



The Visualeyes View

Volume 2, Issue 1

Spring 2010

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Near death experiences are often accompanied by various episodic visions that provide details of color, size, shape, distance, and movement. These visions include not only people, but landscape scenes as well. About 97% of those surveyed by investigators said that these visions were a positive and affirming experience.

Since these visions are not verifiable, many physicians label them as hallucinations. They are purely delusions due to a lack of oxygen to the brain, along with psychological, pharmaceutical or neurological reasons. The "Tunnel of Light" seen by the dying is a result of the

Near Death Vision

turmoil occurring in the vision center of the brain.

Perhaps one of the most famous near death vision experiences was described by author Ernest Hemingway in his book, *A Farewell to Arms*. He remembers his time in the trenches near Fossatta, Italy in which a mortar shell exploded near him, badly wounding his legs. He says, "A blast furnace door is swung open and a roar that started white and went red, in a rushing wind."

A strange phenomenon that also accompanies this NDV is the numerous instances which have been recorded in which those seated beside

the death bed report seeing spectral entities as well. Scientists continue to try to detect and measure these moments, but they have been unsuccessful.

It is quite amazing when you think about the power that our brain holds.

(Please note that this article is meant for your amazement and curiosity. It is in no way meant to trivialize the seriousness of near death experiences.)



Special Points of Interest

- Dr. Dodge was recently honored by the American Optometric Association for 10 years of service, working to protect, promote and advance optometry and ensure the future of the profession. Congratulations, Dr. Dodge!*

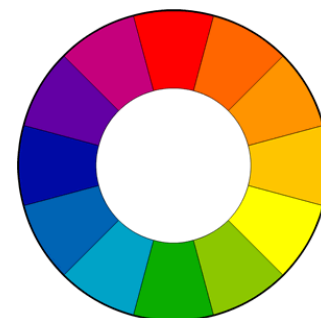
Make-up Tips to Make Your Eyes Pop!



How does Jennifer Aniston make her eyes appear so green? The answer deals partly with the makeup that she uses. There is a specific

color theory that has been the secret of makeup artists for years. Enhancing your eyes with a shade that is completely opposite your eye's natural shade on the color wheel will make your orbs look their brightest. In Aniston's case, since red is opposite green on the color wheel, any shade with a reddish tone in it, like a copper, orange, or a plumy purple, will help bring out the green tones in blues eyes.

Below is a color wheel so you can find out which shades of makeup will work best for you!





Our Aspex trunk show in January was once again a huge success! Patients were crowded in our optical dispensary to check out the latest in our frames that come complete with clip-on sunglasses. Many of our patients even brought in friends and family members to meet our Visualeyes family. Along with the discounts on frames and lenses, we also had our ipod raffle. This time the winner was Jason Barraba from Los Angeles. Congratulations Jason!

Spring Trunk Show

Our next trunk show is slated for May 15, 2010 in which we are featuring the Alain Mikli line as described below. Come in to check out the newest styles that Visualeyes has to offer, and save some money while you're at it! We also have some great raffle prizes, including Dodger tickets this time! The seats are excellent, located in the loge level right behind third base!

If you have any questions, please give Dave or Rochelle a call at the office. Looking forward to seeing you soon!

Dr Dodge Elected President-Elect for the SFVOS



For the past three years, Dr. Dodge has been very active in both the local and state optometric communities. He is recently ending his term as Communications Chair for the San Fernando Valley Optometric Society, in which he was responsible for keeping all society members informed of local events via creating the society's first quarterly newsletter and first website (www.sfvos.org)

Due to his hard work and determination of making his local society a better organization, Dr. Dodge was elected as President-elect for the 2010-2012 term, meaning that he will take over the role as President of the SFVOS for the 2012-2014 term. He will be one of the youngest presidents that the society has had.

election, Dr. Dodge was also asked by the President of the California Optometric Association to sit on the editorial board for the monthly California Optometry Magazine, as well be a part of the task force for young doctors in the state of California. Congratulations Dr. Dodge for all of your accomplishments thus far!

