m. until 8:00 p.m. Refreshments will be served, and we'll be giving office tours and awarding door prizes.

But that's not all! Those who attend this first anniversary celebration will receive a \$20 savings certificate that can be used for any eyewear purchase including Jimmy Choo, Ray Ban, and Bebe — backed with our exclusive two-year frame and lens warranty.

Be sure to mark your calendars for Friday, January 22. Chances are, you'll see some familiar faces.

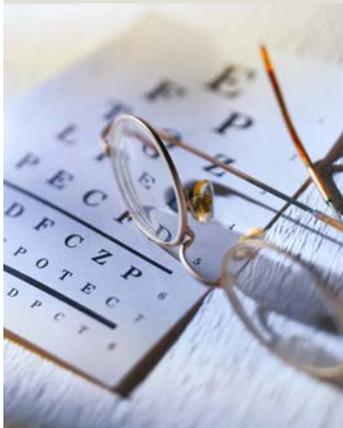
Thanks again to all of you who've made the past year possible. Here's to many more years of serving our patients in the Carson Valley!



Save the Date:
Anniversary Party
Friday, Jan. 22, 2010
4:00—8:00 p.m.
Valley Eyecare Gallery

Did You Know?

Vitamins A, E, and C all appear to be beneficial to eye health.



Welcome to Our Newsletter!

January of 2010 marks our first anniversary and the first issue of *Valley Eyecare News*. This is our way of keeping in touch with our patients, sharing important eyecare and vision tips, and letting you know about special events or sales that

we'll be offering our patients over the next year.

In this first issue, you'll learn about our upcoming anniversary celebration. You'll also find out what to do if you suffer from dry eyes, a condition that is all

too common in our arid environment.

On behalf of Dr. Lyons and the staff at Valley Eyecare, happy new year and welcome to our newsletter!

Got Dry Eyes?

Chances are, if you live in Nevada, the answer is yes! Out of all of the ocular conditions I see, Dry Eye Syndrome is the most prevalent.

What does a dry eye feel like? The symptoms of dry eyes are almost as varied as the causes. Usually we think of a dry eye as feeling scratchy or irritated and looking red. However an eye that waters too much can also be a result of compensation from an underlying dry eye. Additionally, dryness can make the eyes feel like there is actually something stuck in them like a piece of dirt or sand. Blurred or fluctuating vision is also a frequent complaint of dry eye sufferers. Whatever the symptoms, Dry Eye Syndrome can have a profound effect on quality of life.

Besides living in the desert, other factors can cause or exacerbate this condition such as medications, hormones, smoking, contact lens wear, refractive surgery, computer use — the list goes on and on. Luckily, we don't necessarily have to move, give up contact lenses, quit all medications and unplug our computers to get relief. (I do highly recommend quitting smoking, but that could be a whole article in itself...)

So what can be done? First, stay away from any drop that promises to "get the red out." These eye drops

"Besides living in the desert, other factors can cause or exacerbate this condition..."

actually have a side effect of dryness! However, not all over the counter eye drops are created equal. Often times, once we know what type of a dry eye is present, the right artificial tear can bring tremendous relief. However, more severe dry eyes may need more than artificial tears. We are fortunate to have options for treatment. There are excellent prescription medications for the treatment of dry eyes. Nutritional supplements for dry eyes can also provide relief. And things like punctal plugs and moisture goggles are also available for a more stubborn dry eye.

So if your eyes are dry, irritated, red, blurry or watery, you don't just have to live with it. Chances are, relief is available.

Dr. Somer Lyons, O.D.

All About Anti-Reflective Coating

The next time you're in the gallery shopping for new glasses, ask us about anti-reflective coating for your new eyewear. This coating provides several benefits:

- It provides excellent clarity for night-time driving by reducing the amount of glare you encounter from lights.
- It decreases fatigue associated with glare from your computer or fluorescent lighting.
- It improves the cosmetics of the lens (the lens disappears instead of looking shiny, and people can see your eyes instead of a reflection).
- It minimizes aberrations that can be associated with higher index lenses (the thinnest, lightest lenses available).
- It provides additional protection from scratches by repelling dust, oils, etc.

Remember that not all anti-reflective coatings are created equal. Some of the older ones peel or flake and require more cleaning. If you've tried one in the past and were disappointed, you may be surprised at how much the technology has improved. It may be worth trying it again!



Eyecare Tip:

Remember to wear your sunglasses, and be sure they have 100% UV protection.

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