



The Visualeyesh View

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Inside this issue:

Acuminder.com	2
Fireworks and Eyes	2
Spotlight on Coatings	2
Handheld Devices	3
Kid's Corner	3
Upcoming Events	4
Facebook	4

Color Vision and Animals

Humans pride themselves on their color vision, yet compared with many other animals, it doesn't compare! The normal human has four kinds of visual pigments that allow them to see a vast array of different colors. One pigment is located in the "rods," which allows us to have vision in low illumination. The other three pigments are located in the "cones," which allow us to see color and daylight vision. Since we have three visual pigments that allows us to see color, we are known as "trichromats." Those patients that are "color-blind" generally are missing one of the visual pigments, usually not all three. This

means that they can still see colors, but it is not as advanced.

Unlike humans, most other mammals, like dogs and elephants, have cones with only two kinds of pigments, for short and wavelengths of light. These animals are known as "dichromats." Other animals, such as whales and seals, have only one visual pigment in their cone cells. These animals can only see shades of one color.

While these animals have less visual pigments than humans, there are animals that actually have more. Amphibians, birds, fish, reptiles, and insects are "tetrachromats" and contain

an extra visual pigment that helps them see ultraviolet. Some animals in fact have up to 16 different visual pigments that allow them to see well into both the ultraviolet and infrared spectrums of light. The only problem is that vision is more than eyes, and these animals lack the complex brains that allow them to decipher exactly what they are seeing. Dr. Dodge's personal favorite eye is the Mantis shrimp. This incredible animal has eyes that are polarized to cut glare so that it can see many plants and animals that are invisible to others! No two species have exactly the same eyes. It's amazing!

Special Points of Interest

- *Your eyes only grow a few centimeters in the first few years of life and then stop. That is why babies look like they have such large eyes.*
- *Only 1/6 of the eye is exposed to the outside world.*
- *The older we are, the less tears we produce.*

June 4, 5, and 6, 2009 marked Visualeyesh Optometry's first trunk show ever. Patients were able to view entire collections of Christian Dior, Hugo Boss, Fendi, and Nike to make their shopping for frames more enjoyable (and a little more difficult since there were so many frames!). Patients were also treated to free single vision, plastic lenses, which is a \$100 value.

1st Trunk Show is a HIT!!!

If that wasn't enough, additional pairs were 40% off, instead of 20%. The average patient saved anywhere from \$100-\$500!

Dr. Dodge was really excited for the event since he knows that at these trying times some patients cannot afford the exact pair of glasses that they would like to purchase. "With the savings that the frame companies gave us, we were able to pass them on to

the patients, and they loved it!," said Rochelle. With the success of the trunk show, Dr. Dodge and the staff are looking forward to making this a quarterly event. See future newsletters and mailings for more information! Hope to see you at the next trunk show.

When do I change my contact lenses???



Life gets in the way. I know we sometimes forget to change out contact lenses exactly when we should. You either wear them too long and put yourself at risk of infection, or you throw them away too early and are wasting money. It is also difficult to remember when you need to come see us again to get a new eye examination. To help, Johnson and Johnson has created the new Acuminder system.

This is a complimentary online service designed to help improve contact lens wear compliance. All you need to do is go to www.acuminder.com to register for a free email, cell phone text message, and/or computer desktop prompt to change your contact lenses, purchase new ones, or to schedule an eye exam. You can even receive your reminders via Facebook.

This is a very easy (and free!) way to remember how to take care of your eyes. We

love to see all of our patients every year for their annual examinations, but do not want to see them too early with eye infections.

Go register now!

(Pictured is a contact lens with deposits on it that could have been avoided with regularly changing of the lenses.)

Firework Safety and Your Eyes



The 4th of July is a time for fun and festivities. Unfortunately, every year thousands of people are seriously injured by the used of home fireworks and pyrotechnic devices. 20-25% of these injuries are contusions, lacerations, and burns to the eyes. The many burns and injuries affecting eyesight can permanently damage, and in some cases blind, the victim.

All types of fireworks have the capability of injuring the eye. Believe it or not, sparklers are the highest cause of firework injuries, especially for children under 5.

Surprisingly, bystanders at home displays are not safe from injury as well. Data from the US Eye Injury Registry shows that bystanders are injured by

fireworks one-half of the time.

Be sure to be safe and protect your eyes this July 4th. Go to professional displays and enjoy the spectacle in the sky.

Spotlight on Anti-Reflective Coating



Do you find it more difficult to drive at night due to the glare of oncoming headlights and street lamps on the side of the road? Do your eyes feel tired after hours on the computer? Maybe you should check to see if your glasses have an anti-reflective coating.

When applied to glasses, an anti-reflective coating will

take away those annoying reflections that you experience by allowing more of the light to naturally pass through the lens to your eyes, instead of scattering. In layman's terms, it gives you the vision that you expect from a pair of glasses without you knowing that there are lenses in front of your face. Our patients are

amazed at how much better they can see with this option. As an added benefit, you look better in glasses with anti-reflective coating! No more glare when people are chatting with you or when you are taking photographs. Ask David and Rochelle about adding an anti-reflective coating to your next pair of glasses!

Handheld Devices and Your Eyes

A new study has just been released about eyes and the use of electronic devices such as iPods, cell phones, and personal gaming systems. It has been found that these devices are even more harmful to our eyes than we even suspected.

Thirty-four adults were tested under five situations: watching movies on an iPod, playing on a game station, thumb-keying text messages, searching a database with a stylus and reading text on a smart phone. Dr. Yu-Chi Tai noted they found that, “after only 10 minutes of use, subjects experienced visual and body stress.” The problem is that when using handhelds, the viewing distance is closer than when reading hard

copies. This places a larger amount of strain on the eyes, because the requirement to focus is greater. The eyes are then in turn more strained and tired towards the end of the day.

It was also found that the angle at which most devices are held can cause neck pain when held at a certain distance for long periods of time. The eyes will also seem more dry and uncomfortable since the blink rate decreases when concentrating on items within a closer proximity.

But I know what you are saying. In 2009, there is no way around these devices, so what do I do? I would suggest that if you are using these devices, take more frequent breaks and engage in more outdoor activities

with distant viewing. While you are taking a break, make sure than you are blinking more often. This replenishes the tear film and makes your eyes feel more comfortable. Follow the 20/20/20 rule. “Every 20 minutes, take a 20 second break, and blink 20 times.” This is a great rule to follow even when using other devices that are in a close range, such as computers.

Another good tip is to hold the device further from your eyes. This relaxes the muscles in your eyes and causes less strain with time. It is very difficult to be without these devices, but when used properly, your eyes and the rest of your body will thank you.



Fun and Games

Who’s eye is that?



- A. Crocodile
- B. Frog
- C. Tokay Gecko
- D. Great Horned Owl

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into focus

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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 June, July, and August

* Summer is here, and we know you need SUNGLASSES! To make it easier, we are giving you **30%** off each additional pair of complete glasses (frames and lens) that you purchase. This could mean some sunglasses, a pair of reading glasses, a spare pair, or just a second style that you found too cute that you couldn't resist. Come in and see Dave and Rochelle for more information.



Visualeyes Optometry is on Facebook!



Facebook is quickly becoming a great means to communicate with a large group of people. If you want to hear more information about Visualeyes Optometry and what is going on before you receive your quarterly newsletter, log on to our page to see what's up!

To become a member of our page, simply search for "Visualeyes Optometry" in the upper right corner of your profile page.

This is the easiest way to gain the latest postings from Dr. Dodge about what is new and exciting in the office. Hope to see you soon!

Check daily in the month of July for a new interesting eye fact! Bet you might learn something!