In addition to this local

Spotlight on Alain



alain
mikli



Eyeglass designer Alain Mikli has made a name for himself with high-end hand-made eyeglasses and accessories. Mikli's line features unique colors and shapes, and are a favorite among European celebrities and avant-garde Americans. Mikli claims his use of color is inspired by his Armenian-Lebanese heritage.

In 1978, Mikli opened his design studio in Paris. By 1983, celebrities like Elton John helped bring the line recognition by wearing and touting Mikli products. Kanye West wore Alain Mikli sunglasses in his music video, Stronger, which he specifically requested from the designer. This style of sunglasses has become a world-wide phenomenon.

Mikli

(See insert of Kanye)

Visualeyes Optometry is proud to carry Alain Mikli eyewear. It is a great option for those patients that want something a little more unique and personal.

Come in to check out the Mikli line today!

Ask Dr. Dodge

Question: During my last examination, you asked me about my smoking habits. What does cigarette smoking have to do with my eyes?

Anonymous

Answer: Cigarette smoking has been well documented as a leading risk factor for many disorders, including cancers of the lung, colon, prostate, liver and ovaries.

As far as eyes go, not only is cigarette smoke an environmental source of eye irritation, but chronic smoking can also lead to ocular surface diseases, including dry eye syndrome.

Additionally, smoking has been linked to increased rates of age-related macular degeneration, cataract formation, reduction in the

central visual field, delayed response to treatment of episcleritis and scleritis, as well as an increase risk of other eye diseases. In fact, several published studies contend that smoking is the only modifiable risk factor for certain eye diseases, such as macular degeneration.

So if you've been thinking about quitting, there are a few things out there to help you on your way.

Some patients have found great results using prescription medication, including Zyban and Chantix. Nicotine gum, lozenges, and patches are also available over-the-counter.

If you wanted to try something without medication first, some patients have

noted that yoga, relaxation meditation and massage therapy have worked.

According to scientific review, hypnotherapy did not produce greater success rates than any other therapies after six months.

The great thing about this day and age are the online support groups that are out there to help you in your journey to living a healthier lifestyle. Try www.lungusa.org, www.quitnet.com, or www.smokefree.gov for more information.

Dr. Dodge is very committed to helping you in any way possible to improve the health of your eyes and the health of your body as well. Please feel free to email any questions that you have.

Do you have a question for Dr. Dodge? If so, please email him at lee@drdodgeod.com, and you may see your question answered in the next issue! If not answered in the issue, you can be assured that you will get a response no matter what!

Fun and Games

How many words can you make from the word, "VISUALEYES?"

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

* The patient under 16 that sends us the longest list before May 15, 2010 will receive a very special prize!

Do you like to draw? Maybe create pictures on the computer? We want to see your artwork representing the moment that you received your first pair of glasses. Remember how excited and happy you were!

You can email the pictures to drdodgeod@aol.com, bring them in, or mail them to us. Make sure we get your pictures by May 15, 2010.

The top picture will also receive a very special prize! You may even see your picture in the next issue of the Visualeyes View! Hurry up and draw!



Visualeyes Optometry

bringing your world
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

2010

May 15– 8am– 1pm- Alain Mikli Trunk Show. Come see the latest and greatest from this French eyeglass designer. Food, fun, and giveaways will be enjoyed by all!

Did you know that May is Healthy Vision Month? Maybe it's a good time to get that eye examination to make sure that everything is as it should be.

Visualeyes Optometry is on Twitter!



Twitter 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 eyes in general before you receive your quarterly newsletter, be sure to add us on your list!

To follow our tweets, simply search for "visualeyesoptom."

This is the easiest way to gain the latest postings from Dr. Dodge about what is new and exciting in the world of eyes. Hope to tweet you soon!

(Don't forget about us on Facebook!)



Did you have a good experience during your visit to Visualeyes Optometry? Please write to us at DrDodgeOD.com. We would love to hear from you and possibly share your story!
