

A Sharper View

Volume I, Issue I

Fall 2011

Special points of interest:

- Vision Correction While You Sleep
- Fall Fashion Trends
- How diabetes affects your vision
- Blood Pressure at an eye appointment?
- New Treatments in Dry Eye Management
- LASIK - Is it for me?

Inside this issue:

Vision Correction While You Sleep 1

Fall Into Fashion Hottest Trends in Eyewear 1

Diabetes and your eyes 2

What's Blood Pressure got to do with it? 3

Dry Eye - 5 Do It Yourself tips to management 3

Lasik, is it for me? 4

Tidbits from around the water cooler 4

Vision Correction While You Sleep

Did you know there is a technology that involves contact lenses that can correct your vision while you sleep?

Corneal Refractive Therapy is a sophisticated non-surgical process that temporarily reshapes the cornea while you sleep. Simply remove your lenses when you wake up and you'll enjoy a full day of great vision without the aid of glasses or regular contact lenses.

Much like a retainer is used at night to keep teeth straight, paragon CRT lenses must be used every night, or vision can return to it's regular state in as little as 72 hours.

Are Paragon CRT lenses healthy for your eyes? Yes, these lenses are specially manufactured just

for your customized corneal needs, and are oxygen permeable.

Paragon CRT lenses have been found highly effective in correcting myopia (near-sightedness) and astigmatism. To this date, these lenses are not able to be used when correcting hyperopia (far-sightedness) or presbyopia (the need for bi-focals or reading correction).

Through December 31, 2011 Sharper Vision is running a special package price for corneal refractive therapy. Flexible spending accounts are also able to be used on this innovative way to correct vision.

Call for you appointment today!



Fall Into Fashion

This is the season when the autumn color palette comes alive not just in mother nature, but in eyewear.

Cooler weather may have settled in, but the frame styles trending are heating up the market.

Nerdy-Chic, Vivid Color, these are the trends that savvy eye-

wear shoppers are after.

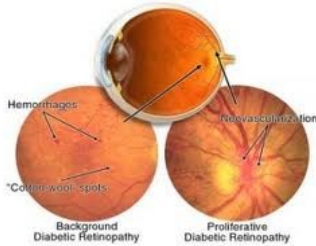
Bold looks are captivating the hearts of even the most loyal contact lens wearer. Eyewear has become a must-have fashion accessory, and with the European designs flooding the US market, the boom in the frame industry has only just begun.

Stop on in for your personal

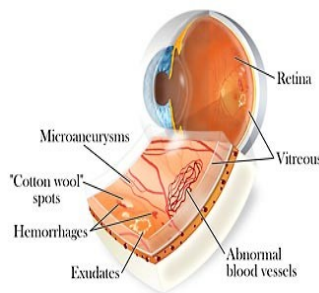
style consultation with one of our skilled opticians who know that frames aren't just for function, they are about delivering FASHION.



Diabetes and Your Eyes



“Unfortunately there are little to no symptoms in the earliest stages and many conditions require an eye examination to be detected.”



Annual Eye Exams can effectively detect many problems associated with diabetes before they become serious enough to cause vision loss.

There is little to no doubt that diseases like diabetes are on the rise in the general population of the United States.

Many people who suffer with diabetes don't fully understand the importance of a comprehensive annual eye exam.

Eye disease is quite common among patients with diabetes and annual eye exams are critical to continued health of the eyes.

Unfortunately, there are little to no symptoms in the earliest stages and many conditions require an eye examination to be detected.

There are very effective treatments to aid in preservation of vision if a patient develops sight-threatening retinopathy, but these treatments can only remain highly effective if the patient is compliant with the necessary care regimen prescribed.

High blood glucose and high blood pressure from diabetes can hurt four parts of your eye:

- 1) The retina which is the lining at the back of the eye. The Retina's job is to sense light coming into the eye.
- 2) The vitreous which is a jelly-like fluid that fills the back of the eye.
- 3) The lens which is at the front of the eye and focuses light on the retina.
- 4) The optic nerve which is the eye's main nerve to the brain.

Retina damage happens slowly. Your retinas have tiny blood vessels that are easy to damage. Having high blood glucose and high blood pres-

sure for a prolonged period of time can cause damage to these vessels.

