

> VISION + LEARNING NEWS



ARE YOU CONCERNED

your child's glasses are getting stronger?



When you can see things more clearly up close than far away, it is a condition called nearsightedness or myopia. Over the years, most people who are nearsighted are given glasses or contacts to help them see in the distance. If your prescription is stable, this is usually sufficient.

For an increasing number of people (including children), their prescription gets stronger every year. In some cases, it can get worse much faster, requiring new prescriptions every 6 months or so. When the prescription keeps getting stronger, there is a risk of developing sight threatening eye diseases.

Myopia is the leading cause of visual impairment in children, and its incidence is increasing rapidly.

Myopia usually develops gradually. Initially, it may be noticed as a temporary blurring when shifting focus from near to far distances. Then, the blur becomes prominent at the end of a school or workday. This cycle repeats itself until the blur at distance is constant. Children will have trouble copying from the board; adults will be aware of blurred road signs when driving home.

If your or your child's glasses prescription keeps getting stronger every year, it is time to find out what is causing it. There are different reasons why one's glasses prescription keeps getting stronger every year, but the good news is we can help!



HAVING TROUBLE SEEING UP CLOSE?

Introducing the first and only prescription eye drop that improves age-related blurry near vision (presbyopia) in adults.

One drop in each eye once daily can help improve your near vision. In clinical studies where patients received one

drop of VUITY in each eye once daily, patients achieved a 3-line gain or more reading a near vision eye chart without losing more than 1 line in a distance vision chart at day 30.



How does VUITY work?

VUITY works by reducing your pupil size. It contracts certain muscles in the eye to help you see up close.

What patients are saying!

9 out of 10 trial participants surveyed would ask their eye doctor for VUITY.

Want to give it a try?

Contact us to see if VUITY is right for you!

VISION PROBLEMS CAN BLOCK LEARNING

Whether your child is a bright underachiever, has learning challenges, or has experienced a concussion, eye coordination problems can interfere with reading and learning.

The signs that a vision problem is blocking learning are easy to see when you know what to look for. For example, does your child:

- Avoid reading or homework?
- Have poor fluency when reading?
- Require a finger or bookmark to keep track when reading?
- Turn his or her head at an angle when reading?
- Have more trouble comprehending what is read the longer he reads?
- Say he or she is "too tired" before even starting homework?
- Take longer to do homework than they should?

PLEASE HELP
US SPREAD
THE WORD!



All too often, we see adults and children after they have struggled for years.

Please join us in spreading the word that we can help, by sharing this newsletter.

For more information, give us a call today: (605) 271-7100.

A LOOK YOU'LL LOVE!

we have new prada frames.



Eyewear is a personal choice. Highlight your features, play with color, or go all in on variety so you can change your look to match your mood.



PRADA
EYEWEAR



Love what you see.

THE "GOTTA WEAR SHADES" SALE

cool looks / new you

50% OFF

Non-Prescription Sunwear

some exclusions apply