



The Visualeyes View

Volume 1, Issue 1

Spring 2009

Inside this issue:

Eye Allergies	2
LASIK	2
Spotlight on Frames	2
Sunglasses	3
Kid's Corner	3
Upcoming Events	4
New Website	4

Your Eye Health: Why You Can “Wine”

Amongst my many hobbies, I have recently taken an interest in red wine. So you can imagine my interest in an article that was written a few months ago by a fellow optometrist regarding the fact that red wine can actually improve certain aspects of the health of your eyes.

A lot of research is being done to study what we call the “French paradox.” Why is it that this population eats such a large amount of heavy creams and meats, yet outlive Americans by an average of 10 years?

Research believes that the regular consumption of red wine allows the French to

counterbalance their rather fatty diets and live healthier lives. This research has also led to the examination of ocular health benefits related to the drinking of red wine.

Grapes contain polyphenols which have been shown to protect humans from both heart disease and various forms of cancer. One such polyphenol, resveratrol, stands above the rest. This has been shown to fight inflammation, inhibit oxidation of certain cells, and prevent cell death. These provide tremendous benefits for the health of the eyes.

As far as our eyes are concerned, it has been found that wine contributes to a decreased risk for cataracts found in humans. There is also a direct association between the consumption of red wine and a decreased risk for the development of age-related macular degeneration. If that isn't enough, wine also helps prevent problems with the cornea, as well as ocular cancers.

Although there are many anti-oxidant benefits, remember that it is only moderate wine consumption that is beneficial. Excess wine consumption can lead to a whole new array of problems. Drink responsibly!

Special points of interest:

- *Did you know you blink more than 10,000 times a day?*
- *Did you know that about half of our brain is involved in the seeing process?*
- *Did you know that the number one cause of blindness in adults in the US is diabetes.*

Dr. Dodge named “Doctor of the Year” for 2008

For the past few years Dr. Dodge has been volunteering one day every month to work at a free clinic in Pacoima to give eye exams to those in our area that are unable to obtain the care that they need.

MEND (Meet Each Need with Dignity) is a unique organization that provides a wide array of services, including food, clothing, job

training, and full medical, dental and vision services. Dr. Dodge cannot imagine not volunteering for this great organization. “I volunteered a lot when I was a student. It is a large part of my life that I cannot give up.” Every patient is given a full comprehensive eye examination, not just a screening. If a prescription is needed, they can choose from a large selection of

frames to have their prescription placed in them. David is of course there to help the participants choose the best frames for them.

Dr. Dodge is very thankful to have been chosen as Doctor of the Year. He looks forward to many more years of working with this great organization. For more information about MEND, visit their website at www.mendpoverty.com.



Its springtime once again, and for a select handful of patients, that means red, itchy eyes. Allergies can be caused by a variety of substances, but at this time it is normally due to grass, trees, and weed pollens.

The allergies occur when your body's immune system mistakes these substances as harmful agents and responds by producing certain chemicals to neutralize the substance. These chemicals, called histamines, are what cause the symptoms associ-

ated with allergies, such as the eye being overly sensitive, itching, redness, swelling, irritation, dryness, and tearing.

When possible, limit your exposure to these allergens. Stay inside when pollen and mold counts are especially high. Also stay away from vents, fans, and air conditioners that can introduce these allergens into the air. For cleaner indoor air, use air conditioner filters that are designed to reduce allergens in the air.

There are a few over the counter products antihistamine drops that can be used, but prescription drops are the way to go. Artificial tears are also good since they can flush out the allergens, relieving the allergy symptoms. But be careful, for some of these products can actually make the condition worse. Since not all products will be right for you, schedule an appointment with Dr. Dodge to find the best way to make your eyes feel better this allergy season.

Seeing Without Eyeglasses or Contacts



Have you ever thought about seeing without the aid of glasses or contact lenses? Now is the perfect time to talk with Dr. Dodge to see if you are a candidate for a refractive surgery, such as LASIK.

With the advent of newer technology such as custom wavefront and Intralase, LASIK has never been easier and with less side effects

than before! Every month more patients are finding out the fantastic benefits of this procedure. Dr. Dodge even had LASIK over two years ago, and he still loves it!

If you've been thinking about LASIK or other refractive surgeries, there is no better time than now to get a free consultation at Dr. Dodge's office. There are

specialized tests that need to be performed to determine if you are a candidate. If you're nervous about eye surgery, you are in the right place! Being a little nervous actually makes you a better candidate.

Call to schedule your appointment for your free consultation today!

Spotlight on Dakota Smith— Los Angeles



This season a new line of glasses was unveiled that appeals to the underground trend-setting person who seeks self-expression in a deliberately random fashion. This new line is young in spirit and original in thinking.

Dakota Smith Los Angeles is a new addition to the Dakota Smith frames that

have been carried by Visualeyes Optometry for some time now.

Made of conventional monel/ nickel silver, punched stainless steel, or rich hand-made zyl acetate, these frames enable a wide variety of facial shapes and bridges. They use vintage décor elements to convey an attitude that is both original

and cool. The best part is that the frames are actually reasonably priced as well!