When these tiny blood vessels swell and weaken, some blood vessels then become clogged and do not let enough blood through. At first, you might not experience any vision loss from these changes, however, once the damage begins to occur, if left undetected the loss in vision you do incur could likely be permanent.

As diabetes retina problems worsen, new blood vessels grow, but they are weak and break easily leaking blood into the vitreous of your eye. This leaking blood keeps light from reaching the retina and can cause you to see floating spots or almost complete darkness. Sometimes the blood will clear by itself, other times surgery is required to remove it.

Over the years, the swollen and weak blood vessels can form scar tissue and pull the retina away from the back of the eye. If the retina becomes detached, you may see floating spots or flashing lights. You may also feel as if a curtain has been pulled over part of what you are looking at. A detached retina can cause loss of sight or blindness if you don't take care of it right away.

The most important thing you can do to protect yourself is to keep your blood glucose and blood pressure as close to normal as possible.

There are also laser treatments which can close off leaking blood vessels and slow the loss of sight.

If a lot of blood has leaked into your vitreous and your sight is poor, there is also a surgery called a vitrectomy which removes blood and fluid from the

vitreous of your eye. Clean fluid is then put back into the eye and can aid in clearer vision.

You may or may not have any signs of diabetes retina damage. Some of the signs you may experience are rings, flashing lights, blank spots, dark or floating spots, pain or pressure in one or both of your eyes, and trouble seeing things from the corners of your eyes.

Diabetics also experience a higher incidence of glaucoma and cataracts, and at younger ages.

There are many treatment options available today that can aid in preserving vision and maintaining the health of your eyes.

Cataract— A cloud over the lens of your eye which is usually clear.

Dilation— Special drops an optometrist uses to make the pupil become large and see the back of the eye and all the interior structures to ensure health.

Glaucoma— Begins with pressure building up in the eye which over time damages the eye's main nerve also called the optic nerve. Glaucoma causes vision loss at the sides of your eyes. This disease is maintained with drops that lower eye pressure, and can also be treated with laser surgery.



Blood Pressure at an Eye Appointment?

If you've ever wondered why in the world we check your blood pressure during your routine eye exams, this article is for YOU!

In addition to causing heart and kidney problems, untreated high blood pressure can also affect your eyesight and cause eye disease. Hypertension can cause damage to the blood vessels in the retina, the area at the back of the eye where images focus. This eye disease is known as hypertensive retinopathy. The damage can be serious if hypertension is not treated.

An eye care professional can diagnose hypertensive retinopathy using an ophthalmoscope, an instrument that projects light, to examine the back of your eyeball. Signs of reti-

nopathy include:

Narrowing of blood vessels

Fluid oozing from the blood vessels

Spots on the retina known as cotton wool spots and exudates

Swelling of the macula and optic nerve.

Bleeding in the back of the eye

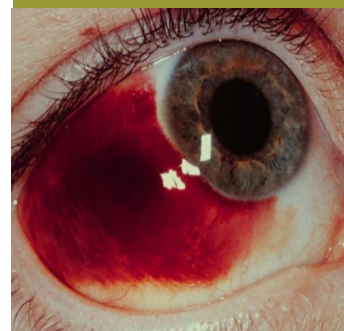
The best way to treat changes to the eye like hypertensive retinopathy is to adequately control your blood pressure

To prevent hypertensive retinopathy, keep your blood pressure in control by changing your diet, exercising more, and taking your high blood pressure medications as prescribed. In addition, see your doctor on a regular basis for follow-up care.

Many old sayings refer to the eyes as the windows to the soul, however we believe they are the eyes to the systemic workings of your body.

An annual eye exam can often detect some systemic illnesses before the patient has even experienced symptoms.

As with any type of health management, an ounce of prevention is worth a pound of cure.



Hypertension can cause blood vessels in the eye to break resulting in a subconjunctival hemorrhage.

“The damage can be serious if hypertension is not treated.”

Tips to at home Dry Eye Management

There are several treatments available for the common issue many people face known as Dry Eye Syndrome.

While there are always a multitude of options at your optometrists' office, there are also some things you can try at home to bring relief to this irritating condition.

