



**From the Doctor . . .**

*"We depend on our eyes more than any other sense to experience the world around us. Studies estimate that 80% of learning in a child is through the eyes. Unfortunately, most of us take the eyes and vision for granted. We are constantly upgrading to the newest technology in phones and computers, yet when it comes to eyeglasses, many people are willing to use outdated lens technology that can contribute to blurred and uncomfortable vision. There are many new products and advancements in lens technology that can make our vision clearer and more comfortable. Ask our staff about the newest lens technology available and "update your eyes" today!*

**Craig R. Swanson, O.D.**

**Crizal Previncia Stops Harmful Blue Light!**

Blue light (the part of the visible light spectrum with wavelengths between 380-500 nm) emitted by the sun plays a beneficial role to our health. Blue light helps to regulate our internal biological clock (also referred to as our circadian rhythm). This internal clock is very important in regulating many of our metabolic processes.

Scientific studies have suggested that when we are exposed to excessive levels of blue light, there may be a harmful effect on the eyes as well as possibly disrupting our circadian rhythm. In particular, blue light is thought to contribute to the degeneration of the photoreceptor cells in our retina, increasing our risk for age-related macular degeneration.

In today's world of electronics, it has been shown that artificial light sources such as LEDs, computers, and smart phones emit a large amount of blue light, thus increasing our health risk.

Lenses with Crizal® Previncia™ selectively block the blue light that is thought to be the most damaging to our eyes, thus reducing the risk for retinal damage and the potential to disrupt our circadian rhythm. Ask our staff about Crizal® Previncia™ as well as other new products available to protect your eyes from potentially harmful blue light.

**Computer Lens Option Improves Visual Comfort**

Traditional reading glasses and progressive lenses are not designed specifically for the computer or other mid-range activities. Prescription reading glasses and over-the-counter reading glasses allow you to see close objects, however, they do not work well for mid-range activities. Progressive lenses can have a limited field of view for mid-range viewing often requiring you to adjust your head position to "find the right spot." The *Interview*® lens by Essilor is designed specifically for near and mid-range tasks. The unique design of the *Interview*® lens allows you to read at 16 inches, as well as see objects clearly out to 6 feet away. It offers a wide field of view and a much larger range of focus than reading glasses, thus working great for all near, mid-range tasks, and computer work. Discover a larger and more comfortable range of clear vision with *Interview*® lenses!



We are excited to be the official TagHeuer eyeglass dealer for this area. TagHeuer, the world's leader in precision time pieces, uses exceptional design, superior materials, and ergonomic engineering to deliver eyewear that remains unrivaled in performance. We also welcome these new collections: EVATIK, Kliik Denmark, and Smith Optics Sunglasses.