

Spring '07

FOCUS

A Newsletter for your eyes.



MAPLE RIDGE EYE CARE OPTOMETRISTS

Dr. M. Hurlbert
& Associates

Serving the Community For Over 35 Years

Community builders

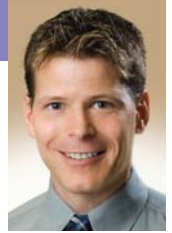
Maple Ridge Eye Care continues to donate to local charitable causes. We were pleased to recently donate \$1500 to Camp Goodtimes. This is a camp put on by the Canadian Cancer Society for kids, teenagers and families living with cancer. It has been running since 1985, the last 4 years at Loon Lake Camp in the UBC Research Forest. Now, 22 years later, there are approximately 70 campers per week! Camp Goodtimes is a place where these special kids can be themselves in a safe, fun environment. There is no fee for campers to attend because of the support of donors. Robin Strohan, one of our new optometric assistants, volunteers here during the summer.



We are also pleased to support Optometry Giving Sight (OGS). This is a campaign aimed at raising funds to eliminate preventable forms of blindness worldwide. More than 33,000 Sri Lankans have had their eyes tested and 28,000 have received eye care thanks to funds raised by OGS and others. Over the coming months funds will also provide resources for blind and severely visually impaired children in Africa to assist their move into mainstream education.

Maple Ridge Eye Care is proud to support these worthy causes. Please continue to bring in your old glasses, especially prescription sunwear, for donation to third world eye care.

Dr. M. Hurlbert



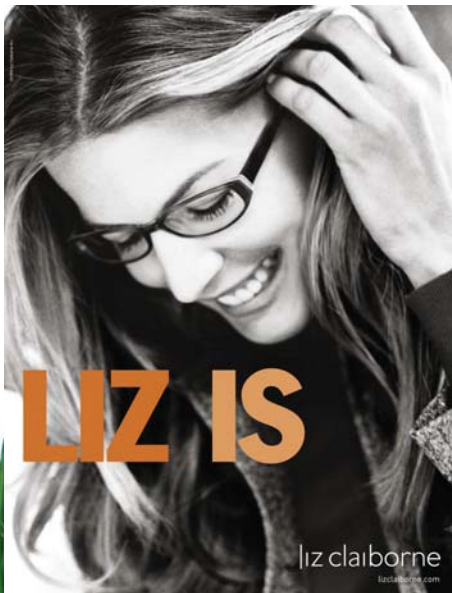
Exciting news on glaucoma detection

A leading cause of preventable blindness in Canada is glaucoma, the “silent thief” of sight. In its early stages, a person has no noticeable symptoms.

That’s where new digital instruments come in. Digital imaging can detect glaucoma onset before you experience any vision loss. What’s even better, the new cameras scan your eye (in less than one minute!) without pupil dilation or discomfort. The technology allows us to view retinal images while you are present – no waiting – and give you the best professional advice. Digital images of the back of your eye are essential in monitoring eye health for patients with diabetes or hypertension.

Because this new technology is digital, we can quickly share images with your family doctor, ophthalmologist, neurologist, pediatrician, internist, or leading eye health researchers. By smoothly co-managing your eye health with other professionals, we give you a real health advantage.

If you are over 40, or have a family history of glaucoma, ask about a digital eye exam. It’s worth 60 seconds!



Introducing “free form” Why settle for mass-produced lenses?

Your eyes are unique. Your lenses should be equally unique. And now they can be, thanks to new “free form” technology that customizes lenses to your individual eyes and vision.

Free forms create premium, personal lenses that give you wider vision zones while significantly reducing the “swim and sway” effect sometimes felt with conventional progressive lenses.

Wearers are impressed. Who wouldn't be – distortion is reduced by 40 per cent and presbyopic patients (those with difficulty focusing on nearby objects), can enjoy sharper and more effortless vision.

Optical precision. You expect a lot from your glasses,



such as using the same pair for both driving and reading. With free form lenses, you can experience 30 per cent wider mid-range vision. As well, a new vision zone below your reading area offers better vision of obstacles on the ground and better perception of your environment. That means walking down the stairs, for example, is now easier. That means an ideal prescription, even for hard-to-fit patients.

These leading-edge lenses are available in a range of high and ultra-high index materials. So whatever the prescription, we blend technology and your individual needs for optimum vision in lightweight lenses.

The Freedom of Free Forms

- Expand all vision zones – near, intermediate and far
- Eliminate distortion
- Thin, light and durable plastic materials
- Available with coatings that repel glare, dust and smudges

Free form lenses are the future of progressive lens technology. Combine these new lens designs with a premium anti-reflective coating and you have the best possible vision.

