

Summer 2015

## SUMMER SPECTACULAR SALE

Get **20% OFF ALL frames!**

*Choose from a huge selection of designer brands and sunglasses available to you!*

**One Day Only - Tuesday, July 21st**

MARK DOWN JULY 21st NOW because you'll not want to miss THE event of the summer!

Get an additional 10% discount when you check-in at Greenville EyeCare!

**facebook**

Discounts cannot be combined with insurance. Savings applied to frame and valid July 21st only.

KIDS  
by SAFILO



### Introducing a New Line of Glasses for Kids!

Just in time for Back to School

Kids have unique needs...because they're kids! We now have a wonderful line of glasses designed for children through age 8. The frames are fun and colorful, durable and lightweight, and constructed of bio-based and non-toxic materials. Frames are available for age groups 0-1, 2-3, 4-6, and 7-8. Come see this new collection in our optical center and plan now to have your kids seeing it all in style – just in time for Back to School!



GLASSES  
DESIGNED WITH KIDS.



## The Safe Option for Buying Contact Lenses

Can you buy your contact lenses somewhere else for a bargain? While the price may look attractive and everything else seems legitimate, looks can be deceiving! Like many beauty products, contact lenses have become one of the most counterfeited products in the United States. Within this category, colored contact lenses are one of the prime offenders because of their growing popularity.

Regardless of their intended use – for corrective purposes or to change your eye color – it is illegal to dispense or sell contact lenses without a valid prescription and FDA approval. That factoid doesn't seem to stop the illegal activity that takes place with counterfeit contact lenses. Recently, a project called Operation Double Vision, primarily under the direction of the Food and Drug Administration's (FDA) Office of Criminal Investigations (OCI), was implemented to seize counterfeit and illegal contact lenses. The products were found at novelty shops and beauty-supply stores – even convenience stores!



Why is this important? The dangers of counterfeit lenses are serious and include bacterial infections, allergic reactions, and even permanent loss of sight.

*"Our concern is that consumers who buy and use decorative contact lenses without a valid prescription can run significant risks of eye injuries, including blindness,"* said John Roth, director of FDA's Office of Criminal Investigations. *"It is always better to involve a qualified eye care professional and protect your vision."*

