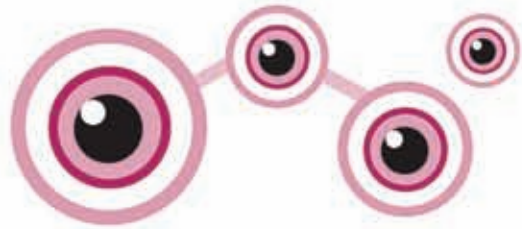


FOCUS

A Newsletter from Dr. Tarnoff &
Dr Hilliard, Optometrists



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Get Ready For Your WOW™!

Introducing iZON® high definition lenses: vision correction technology that matches the unprecedented innovation of your own eyes! iZON® sets a whole new standard for perfect vision beyond 20/20: it's like seeing the world in High-Definition vision! Using the same technology as NASA and the government's Star Wars program, iZon® lenses can radically change the way you see your world. You'll see with more sharpness, contrast, and clarity than ever before possible.

How does it work? We use our new Z-View aberrometer to create your very own iPrint – a customized eye prescription as unique to you as your fingerprint. With the aberrometer, we can now detect microscopic irregularities or higher order aberrations of the eye that can cause distortions and compromise the quality of your vision. These irregularities affect things like depth perception, crispness, contrast, color perception, and nighttime vision. We use your iPrint to create your iZON® high resolution lenses and, for the first time ever, you will see at peak performance, better than you ever thought possible.

In clinical studies, people wearing iZON® lenses were able to react in nighttime driving conditions to a pedestrian in the road an average of 20 feet sooner than those wearing conventional lenses. WOW™! That's a significant improvement in reaction time and a huge safety margin.

We are proud to be the only practice in the area offering this cutting-edge, state-of-the-art technology that will indeed be the next frontier of vision correction!

Call us today, and upgrade your vision to WOW™!

724.465.6232

\$50 OFF iZon®

Expires March 31st, 2009



New iZON® Eyeglasses Lenses feature technology unlike anything else in eye care, for vision that's clearer, sharper, and more vivid.

Patients say it's like seeing in
High-Definition.



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Protect Your Eyes With America's Most Trusted Suncare Brand

This winter, pack away the beach towels and shorts – but not your eye protection!

● **Glare-Induced "Blindness":** Because snow and ice is so reflective, there is a risk of up to 85% of the UV (light) rays of the sun being transmitted upward.

● **Snow "Blindness":** Resulting from excess time in the intense reflective light of snow, the condition may damage the cornea for up to a week, and cause eye pain, extreme sensitivity to light, and the sensation of having sand in your eye.

● **Driving Hazard:** Bright reflections off shiny surfaces like snow or vehicles can subject the eyes to nearly 12 times more light than you need. This may cause irritation and discomfort and can also be a dangerous distraction to drivers.

● **UV Rays:** Just because the summer is over doesn't mean you can put your sunglasses away. The sun's UV rays are intensified as they are reflected and can damage the surface of your eye.

● **Increased UV Susceptibility:** Winter conditions make eyes even more susceptible to UV damage. Humidity is lower and eyes can tend to dehydrate. Wind also dehydrates and irritates the eyes. The thin clouds and haze of winter also do not absorb UV rays as well as thick, dark, heavy clouds.

Going outdoors? Don't forget your **Coppertone™**! It's old news that overexposure to the sun is extremely harmful to our skin. But many people are still unaware of just how damaging the sun can be to eyesight.

Over time, exposure to the sun's harmful HEV and UV rays without proper protection can contribute to many long term problems, including: cataracts, macular degeneration (most common cause of vision loss in individuals over 55), premature skin aging, and cancer of skin on the eyelids.

The Skin Cancer Foundation recommends **Coppertone™** polarized lenses as an effective UV filter for the eyes and surrounding skin. **Coppertone™** polarized lenses also meet the American Optometric Association specifications for blockage of UVA and UVB rays.

Kids Day A Huge Success

Our third annual Back to School Kids Day on Saturday, September 6th was a crowd pleaser! We performed 150 free vision screenings and Optomap retinal exams to children from the community, including many who have no vision insurance. The kids also had a great time with the temporary tattoo artist and the clown, plus fun and games like balloon art and our coloring contest.

The coloring contest winner, Alexis Latson, won a Nintendo DS portable video game console. Drawing winners got fantastic prizes, too, including glasses, and a one-year supply of contact lenses.

Our special thanks goes to the Indiana Fire Department, the Sheriff's Department, WIC, and Head Start for participating and distributing valuable information on children's safety and wellbeing.



Comfortable Contact Lenses At A Great Price

We're excited about the new daily disposable contact lenses now available from Bausch & Lomb. The new SofLens daily disposable has the clinical advantages of an aspheric design that enhances optical quality and a higher water content for more comfort. For the wearer, this means more comfortable contacts with better "end of day comfort."

