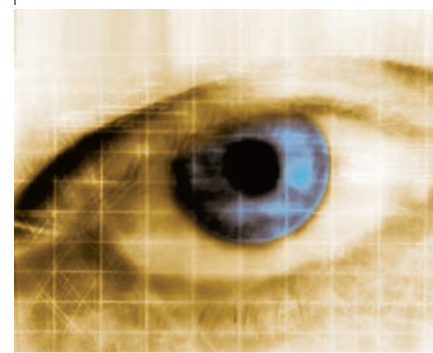




**DRS. SMITH, KRUEGER AND JESSOP**  
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# viewpoint

A VIEW TO BETTER VISION CARE.

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## SYNERGEYES MULTIFOCAL CONTACT LENSES



**R**emember when you had only two choices in contact lenses? "Hard" (rigid gas permeable) lenses were best for crisp, clear vision, but were often irritating and uncomfortable. Soft lenses were the most comfortable, but often provided less-than-optimal vision. Now, a technological breakthrough makes having to choose a thing of the past.

SynergEyes® hybrid contact lenses offer the best of both worlds. The soft skirt offers all day comfort while the "breathable" rigid center keeps eyes healthy while providing crisp, clear vision...even at night.

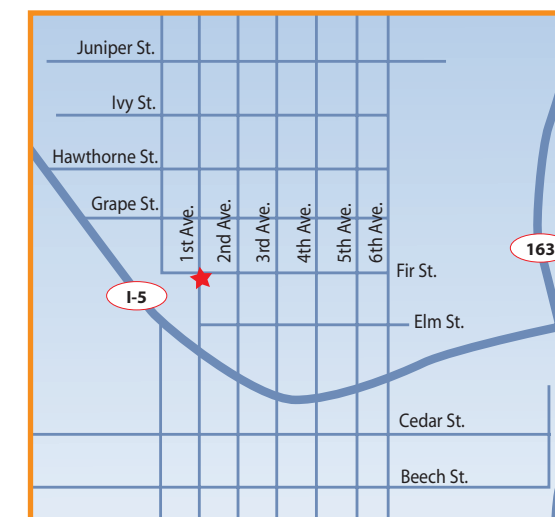
SynergEyes® offers a wide variety of hybrid contact lenses to meet your visual needs. Whether you have Astigmatism, need vision correction for distance, close up, reading or to help correct keratoconus, SynergEyes® contact lenses will provide you with comfortable and crisp vision all day long.

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## WE ARE MOVING

**A**s of June 2nd, please visit us in our new office conveniently located off of Interstate 5 and only a few short blocks from our current location. **Our new address is 1855 First Avenue, Suite 100, San Diego, CA 92101.**

**Please contact us at 619-297-4331 to book your annual appointment now.**



1855 First Avenue, Suite 100, San Diego, CA 92101 • phone: 800.774.4331

## ARE YOU CONSIDERING REFRACTIVE SURGERY? BLADELESS LASIK, PRK OR AN ICL?

**I**f you are thinking about getting rid of your glasses or contacts, our practice is your resource for determining what works best and how it could help you.

Our doctors and staff work with TLC Laser Eye Centers of La Jolla. TLC is the industry leader in refractive surgery and our doctors believe that TLC is the right place for you.

There are many benefits in having refractive surgery with TLC...

- Outstanding Surgeons
- The latest in proven technology
- Free consultations
- Interest Free Financing
- TLC Lifetime Commitment



Best of all as a TLC affiliated practice, we provide your pre and post-operative care in our office making it convenient for your schedule

**Please call our office to schedule your free evaluation, to SEE if you're a candidate!**

\$25  
OFF

Prescription  
Sunglasses

Additional Offers:

- **FREE** Screenings for Children
- **FREE** Lasik Surgery Evaluation

## INFANT EYE CARE: ESTABLISHING A LIFETIME OF HEALTHY VISION

**S**mililing, sitting up, and crawling are signs that your baby is learning and growing. Your baby has a whole lifetime to see and learn, but your baby also has to learn to see! While your baby's vision has stages, there are usually no signs to mark the progress.

