

Paye

Eye Care Center s.c.

"A Reputation For Excellence"

Spring 2008

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You are cordially invited

Spring 2008

FASHION FRAME FLING

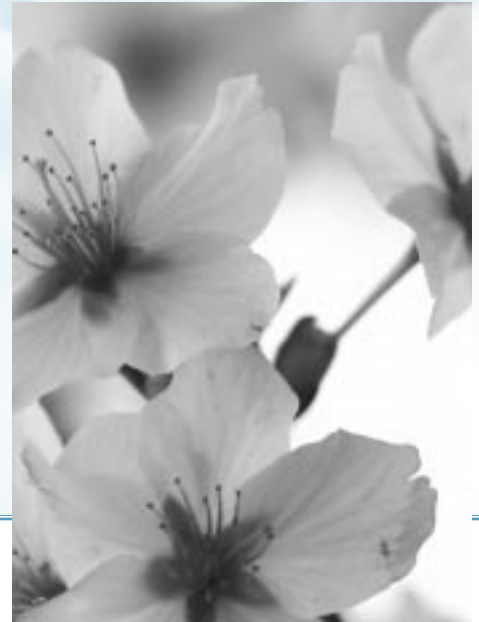
*We are featuring very popular
Safilo designer frames!*

We can't mention them...but call us to find out!

Thursday, April 24, 2008
Noon-8:00 p.m.

*Join us for refreshments and prizes
when you browse the collection.*

*Both prescription and
nonprescription sunwear.*



Great savings!

\$50 OFF COMPLETE Rx
OR
\$25 OFF NONPRESCRIPTION SUNWEAR

Paye Eye Care Center

One coupon per person per visit. Not valid on any other offer. Please present coupon for validation.
Offer expires May 31, 2008.

Ask about our referral reward program.

“Did you see that?”

“See what?”

CLUES

to the causes of blindness

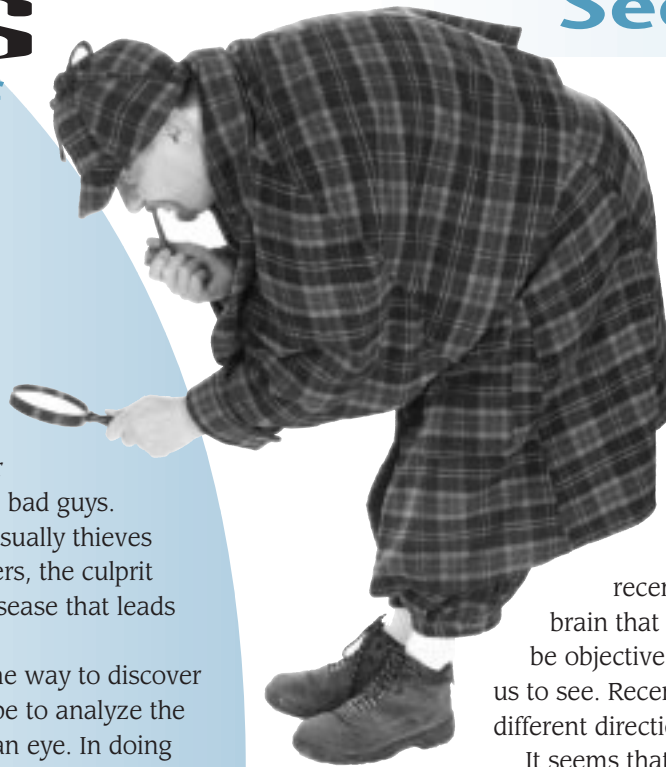
Proteins responsible for diabetic retinopathy identified

We may not think of researchers in the same way we do police detectives, but both use their intelligence and knowledge to track down bad guys. In the case of police, those bad guys are usually thieves or murderers. When it's medical researchers, the culprit may be a cancer or a complication of a disease that leads to blindness.

Researchers at Harvard decided that one way to discover the causes of diabetic retinopathy would be to analyze the proteins found in the vitreous of the human eye. In doing so, they discovered a group of proteins that seems to be responsible for causing blood vessels to leak in the eye. This leakage is most often linked to loss of vision in diabetics.

Patients with diabetes experience elevated glucose levels, which can lead to health complications. Among these are kidney failure, heart disease, and diabetic retinopathy. Untreated, diabetic retinopathy can cause blindness. Indeed, as many as 24,000 people may lose their vision to diabetes each year.

