

Special points of interest:

- **MYOPIA CONTROL!**
- Dry Eye Syndrome
- Allergy Eyes
- Your Eyes and Your Health
- The New "Bionic" Crystalens®
- What is Glaucoma

Super VISION center

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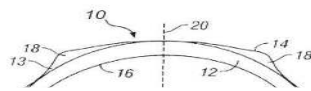
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What's New at SVC WINTER-SPRING 2020

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NEWS FLASH

Dr. Berke Granted 4th US Patent For New Ortho-K Lens Mold



Dry Eye Syndrome (DES)

"Dry eyes" are the most common patient complaint. About 59 million Americans suffer from DES. Common symptoms of DES are: gritty, scratchy, reddened & burning eyes. Symptoms may result of several factors including aging, environmental, computer work, contact lens wear, medications and, auto-immune diseases. Patients who have had their dry eyes treated not only have more comfortable eyes, but many have also seen improvements in their allergies, asthma, sinus and ear problems.

Do You Suffer From Itchy Eyes?

You may be one of 50 million Americans with allergy related eye problems. Itchy, red, swollen, watering eyes can occur when your immune system mistakes substances called allergens, as unwanted intruders. To protect your eyes against allergens, your body releases histamines, which cause the itching. Fortunately, relief can be as easy as using eye drops containing antihistamines to block the body's reaction. *Eye infections*, that may look similar (pink eye), are treated with other medications when the cause is not simply allergy.

Eye Exams Are For More Than Just Vision Correction

Your eyes reveal more about your health than you know. Your eyes are windows to your overall health. Many diseases show early signs in the eyes, and many can affect your vision. While you're being examined, we look for signs of:

Hypertension. The appearance of irregular blood vessels on the retina could indicate hypertension or risk of stroke.

High Cholesterol. The condition of the eye's veins and arteries could reveal a risk factor for stroke or heart disease.

Diabetes. Small, areas of bleeding on the retina may be an early sign of diabetes. Increases and decreases in blood sugar level could cause blurred vision. Diabetic retinopathy affects 4.4 million Americans.

What is Macular Degeneration?

Age related macular degeneration (AMD) is a retinal disease that affects the sharp, central vision which can make reading and driving impossible. I is the leading cause of blindness in people over 65. Currently, 2 million Americans have AMD. There are two forms, dry (90%) and wet (10%).

What is a Cataract?

A cataract is a clouding of the lens inside the eye. It blocks light from reaching the back of the eye and interferes with vision. 22.3 million Americans have cataracts. More than 3 million surgeries are done per year. The Crystalens® is a new, FDA approved implant that mimics the eye's natural focusing ability. This unique lens provides a continuous range of vision, from distance to near reading vision, eliminating total dependency on glasses or contact lenses.

What is Glaucoma?

Glaucoma is a category of disease of the optic nerve. One of the leading causes of blindness in the U.S., chronic glaucoma has no symptoms at first, but progressively can steal your sight. 2.29 million Americans have glaucoma, the "sneak thief of sight." Another 2 million don't know they have it. *Glaucoma is treatable*, and the earlier it is diagnosed and treated, the less chance there is of vision loss occurring.

The Latest and Greatest in Eye Care

- ◇ **ORTHOKERATOLOGY (Ortho-k)** – Safe, effective, gentle and an FDA approved procedure, ortho-k is a viable alternative to refractive surgery without any surgical risk or permanently distorted vision commonly found after LASIK. No cutting of the eye, removal of tissue or healing time is needed. It is completely reversible or, "tunable," as vision normally changes. A custom designed, hyper-oxygen permeable contact lens is used to gently reshape the front surface of the cornea to correct nearsightedness and astigmatism *while you sleep*. You enjoy clear vision while awake without needing contacts or glasses. Ortho-k is a good choice for anyone, any age, who want or need to see clearly without devices or surgery. Myopia (nearsightedness) is an epidemic disease affecting 1.6 billion children and adults worldwide, with expectations that the number will hit 2.5 billion by 2020. It has gone up 75% in the U.S. since the 1970's! Extensive research has proven that orthoK can slow the progression of nearsightedness reducing the risk of retinal detachment, cataract and glaucoma as well as the social issues associated with wearing thick glasses. For further information on this process see www.myopiaprevention.org. Dr. Berke leads in the field of orthokeratology with his newly patented lens designs and methods of fitting. He lectures internationally on the subject of CR and has published several papers and studies. The results of his current university study at the Southern California College of Optometry in Fullerton, CA, is shedding new light on the physiology of what really happens to the cornea from ortho-k. The image focused by glasses and conventional soft lenses may actually contribute to the axial length growth of the eye, increasing nearsightedness. For more information go to www.orthokacademy.com.
- ◇ **Computer Vision Syndrome (CVS)**– More than 143 million Americans work on a computer each day, with 88% of them suffering from computer eyestrain, according to estimates. The solution is simple. Once an accurate diagnosis is made and ergonomics and working distances are measured and evaluated, it's a simple matter to prescribe computer eyeglasses that will allow you to work comfortably and productively.
- ◇ **Children's Eye Exams** – We are often asked when should a child have their first eye exam. Most eye doctors recommend that a child's first exam should be *before they start school*, or sooner if the parent notices anything that they think is abnormal (excessive squinting, headaches, an eye turn or "lazy eye"). Most children will not complain about their vision because they do not know what they should see. Don't wait for them to complain before you bring them in for their first exam. Several states now make eye exams mandatory prior to school enrollment.
- ◇ **Eyewear Selection and Spectacle Lenses** – We pride ourselves on having the largest showroom with the biggest selection of the best the eyewear industry offers. We have all lens types and the thinnest/lightest high index plastics. We also have an environmentally safe "green" full service lens grinding lab where we control the quality of production and speed of delivery. Custom lens shapes and applications are also available.