Did you know that vision disorders are the fourth most common disability in the US and the most prevalent handicapping condition for children?

While pediatricians provide the base-level eye screening to detect any gross eye abnormalities, a comprehensive eye assessment by an optometrist detects much more and is an important part of the health of your baby.

The American Optometric Association encourages parents to include a trip to the optometrist in the list of well-baby checkups. Your baby's first professional eye care exam is recommended at the age of three months. Early detection of eye conditions is the best way to ensure your child has healthy vision for successful development now and in the future.

Your baby's optometrist will test for visual acuity as well as eye health problems. These problems are not common in young infants but it is important to identify children who may have them in this stage of life. Vision development and eye health problems can be corrected if detected and treated early.

During the first four months of life, hand-eye coordination begins to develop and your baby should be able to follow moving objects with their eyes and reach for things. To help increase this process hang a mobile above the baby's crib, give your baby toys that are different shapes and textures, and change the placement of your baby's crib.



Between four and eight months, your baby's eyes should focus equally as movement and eye/body coordination skills should start developing. At this time your baby will begin to turn from side to side moving their arms and legs.

From eight to twelve months, your infant should be moving and exploring throughout the house. They will begin to use both eyes together and judge distances. Crawling is an important factor in developing eye-hand-foot-body coordination.

From age one to two years, hand-eye coordination and depth perception continues to develop as your toddler starts to understand abstract terms. At this stage, encourage them to walk, play with blocks and puzzles, and to explore their surroundings.

Through the attention you provide to infant eye health, your child will directly benefit from greater learning abilities and sight. High-quality eye care will break down vision barriers and help enable your children to reach their highest potential!

(continued from page 1)

Have you noticed that since turning 40 you need to hold reading materials further away in order to see them? You are not alone! Presbyopia is an age-related eye condition that eventually affects *everyone* over the age of 40; even those that have never needed vision correction before.

Presbyopia can lead to frustrating compromises involving visual clarity, comfort, convenience, and appearance. But this doesn't have to be the case! The *SynergEyes*® Multifocal hybrid contact lens is a new kind of contact lens that combines the comfort of a soft lens with the high-definition optics of a rigid lens. This new contact lens offers simultaneous vision and has an area of near focus customized just for you, so you will always see clearly, both up close and far away.

The unique *SynergEyes*® Multifocal hybrid contact lens features a soft skirt that provides all day comfort and a "breathable" rigid center that keeps eyes healthy while providing crisp, clear vision. Patented technology keeps lenses moist and comfortable all day long and allows you to experience the most precise optics available in a



contact lens. The hybrid design also eliminates the instability and hazy vision associated with other multifocal contact lenses.

Regardless of whether you have worn contact lenses or glasses in the past, when you reach a certain age it becomes more difficult to see clearly at different distances. While Presbyopia affects everyone, there's no reason to put up with the inconvenience of switching back and forth from glasses to contacts simply to get through your daily life.

**Contact us today to learn more about the revolutionary multifocal hybrid contact lens and to find out if simultaneous vision with the *SynergEyes*® Multifocal contact lens is right for you.**

## VISION THERAPY FOR YOU AND YOUR CHILDREN



**CHILDREN:** Did you know that one in four children in school is having difficulty in reading? The majority is caused by poorly developed visual motor and visual perception skills. Vision therapy can provide enhancement and development of these important skills. Our office offers a "free screening" once each month on Saturday for children from 5-15 years of age. Call 619-297-4331 to book your appointment now.

**ADULTS:** Do you suffer from poor reading attention, have headaches when reading or doing computer work, or find they have to re-read things again and again for meaning? Vision Therapy may be the answer for you. Please contact our office at 619-297-4331 for an appointment to find out now.

### SERVICES TO MEET OUR PATIENT NEEDS

- Comprehensive Eye Exams for All Ages
- Infant Vision Evaluations and Education
- Vision Therapy
- Glasses for All Ages
- Contact Lenses
- Laser Vision
- Low Vision Correction
- Computer Vision
- Emergency Eye Care for Disease and Infection