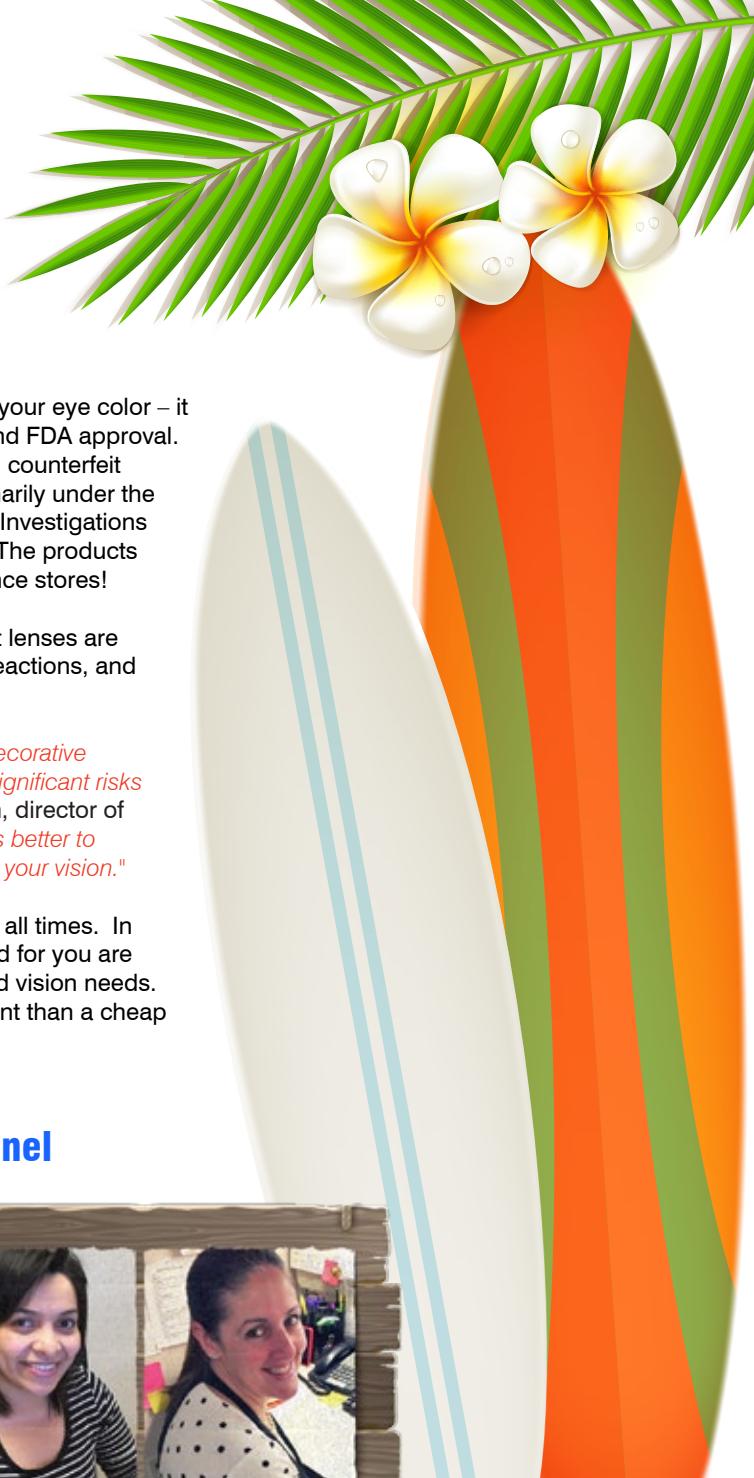
We want to make sure you enjoy healthy vision at all times. In doing so, we ensure the contact lenses prescribed for you are properly dispensed and fitted for your comfort and vision needs. A lifetime of good vision is so much more important than a cheap accessory that could easily damage your eyes.

## Administrative Team Expands with New Personnel

We are pleased to have Keyla Castillo and Angela Clapp as the newest members of our expanding administrative team!

Keyla has a dual role as a receptionist and Spanish translator, so she stays busy welcoming our patients to the office and assisting with those who may need translation assistance. Originally from Guatemala, Keyla moved with her family to the U.S. and has lived in California, Washington, Georgia and now South Carolina. She volunteers at her church, New Beginning Ministries, and participates in missions trips as often as possible. In her spare time, Keyla enjoys cooking without using recipes, painting, reading, writing and enjoying a good movie with her sister.

Angela was born and raised in England before recently moving back to the U.S. for a second time. She is currently assisting our Billing Specialists and provides support for administration and clerical work so that the operations of our office run efficiently. Angela possesses excellent communication skills and exceptional telephone etiquette. She is enjoying this new chapter in her life together with her husband and very active daughter as they explore.



# Optical Conclusions

## Summer Eye Health – Sun Protection for the Season

Summer is an obstacle course for your precious eyes, so take the necessary steps to protect your eyes from injuries that can quickly dampen your summer fun.

SAY  
*Hello*  
TO  
SUMMER

### 1. Wear Sun Protection

Number one on the list is always protection from damaging ultraviolet rays, which are classified as UVA and UVB. This means you need sunglasses that protect against both UVA and UVB. Cheap sunglasses usually don't get the job done, so invest in a pair of sunglasses that offers the best UV protection available. Too much ultraviolet can accelerate the formation of cataracts. Spending time in the sun without proper eye protection puts you at risk for cataracts. Not only should you wear proper sun protection, but be sure to protect the eyes of your little ones this summer.

