



FOCUS



Nelson, Castlegar
and Trail, BC

Dr. Brent Allen

Dr. Tim Allen

Dr. Kelly Newhouse

Winter 2010

Why smart people buy their
glasses from *Kootenay Optometry Clinic*

Top ten reasons

For those times when you prefer to skip the specs, consider daily disposable contact lenses – with an expert fitting by our doctors.



10. Frame styles and brands to suit every budget – something for everyone!
9. Innovative lens technologies from top lens manufacturers
8. 60-day vision satisfaction guarantee
7. Two-year “worry-free” frame warranty on manufacturer defects
6. Support for eye care in developing countries. We match patient donations, fundraise and recycle your old eyewear to give others new sight
5. Attractive ‘value bundles’ of the vision products you need
4. Professional staff who stay current through ongoing education and training
3. Complimentary adjustments, nose pad replacements and cleanings – service that doesn’t end with your purchase
2. Optometric assistants who consult with your doctor to fill your prescription accurately, with the same exceptional care you received in your exam
1. And the number 1 reason why smart people buy their glasses from us...we focus on YOU, the most important part of our practice. *We know you deserve the best!* ▢

Buy locally

Did you know there are advantages of buying glasses from your Optometrist’s office? Everything from satisfaction guarantees and follow-up after purchase to exceptional care.

Whatever you need...

- the latest in frames and lenses
- a wide selection of specialty, sport and fashion eyewear
- sunwear for all ages, from babies to older adults

... we have it all for you!



Visit us online at
www.drallen.optometry.net

A one-of-a-kind professional eye care experience
to enhance your visual life and great looks.

DOCTORS

EYECARE
NETWORK

A New Year's resolution that you can keep!

Now that you've counted down the New Year, start 2010 by celebrating great vision and healthy eyes. Start with an eye exam. Only an optometrist can perform a comprehensive eye health exam, supported by professionally trained staff and cutting edge technology.

Trust our medical expertise

Glaucoma, diabetic retinopathy, macular degeneration and retinal detachments. Perhaps you've heard these medical terms before. Some conditions can threaten your eyes without any initial symptoms. Only your optometrist has the expertise and state-of-the-art equipment to detect and diagnose serious eye conditions, even before those symptoms appear.

Thoroughly helpful

Did you know that our thorough eye health exam can also detect non-eye issues such as diabetes and high blood pressure?

We offer so much more than a current prescription for your eyeglasses or contact lenses. As much as we love showing you the latest and greatest in vision products, we hope you'll think of us when you think of optimal eye health and vision care.

We're here for the lifetime of your healthy eyes!

When was your last eye exam? Start 2010 with peace of mind – trust your precious sight to a Doctor of Optometry. Phone us today and schedule an appointment. ▢



It's never too early

The Canadian Association of Optometrists recommends that all children have a complete eye exam by age three.

The recommended intervals for eye examinations are annually for children, contact lens wearers and adults over 65 years; healthy adults every two years. If you are experiencing any vision discomfort or difficulties, please see us immediately.



New materials, new designs

Contacts are healthier

Think you can't wear contact lenses? Or have you worn contacts in the past but weren't satisfied with comfort or clarity? We have news for you! Thanks to technological advances, the latest materials – most notably silicone hydrogel – provide comfort levels never before experienced, and for longer wearing times.

It's all thanks to oxygen – the more oxygen that reaches your eyes, the healthier they are and the better they feel. Silicone hydrogels have become the contact lens of choice for many. Today just about everyone can wear contact lenses, with more healthful and convenient options.

Arms too short?

If you were born before 1965, you might have stopped wearing contacts. Now, **multifocal** designs let you keep enjoying the benefits of contacts. If you wear readers or progressive glasses, or if you have never worn contacts before, then multifocals are an ideal choice. See all distances – near, far and in between – these lenses offer the perfect blend. You can read AND see at a distance – in comfort.

What colour?

Contact lenses aren't just for seeing better. They're for looking better, too. Today's tinted lenses let you to enhance your natural eye colour, making your blue bluer or your green greener. Or they can change your colour altogether. If you want to wear novelty or "decorative" lenses (particularly popular during Halloween) make



sure they are prescribed and monitored by your Optometrist. See better and look better – with tinted lenses.

Easy care

Proteins and lipids, which are naturally found in tears, adhere to the surface of a contact lens. That's where lens-cleaning products can help. Caring for your lenses are easier than ever. You can use "multipurpose" solutions but check with our staff for the solution your Doctor recommends – not all solutions are equal. We can set you up with a convenient, cost-effective bundle of contact lenses and solutions.

Or, avoid lens care altogether by using daily disposables. **Remember** – all lenses need a proper fit.

Choices mean freedom

Whether your lifestyle includes playing tennis or playing computer games, and whether you choose *disposables, daily, extended, or continuous wear*, we have the lenses for you. Since no two people's eyes and vision are identical, there's no such thing as a "one size fits all" product. Our Doctors of Optometry can recommend the best lens option. Talk to us – we'll help you find the greatest comfort and the easiest lens care. ▢

Find that *healthy, natural feeling*

AIR OPTIX

Family of breathable contact lenses*



See how natural they feel

*AIR OPTIX for ASTIGMATISM contact lenses: Dk/t = 108 @ -3.00D, -1.25D x 180. AIR OPTIX AQUA and AIR OPTIX AQUA MULTIFOCAL contact lenses: Dk/t = 138 @ -3.00D. AIR OPTIX NIGHT & DAY AQUA contact lenses: Dk/t = 175 @ -3.00D. Other factors may impact eye health. Ask your eye care practitioner for complete wear, care and safety information.

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Shared Passion for Healthy Vision and Better Life



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Dr. Kelly Newhouse

Nelson

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 Monday - Friday / 8:30 am to 4:30 pm
 Saturday / 8:30 am to 3 pm

Castlegar

1458 Columbia Ave. Castlegar, BC V1N 3K3
 Ph. (250) 365-2220 Fax. (250) 365-5543
 Monday - Friday / 8:30 am to 4:30 pm

Trail

1241 Cedar Ave. Trail, BC V1R 4T1
 Ph. (250) 368-5500 Fax. (250) 368-5532
 Monday - Friday / 8:30 am to 4:30 pm

Our website offers a wealth of information about Kootenay Optometry Clinic and eye health issues.

www.drallen.optometry.net

Welcome Dr. Newhouse

Dr. Kelly Newhouse, originally from Kamloops, completed her Bachelor of Science at the University of British Columbia and her Doctorate of Optometry at the University of Waterloo both with honours standings. In 2007 she spent three weeks at the Sankara Eye Hospital in Coimbatore, India. In the last year she was able to volunteer her time with two different eyecare missions, one in Haiti and one in Ghana. During these trips she was part of a team that traveled to different villages to provide ocular health exams, prescribe and distribute donated glasses, and provide cataract and various other ocular surgeries for people that would otherwise not have access to such care.



Other than traveling and learning about the world, Dr. Newhouse enjoys the outdoors and is excited to be moving to the Kootenays. She loves to ski, hike, camp, play soccer, volleyball, golf and of course relax with friends and family.

Dr. Newhouse is seeing patients in our Nelson and Castlegar offices and is accepting new patients. ▢

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HCC ICE



Without coating

With HCC ICE

A revolutionary lens coating specially designed to make cleaning your lenses easier than ever!

Water, facial oil, fingerprints and smudges wipe away with the utmost ease.

