

See your best



Get Regular Eye Exams

Even if you aren't having trouble with your vision, it's important to get regular, comprehensive eye exams. Your eyecare professional can uncover problems before symptoms occur – and can even provide early detection of serious health problems, such as diabetes, high blood pressure and certain cancers.

Ask About Lens Options

You only have one pair of eyes – so be sure to protect them from harmful UV rays. While most Canadians know extended sun exposure can cause skin cancer, only 7 percent of Aboriginal Canadians know it can damage the eyes.* Ask your eyecare professional about lens options that can enhance your vision and keep your eyes healthy for a lifetime.

- Anti-reflective coatings reduce annoying reflections that can make it difficult for you to see clearly and comfortably.
- Adaptive, photochromic Transitions® lenses reduce glare and block 100 percent of UVA and UVB rays. They are clear indoors and at night, and darken and adapt to changing lighting conditions outdoors – helping you see your best, all day, every day.
- Impact-resistant lens materials – like polycarbonate and Trivex® – can help protect you from sports-related eye injuries.

Recognize the Signs

Trouble seeing, headaches, eyestrain, fatigue, watery/uncomfortable eyes and excessive blinking may be signs that you need vision correction.

*Transitions Optical, Inc. Synovate Survey, August 2010



TALK TO YOUR EYECARE PROFESSIONALS

Many of the things you do every day can affect your vision.

Talk about:

- Your lifestyle – including sports or other activities.
- Overall health issues or family history.
- Medications you are taking, including for illness, high blood pressure, pain, asthma, allergies or depression – or if you are taking birth control, vitamins or herbs, teas and tonics.

Ask about special lens options that adapt to your lifestyle needs – enhancing your vision today and protecting it for a lifetime.

For more information about Transitions® lenses – the #1-recommended photochromic lenses worldwide – visit www.Transitions.com.

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Aboriginal eyes

WHAT TO EXPECT

OVER 4 MILLION CANADIAN ADULTS have one of the leading blinding eye diseases.*

ABORIGINAL CANADIANS ARE AT HIGHER RISK for many eye- and overall- health issues that can impact vision.

LESS THAN 40% OF ABORIGINAL CANADIANS had an eye exam within the past year.**

FIND OUT HOW TO PROTECT YOUR VISION FOR THE FUTURE

Transiti©ns
CULTURAL CONNECTIONS™

* Report for the National Coalition for Vision Health, 2007

** Transitions Optical, Inc., Synovate Survey, August 2010

WHAT'S HAPPENING TO THE EYE?



Early In Life

Childhood is a crucial time in the development of the eyes. Vision problems, such as trouble seeing far away, can cause difficulty reading, decreased performance in school, frustration, redness or tearing of the eyes and headaches.

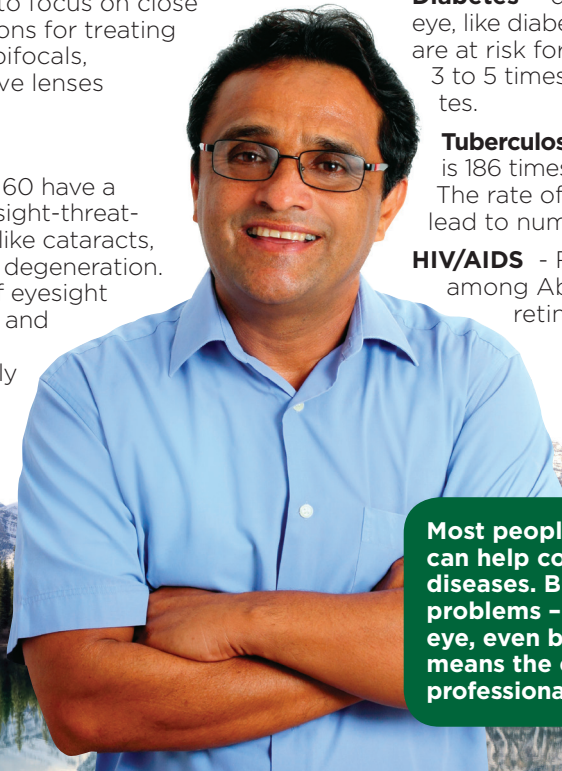
Children are also outside more than adults – getting three times the sun exposure – and are more vulnerable to UV damage. Eyewear to correct and protect vision is important for kids of all ages, whether they're inside working on a computer or outside playing sports.

Mid Life

As you get older, your risk for vision problems increases. Presbyopia is one problem that usually affects everyone by the age of 40. It can make it difficult to focus on close objects. There are options for treating presbyopia, including bifocals, trifocals and progressive lenses ("no-line" bifocals).

Later In Life

People over the age of 60 have a higher risk for serious, sight-threatening eye conditions – like cataracts, glaucoma and macular degeneration. Loss or deterioration of eyesight can impact your safety and independence. Vision problems can make daily activities (like driving) difficult, and leisure time less enjoyable.



FOCUS ON ABORIGINAL CANADIANS: EYE AND OVERALL HEALTH ISSUES

Aboriginal Canadians are at higher risk for certain eye- and overall- health issues, which can impact vision.

Eye Diseases

Age-Related Macular Degeneration (AMD) -

Aboriginal Canadians are more prone to risk factors for AMD, such as diabetes, smoking and obesity.

Cataract - First Nations in Canada are more likely to develop cataract than the general population.

Glaucoma - First Nations and Métis populations are more likely to develop closed-angle glaucoma; Inuit populations are more likely to develop primary open-angle glaucoma.

Overall Health Issues

Diabetes - diabetes can lead to problems in the eye, like diabetic retinopathy. Aboriginal Canadians are at risk for developing diabetes younger, and are 3 to 5 times more likely to develop type 2 diabetes.

Tuberculosis - The TB rate among Inuit populations is 186 times higher than non-Aboriginal Canadians. The rate of First Nations is 31 times higher. It can lead to numerous complications in the eye.

HIV/AIDS - Rates of HIV are three times higher among Aboriginal Canadians. It can lead to retinal detachment and blindness.

Most people know that eyecare professionals can help correct vision and diagnose eye diseases. But **did you know** certain health problems – like diabetes – are visible in the eye, even before symptoms occur? This means the eye doctor is often the first health professional to detect serious health problems.



PROTECT YOUR FAMILY'S VISION

Healthy vision begins with a regular, comprehensive eye exam. Talk to your eyecare professional to find out how often you should schedule your comprehensive exam – and don't forget to schedule appointments for all members of your family.

Focus On Yourself

It is easy to become busy with work or life responsibilities. But don't forget to take time out of your hectic schedule to make an eye appointment. Even if you aren't experiencing vision problems today, your eye doctor can help prevent future problems and recommend the best eyewear to meet your everyday needs.

Focus On Your Kids

Vision screenings identify only 5 percent of possible vision problems – and a routine pediatrician visit does not replace a comprehensive eye exam. Even if your children are not complaining of vision problems, they may need vision correction to help them perform better in school. Schedule regular eye exams for your kids – especially one before school.

Focus On Older Relatives

Your older family members are at higher risk for developing eye diseases and problems. Make sure they are receiving regular, comprehensive eye exams to detect potential problems and prevent vision loss before it's too late.