David was one of the first in our office to order his pair. Both he and Rochelle are absolutely in love with this new line. Hurry up and see what all of the fuss is about!

The Importance of Sunglasses

Fashion aside, sunglasses serve an important purpose: protecting eyes from the harmful rays produced by the sun. You're probably well aware of the need to protect your skin from the sun, but it's equally important to protect your eyes. Studies have shown that permanent damage to the eyes can result from prolonged exposure to the sun without adequate protection. Such chronic eye disease include pinguecula (a yellowish growth on the white parts of the eye), pterygia (a growth that invades the cornea of the eyes), cataracts (clouding of the lens) and macular degeneration (breakdown of the macula). Those at risk include people who spend a lot of time in the sun, those who

smoke, and those who take drugs such as tetracycline, doxycycline, allopurinol, psoralens or phothiazine.

To best protect your eyes, look for sunglasses that provide at least 98% protection from both UVA and UVB rays. The color of the lens can vary but for general use, green, grey, or brown is recommended to minimize color distortion which would be dangerous when, for instance, driving a car. Some glasses have polarized lenses to reduce glare caused by reflected light. A mirrored coating can also be beneficial.

An alternative to a separate pair of sunglasses is to use oversized sunglasses that fit over the regular glasses or clip-on lens that are placed

in front of the glasses. Photochromic (Transition) lenses that gradually darken in bright light are also a viable option.

Contact lenses are also manufactured now that have UV protection. Such lenses can decrease the amount of UV rays that enter the cornea and affect the eye structures beneath. But it is still advisable to wear sunglasses over the contact lenses, because UV rays will affect the eye tissue that is not covered by the contacts.

No matter the modality, Dr. Dodge stresses the importance of wearing sunglasses to protect the eyes from UV, especially for children, as their eyes are thought to transmit far more UV light than adults.



Fun and Games

The Floating Hot Dog

Look at a far-away object. Now, bring your two pointer fingers together right in front of your eyes. You should see a "floating hot dog."

Now, separate your fingers and keep focusing on that distant object. This is called *parallel viewing*, looking through an object, but not at it. This exercises your intraocular (inside the eye) eye muscles.

The Jumping Bug

1. Look straight ahead at the bug. Center your nose on the bug.
2. Close one eye. Put your thumb between the book and your nose to hide the bug completely.
3. Now, open the closed eye at the same time you close the other. What happens? Does the bug jump? Yes? You must have pretty good 3-D vision!



facebook

Visualeyes Optometry is on FACEBOOK!

To become a member of our page, simple search for "Visualeyes Optometry" where you would search for a friend's name. Be added to our page to hear about more promotions and see other postings by Dr. Dodge and our patients.

Visualeyes Optometry

bringing your world
into focus

14429 1/2 Ventura Blvd.
Sherman Oaks, CA 91423

Phone: (818) 783-8750

Fax: (818) 783-8779

www.drdodgeod.com

At Visualeyes Optometry, we strive to enhance each patient's quality of life by providing thorough eye examinations and diagnoses in a welcoming, gentle environment using state-of-the-art technology and procedures. Each patient will be treated in a professional, friendly and compassionate manner, with the ultimate goal of assessing and treating individual patient needs, building each patient's confidence and establishing long-term relationships.



Upcoming Events/ Promotions

Month of April/ May

- We are discontinuing the Lafont line in our office to bring in more brands that fit our evolving patient base. With any frame and lens purchased, you get 50% a Lafont frame, great for reading glasses or a spare pair! See associates for more details. (This offer may not be valid in combination with insurance or other discounts.)

Trunk Shows

- We are bringing in the reps to show you what is new in the world of fashion and glasses. Come on in for special deals and some fun! This is a weekend event not to be missed!

June 4 - 4pm -7pm- Christian Dior and Hugo Boss

***Mark your calendars NOW!!!

June 6 - 8am-1pm- Nike and Fendi

New Website Format!



www.drdodgeod.com has taken on a new look. Let's face it. This is an era of the internet. We can do everything from buy music to shop for groceries without leaving the privacy of our own home!

To bring Visualeyes Optometry into the new era, we decided to add a new look and more information to our site. Here are the best features.

- The best news to our patients is that **you can now buy your contact lenses over the internet!** Go to the website, and it walks you through the process. The lenses

will then be shipped directly to your house!

- Dr. Dodge knows that he gives everyone a lot of important information about their eyes, but it is difficult to remember everything. The "Eye Information" section allows patients to browse at their leisure more about the eye and the conditions that Dr. Dodge explained.
- Patient forms are now online. If you want to save time and not fill out paperwork at the office,

new patients can access the forms on the internet, print them, and have them ready when they arrive to the office. This helps save everyone time!

- A new testimonials page has been added. If you have enjoyed your experience here at Visualeyes Optometry, please tell the world!
 - Dr. Dodge and the staff can be contacted 24/7. Let us know how we can make your experience at Visualeyes Optometry even better!
-