SofLens daily disposable contacts cost exactly the same as our daily disposable predecessor, Focus Dailies, but the rebate is significantly better. You'll now benefit from a rebate of \$100 instead of only \$60. You can't go wrong with a crisper, more comfortable daily disposable contact lens for a more affordable price!

Sparkling Fashion Trend Revealed



What does New York Fashion Week have in common with the Crystal Emotion Gala at our office? The sparkling presence of the entire Daniel Swarovski crystal eyewear Collection was a stunning hit and a fashion trendsetter at both locations.

Worn and sought-after by designers, stylists, and even Spice Girl Mel B during New York's world-famous fashion week, this same elegant eyewear traveled all the way to 120 South Seventh Street to be revealed to our many patients and friends. Beautiful displays highlighting this incredible eyewear transformed our office for the week of October 13th. The highlight was the Crystal Emotion Gala on Tuesday, October 14th, when at 5:30 gorgeous models from Seventh Street Boutique showed off the combination of high fashion clothing coupled with the most elaborate and beautiful of high fashion eyewear.

Daniel Swarovski crystal eyewear features flawlessly dazzling crystal hand-set in precious materials like 23 carat gold and white gold layering. New styles like Cosmic Solitaire, Melange Sun, and Design Meets Nature premiered alongside the new special edition Valentine and Holiday Collections.

All models of the limited Valentine and Holiday Collections come packaged in a luxurious white gift box, home not only to the spectacular frame, but also a Swarovski star pin and tattoo or rose perfume. Looking for that extravagantly special gift for your sweetheart?

Doctors and staff dressed in formal attire for the gala. Our guests enjoyed wine, punch, and hors d'oeuvres as they mingled and browsed the collection. Ed Houck won the drawing for the luxurious Swarovski bracelet for his beautiful wife. Staff members Nadine Carney and Yvonne Kephart won our office competition for most guests invited. And each guest purchasing the incredible Swarovski eyewear received a lovely Swarovski keychain.

Only ten offices in the United States are fortunate enough to receive the complete eyewear collection and all these displays for a week, and for the second year, we were one of the chosen few. Quite a coup for Indiana, Pennsylvania!

Check the pictures here or on our website – you may see yourself there! Many thanks to all of our wonderful patients and friends who helped to make this event such a resounding success.

— Help For That Financial Crunch —

Although times are tough, and we are all feeling that financial pinch, it is critical to your health and wellbeing to take excellent care of your eyes. During your examination, Drs. Tarnoff and Hilliard check for eye-related diseases that can have serious repercussions for your vision and your health if left untreated. You only have one set of eyes—take care of them!

In most cases, your insurance enables you to have an annual examination to preserve your vision and eye health. When prescription changes are required, we have many choices that will easily fit within your budget or insurance contribution. When you receive your reminder postcard for your yearly appointment, call promptly! Let us do our job of protecting one of your most precious assets: your vision.

You Helped Those Who Needed It Most This Past Holiday Season

Our second annual Toys For Tots Drive, which started in November and ran through Christmas, was a huge success. Two overflowing large appliance-sized cartons of new, unwrapped toys were distributed to needy children in our county. Through you, our very generous patients, these children had a joyous holiday season. And even though the joy of giving is its own reward, we thanked our patients for their generosity by giving a twenty dollar voucher towards services or merchandise from our office.



Dr. Tarnoff hands off donations to Sergeant Hill from the Ebensburg Marine Reserve Center.

Nothing made the holidays better than helping others, especially children!

Save \$500 on LASIK

Schedule LASIK eye surgery and save \$500! If you've been thinking about LASIK, take this opportunity to come in for a free, no-obligation LASIK consultation and find out if you are a good candidate for this life-changing procedure. Give yourself the gift of sight at a tremendous savings!

In September, Dr. Hilliard was selected to sit on a panel of three laser vision correction experts in a continuing education seminar in Pittsburgh. The panel was asked to discuss various questions posed by a moderator about different laser vision correction cases in front of an audience of about 60 optometrists.

Our office was the second best affiliate in 2006 and 2007 and was #1 for 2008 out of over 300 affiliates in Western Pennsylvania, Ohio, and West Virginia! This is more proof that you can trust Indiana's experts in Laser Vision Correction to help you see better than ever before!

A Note of Special Thanks

As most of our patients are aware, we suffered a fire that started on the third floor of our office building in the early morning of September 23rd. Luckily, thanks to the quick and amazing response of the Indiana Fire Department and Police Department, the fire was contained to the third floor. We did sustain a significant amount of water damage to our office, but we are so grateful that no one was hurt and virtually no equipment was damaged. We were only closed for three days thanks to our local heroes!