

InSIGHTS

Spring 2011

David E. Weaver, OD • Thomas E. Tucker, OD • Billie P. Skinner, OD

Grand Re-opening Week Highlights Office Renovation Completion

It's all finished and the entire office looks fantastic. To celebrate, we spent an entire week offering discounts and specials on designer frames while also giving away a few prizes! Daily trunk shows featured designer frames with 50% off all glasses and 25% off all sunglasses. With our newly expanded optical center, we displayed several new product lines including Cinzia, Eyes of Faith, Smith Optics, Marc by Marc and many more. Each day, we held a drawing that gave the winning patient a \$100 gift certificate for new glasses! And, we capped off the week by giving away a new iPad!



**iPad Grand
Prize Winner:**
George Galloway



\$100 Gift Certificate Winners: *John Knatzka, Chip Caddell, Jean Jamieson, Vaughan Overman and Linda Smith*

Come see it all at our completely renovated office and all new optical center. You're going to love what you see, and you'll enjoy the expansive line of newly added designer frames selected just for you.





COSTA WEEK

May 16-20

During the week of May 16-20, we will be featuring the COSTA line of polarized sunglasses which offer a perfect fit for those who enjoy outdoor activities on the water or adventures across land! This line of polarized sunglasses offers a perfect fit for those who enjoy outdoor activities on the water or adventures across land! COSTA sunglasses have some of the best lenses available to deliver brilliant color, contrast and clarity that let you see your world purely. All frames are designed to provide not only the stylish look that's right for you, but a comfortable fit that feels good all day long.

Come see the COSTA sunglasses line during the special *'featured brand week'* and receive a **FREE** croakie (sunglasses strap) with your COSTA sunglasses purchase.



DONATE THE "GIFT OF LIFE"

Our next Blood Drive with The Blood Connection is scheduled for mid-May and we invite you to participate. Blood donors perform daily miracles because lives depend on it. We'll once again have The Blood Connection's convenient and comfortable bloodmobile available for donors.

Tuesday, May 17, 1 PM - 4 PM
Greenville EyeCare Associates
1212 Haywood Road



HEALTHY VISION MONTH

Healthy Eyes Mean a Clear View of Your World

May is healthy vision month, and Greenville EyeCare Associates wants you to see it all. With a personalized, comprehensive eye examination, we can prescribe corrective eyewear such as contact lenses or designer eyeglass frames to help improve your vision. Greenville EyeCare's knowledgeable and experienced doctors are experts at detecting vision problems and offering the right solution for your specific eye care needs.

The National Eye Institute (NEI) – an agency of the U.S. Department of Health and Human Services – offers these tips for healthy eyes:

- Eat right to protect your sight
- Maintain a healthy weight
- Wear protective eyewear in sports and outdoor activities
- Rest your eyes from the computer screen every 20 minutes
- Wear sunglasses to protect against ultraviolet rays

Your eyes are an important part of your health. We're here to help you see well at all times.

Optical CONCLUSIONS

The latest insights about glasses, lens, contact lenses and more – straight from our optical team experts.

Q: *Is it possible to get glasses with scratch proof lenses?*

A: Unfortunately, there are no lenses that are completely scratch-proof. But, the good news is that special coatings can be applied to help protect both sides of your lenses. Scratch-resistant coatings provide a more durable surface to protect from accidents such as dropping your glasses on the ground or cleaning them with a paper towel instead of a soft, cleaning cloth. We do offer a number of lenses with built-in scratch-resistant coating. This is especially useful for kid's glasses and for those who remove their glasses frequently during normal wear times. Remember, there really isn't such a thing as a scratch proof lens, but you can take steps to help protect them with special coatings, cleaning cloths and proper solutions that we can recommend for you.

Q: *Can I get sunglasses using my eyeglass prescription?*

A: Yes! We offer a wide line of sunglasses that can be ordered to match your eyeglass prescription. These range in frame designs and lens colors to suit your personal taste. All lenses can be polarized to offer ultraviolet (UV) protection for your eyes. Your sunglasses will be custom fit to ensure they are as comfortable and fit properly as your eyeglasses.

Do you have a question for our optical center team? Submit your questions by emailing us at optical@greenvilleeyecare.com and we'll do our best to include the answer in a future edition of InSights.

IT'S A BOY!

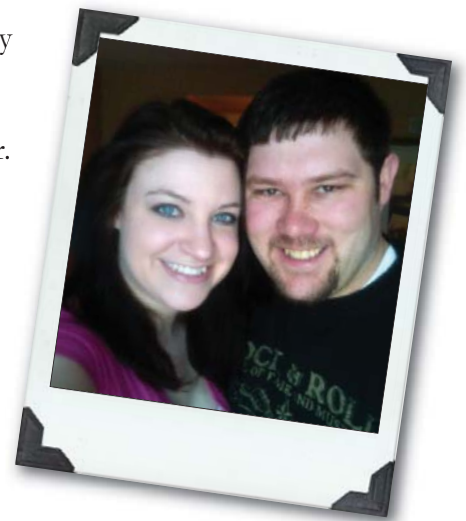


Ashley Elliott, a member of our administrative team, and her husband, Daniel, welcomed the birth of their son James Preston

on April 6th. Master James weighed 8 pounds, 1 ounce and was 21 inches long. The proud parents are enjoying this new addition who is bringing much joy to his family. Join us in congratulating Ashley and Daniel!

WEDDING BELLS

Alex Hipp, one of our ABO Certified Opticians working within our optical team, married Michael Sandlin on Saturday, April 9th at Victor United Methodist Church in Greer. After a wonderful honeymoon trip to Nashville, the newly married couple is settling into their new home in Greer. Congratulations to Alex and Michael!





One Patient at a Time

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Refer a Friend

Tell your friends and neighbors about the friendly and professional treatment you enjoy at **Greenville EyeCare Associates**. Like you have experienced, they'll receive:

- *Professional, comprehensive eye examinations*
- *Diagnosis, treatment and management of eye disease*
- *Custom contact lens fitting and management*
- *Extensive selection and fitting of glasses*
- *Laser surgery consultation and co-management*
- *First alerts to special sales and events*

When you refer a friend, neighbor, co-worker or relative who becomes a new Greenville EyeCare Associates patient, we'll reward you with a **\$10 gift card!** Simply call us at **234-7700** or email **kwmendez@greenvilleeyecare.com** and indicate the name of your referral.