First of all, there are many things you can do with your nutritional intake that can help with your symptoms of dry eye.

Taking fish oil or omega 3 can stabilize fatty acids in the glands of the eyelids. Flax seed is also known for stabilizing fatty acids and has positive benefits for the heart, blood vessels, and skin much like omega 3.

Drink more water 6-8 glasses a day, and drink LESS coffee, tea, and sodas. These are diuretics and contribute to dry eyes.

Along with dietary changes, you can also help alleviate symptoms of dry eye by using the following tips:

- 1) Keep vents A/C ducts, etc. from blowing in your face
- 2) Turn off overhead fans in the room where you are sitting or resting
- 3) Keep a humidifier on in the bedroom
- 4) Reduce contact lens wearing time
- 5) Wear large or wrap around sunglasses when outdoors

Sharper Vision
3820 Pleasant Hill Rd
Suite 5
Duluth, GA 30096
(770)476-9585

www.sharpervisionoptical.com

Dr. Mark A. Gottlieb
O.D.

[www.facebook.com/
SharperVisionOptometry](http://www.facebook.com/SharperVisionOptometry)

 Find us on
Facebook

MONTHLY GRAND
PRIZE WINNERS FOR
OUR FACEBOOK
FRIENDS. **"LIKE"** US
TODAY FOR YOUR
CHANCE TO WIN.

Sharper Vision

The Great LASIK Debate

Have you been wondering about LASIK surgery for awhile? Are you not sure if you would be a good candidate?

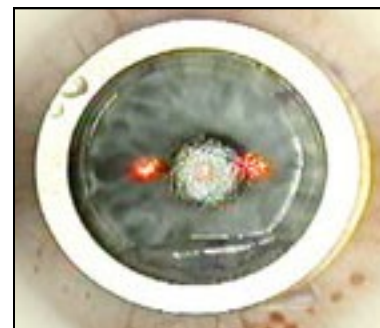
Did you know Dr. Gottlieb is a partner with TLC Laser Eye Center? A comprehensive eye exam can give Dr. Gottlieb valuable information regarding not only the overall health of your eyes, but also the curvature of your cornea, your prescription, and your expectations and concerns about LASIK.

With new technology, vision can be corrected in literally minutes. With a 96% satisfaction rate, TLC surgeons have hundreds of thousands of surgeries under their belt before they are certified to work with TLC Laser Centers.

There are certain prescriptions parameters, overall health stipulations, and other questions that can help determine whether LASIK surgery is the right choice for you.

With the multitude of online information on LASIK, researching can decrease fears or nerves, and talking with your personal eye health care provider also brings a level of comfort to your decision.

If you have questions, concerns, or are ready to schedule your LASIK surgery contact our office to schedule your appointment today!



Around the Water Cooler

Tis the season for cooler weather, piles of leaves, roasting marshmallows, and riding on hay wagons.

Here at Sharper Vision, we have been busy little bees remodeling the entire office and bringing in multiple new frame lines to offer more variety, color, and style.

The painting has been completed and has absolutely transformed the office already. We are anxiously awaiting our new flooring coming over Thanksgiving weekend.

We are so excited about our remodeling and all the great new pieces that have come to reside here at Sharper Vision, we have decided to have a blowout sale to celebrate.

This sale will be Friday, Decem-

ber 2nd and Saturday, December 3rd. We have worked with our labs and frame companies to be able to extend special pricing for our patients during this exciting two day event.

We are also happy to announce our partnership with the City of Duluth using the Duluth Dollars program. We truly believe that a community is not just a place, but a feeling.

Along with Duluth Dollars, we also wanted to reach out and get involved with a local Georgia charity. We will be partnering with Dreamhouse for Medically Fragile Children and doing as much as we can to help children have healthier vision and great glasses they can be proud of.

Finally, in this first newsletter,

we want to make sure we say a heartfelt "Thank You" to all of our loyal patients who have been coming to us, recommending us, and supporting what we do for all these years.

Absolutely nothing that we do could happen without you. We truly believe we have the best patients in the industry, and with your continued support and our great new look, atmosphere, and selection, you're sure to fall in love all over again with Sharper Vision.

Happy Holidays to All!