### 2. Wear Serious Eye Protection While Doing Home Projects

All kinds of outdoor activity around the house can lead to eye injuries if protection isn't worn. Mowing, trimming, operating a chain saw and similar activities require googles to protect your eyes from flying debris. The same applies to workshop projects that involve saws, hammering, and sanding where all kinds of particles can quickly fly through the eye and lodge into your eye. A good, quality pair of googles is a must for keeping your eyes safe while performing yard work or home projects.

### 3. Protecting Eyes During Sports

With summer weather comes more outdoor sports where balls can cause quite a bit of damage. Basketballs are large and are less likely to injure the eye, but baseballs, golf balls, squash, and handballs can pack an unwanted punch. According to the U.S. Eye Injury Registry, 5% of all eye injuries result from baseballs. Protective eyewear is a must for most sports that involve balls. Wearing prescription googles and similar protective gear is a smart choice.

### 4. Avoid or Protect Against Chemicals

If you jump in a pool and feel your eyes sting right away – rinse them immediately with clean water. Rarely will this affect your vision, but if the stinging persists, you should see your doctor about it. You can soothe irritated eyes with artificial tears, but not anti-redness drops. Also, avoid wearing your contact lenses in the pool as unwanted infections can occur if untreated water gets under your lens.

If you come in contact with poison ivy, oak or sumac, wash it off immediately. No one wants to experience the reaction these poisons can cause in your eyes.

### 5. Protect Against Oddball Events

Beyond the normal summer activities that need to be approached with caution, consider these other threats:

- Pellet or dart guns. Kids get these and wield them. They should have protective eyewear.
- Fireworks. Warnings go out every year, but each time, nearly 2,000 eye injuries occur with one-third of them resulting in permanent eye damage.
- Injury to LASIKed eyes. Postsurgery patients need to be extra careful in general.
- Snapping bungee cords from tying down luggage. These can lash out at 50 mph!
- Battery acid from improperly jumped auto batteries. Keep goggles in the trunk and be cautious.

The best thing you can do for your eyes in summer is to use common sense and protect them. Wear your sunglasses, activity-appropriate eyewear, and exercise caution!



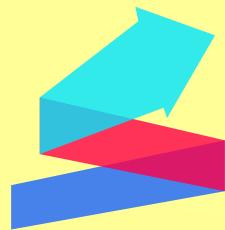
## Share Us with Your Friends!

We want you and your friends to be Facebook fans of Greenville

EyeCare so that you can receive our special announcements, updates, event information, promotions, and more. Simply click on the Facebook link and become a fan or share it with your friends!



## Forward InSights to Someone You Know



Do you know someone who you think would benefit from receiving the InSights newsletter? If so, please forward your copy to them and ask them to subscribe to InSights. For new subscribers, simply email [katiemendez@greenvilleyecare.com](mailto:katiemendez@greenvilleyecare.com) with "Subscribe to InSights" in the subject line. We want you and your friends to see it all!



## We Want to Hear from You!

InSights is not only our way of sharing the latest developments at Greenville EyeCare, but also a way for us to communicate things that are important to you. Send us your article ideas and information that you feel would be helpful to others. And, if you have any questions that you would like to ask us, send those to us, too! Let us hear from you. Contact us with your InSights suggestions by emailing:

[katiemendez@greenvilleyecare.com](mailto:katiemendez@greenvilleyecare.com)



## A \$10 Gift Card Just for Referring Your Friends, Neighbors, Co-Workers or Relatives!

Earning a \$10 gift card couldn't be easier. Simply tell your friends and neighbors about the friendly and professional treatment you enjoy at Greenville EyeCare Associates and we'll reward you when they become a new patient! Let your friends, neighbors, co-workers or relatives know how much you enjoy being able to see it all – with clear and healthy vision.

You'll receive a \$10 gift card every time one of your referrals becomes a new patient!

Call us at **234-7700** or email **[katiemendez@greenvilleyecare.com](mailto:katiemendez@greenvilleyecare.com)** and indicate the name of your referral(s).