Because this new research has isolated the specific molecules that cause diabetic retinopathy, it may lead to a better understanding of the disease and suggest possible new treatments. In the meantime, patients who have diabetes should be especially cautious to visit us on the schedule we've recommended. Controlling blood sugar and having regular vision and eye-health examinations are two effective ways to help keep your vision strong in spite of diabetes.



Do your eyes light up when you see a sign for your favorite restaurant? Does your favorite color soothe or excite you?

Do you ever wonder if what you see influences what you feel, or if what you want to feel changes your perception of what you see?

How we see what we see has been the subject of much fascination among researchers. However, until recently, some of the parts of the brain that process sight were thought to be objective transmitters that simply helped us to see. Recent research has pointed in a different direction.

It seems that the visual cortex—one of the first areas of the brain to help us process what we see—may do more than just perform its physical function. Visual neurons in this area may put their own spin on our vision. In other words, they help us to see what we expect to see.

This new research points to our looking for rewards in what we see in the very earliest stages of sight. Furthermore, it gives some indication as to the degree vision can actually influence behavior. It highlights the possibility that vision has an effect on behavior that may be far more significant than previously believed.

What's good for your eyes?

Certain vitamins and minerals really are good for your eyesight.

Not surprisingly, several of these are found in carrots. They include beta-carotene, vitamin A, and lutein. Other nutrients that may positively influence vision are zeaxanthin, vitamins C and E, bioflavonoids, and fatty acids.

Each of these does specific things for your vision. Fatty-acid deficiency may be related to macular damage that occurs with age. Vitamin A helps to keep night vision sharp. Zeaxanthin and lutein are often found together. They are believed to be instrumental in warding off macular degeneration and cataracts, as is vitamin E. Vitamin C may play a role in preventing cataracts, and there is some evidence to suggest that it can prevent glaucoma.

You can find all these vision-enhancing nutrients in a well-balanced diet that includes lean meats, fresh fruits and vegetables, and whole grains. Look especially to fruits such as oranges, cantaloupes, and strawberries for vitamin C. Carrots, mangos, and sweet potatoes are good sources of vitamin A. Vitamin E is present in several types of nuts, and fatty acids are often found in fish. Green, leafy vegetables are also good places to find a variety of nutrients that are good for your eyes and your whole body.



The competitive edge



Sharp vision is essential in sports. That competitive edge isn't gained only by conditioning muscles and practicing moves. Without excellent vision, your team could be left on the sidelines.

Professional players know that clear vision can give them the extra advantage they're looking for on the field. Golfers Tiger Woods and Michael Hoey have both undergone surgical procedures to help enhance their vision skills. Woods has undergone the procedure twice now to assure he has the acuity he needs to stay on top.

We use different facets of our vision every day. However, we need to be able to coordinate all our visual skills when playing sports. At the same time, individual sports have specific visual requirements. Your visual needs will vary, depending on your eyes and your chosen sport.

A professional optometrist has the knowledge and technology necessary to diagnose your vision needs with regard to the sport you play. Today, there are myriad forms of vision correction available from which to choose. Any one of them could be just the ticket to help you gain the competitive edge you need. Whether you're looking to improve your golf score, trounce your tennis partner, or just be able to sink baskets like you did in high school, help is available to make your vision all it can be on the course, on the field, or on the court.



In the PINK? Conjunctivitis?

Outbreaks of pinkeye can happen almost any time of year. Pinkeye is also known as "conjunctivitis." Literally, that means it is an inflammation of the conjunctiva—the membrane that covers the white of the eye. Conjunctivitis displays a number of uncomfortable symptoms. Among these are swelling, itching, irritation, and a bloodshot or pinkish appearance. In addition, the eyes may leak tears and seep pus that can become dry and sticky. Indeed, oftentimes the first sign of pinkeye is waking up with one's lids stuck together.

When pinkeye is caused by a virus or bacteria, it can be extremely contagious. It can spread from eye to eye and from person to person by hand contact. It can also be spread by using the same towel or pillow. Family members need to be very cautious to wash their hands often—especially after touching the infected eye—and not to share hand towels until the infection is gone.

When pinkeye is caused by allergies or bacteria, it can be treated with eyedrops or ointment. If it is caused by a viral infection, the symptoms may be treated to make you more comfortable until your body fights off the virus. Either way, conjunctivitis is an uncomfortable condition and one that should never be ignored. Call us right away if you discover you're "in the pink," and you'd prefer not to be.



Pinkeye can be caused by a variety of factors, including:

- BACTERIA
- A VIRUS
- ALLERGIES
- CONTACT LENS SOLUTIONS
- MAKEUP