Talk to us at Maple Ridge Eyecare and find out how free form lenses can improve your vision.

Reflection free lenses

that are clearly easier to keep

Clean.

Crizal eyeglass lenses by Essilor.

You can say goodbye to smudges and dust for good!

Crizal[®]



www.crizal.ca

Wear your contacts with confidence

Do you "overwear" your contact lenses?

You love the freedom and the crisp, clear vision contact lenses provide. But to keep enjoying that freedom for many years, you need a healthy pair of eyes. Are you wearing your lenses for the time period designated by your Optometrist? And are you following the recommended cleaning and care?

"A crucial part of comfort is regularly caring for your lenses and making sure you replace them as recommended by the manufacturer and your Optometrist," says Shawn Laursen, National Sales Manager from Bausch & Lomb.

Your Doctor Recommends™ silicone hydrogel

The numbers are in: two years ago, silicone hydrogel contact lenses made up only 20% of the market. Now, they outsell the older hydrogel technology.

"With today's demanding lifestyles, healthier choices are being made. The higher oxygen silicone hydrogel lenses are the lens of choice for patients across Canada," says Laursen. "Some of these new lens designs also offer improved optics."

Healthy eyes are the key. The new silicone hydrogel contacts offer not only comfort and vision clarity, but are healthier for your eyes because they allow much more oxygen to reach your eyes than do traditional materials.

If you haven't tried contact lenses lately, give them a try – you will be pleasantly surprised.

Aging eyes? Try multifocal contacts

The combination of multifocal designs and silicone hydrogel material is perfect for the over-forty patient. New materials are kinder to the



older, often dryer eye. People are more active at every age, so there are times when contact lenses are the perfect vision correction for your lifestyle.

Solutions that soothe

Depending on your lens, there are various solutions available – cleaning, rinsing, disinfecting, or a multipurpose solution designed to do all three. If you have questions about the right solution for your lenses, just ask us – we take pride in our product and professional knowledge.

Are long hours in front of your computer taking a toll on your overworked eyes? Do the harsh fluorescent lights in your office make you squint and strain? We have special drops that lubricate and clean while you wear your contacts.

For advanced eye comfort and the extended life of your lenses, your Doctor can suggest the right products and the correct lens use. If you haven't yet discovered the advantage, book your contact lens appointment today.

You are busy multi-tasking... you should expect the same from your vision.

Life demands freedom from glasses. With PureVision® Multi-Focal you will be able to see at distances, near far and inbetween.



Bausch & Lomb
PureVision®
Multi-Focal (balafilcon A)
Visibility Tinted Contact Lenses

Ask us today about PureVision® Multi-Focal contact lenses.

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New to Maple Ridge Eyecare...

We are very pleased to welcome Brent Banting as our new dispensing optician. Brent brings 26 years of unparalleled experience in the design, fitting and edging of all types of spectacle lenses.

During the spring and summer Brent not only works at Maple Ridge Eye Care, but also owns a Kwik Kerb business in which he designs and manufactures curbing for residential and commercial clients. His opticianry skills were honed while working alongside his father earlier in his career at their independent location in Coquitlam.

Robin Strohan also joined us late in 2006. She multitasks between business office duties which involve insurance billings, reception duties and patient care. The latter position includes patient pretesting, case histories and contact lens training. Robin has been a welcome addition to our eye care team and looks forward to meeting our current and future clinic patients.

Between our highly skilled, caring staff of optometric assistants, opticians and optometrists we promise to provide you the very best in eye care.

We recently expanded our office hours on Saturdays from 9:00 am - 3:00 pm to 9:00 am - 4:30 pm. Currently we are open Wednesday evenings until 8:00 pm. In the fall we will again expand our office hours staying open later one more night of the week. This will help us to meet our goal of providing even more convenient appointment times for our patients.

Brent Banting

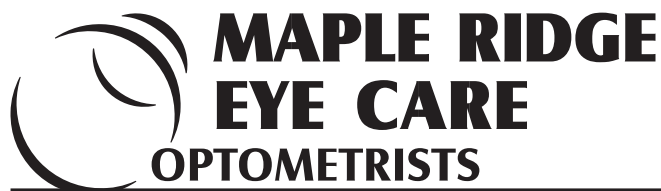


Robin Strohan



Our office is a proud member of Doctors Eyecare Network (DEN). DEN is a group of over 230 Optometrists across Canada dedicated to providing our patients with complete eyecare and eye health services.

www.doctorseyecare.com



Serving the Community For Over 35 Years

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