

inSight!

FALL/WINTER 2012



**South Jersey Eye Associates, P.A.
& South Jersey Eyewear**

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...and more!



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VisionApp: Connect with SJEA Via Android, iPhone or iPad

Need to make an appointment or reorder your contact lenses? *There's an app for that!* VisionApp—available free for Android, iPhone or iPad—makes staying touch with SJEA as easy as can be. You can use VisionApp to request an appointment, order new lenses, view new events and promotions, contact our office, or even read our online newsletter.

It's all at your fingertips anywhere you go. To download VisionApp, simply visit the iTunes Store or Android Marketplace (Google Play). When prompted, enter SJEA's office ID: 4118.



Try VisionApp today—and let us know what you think!



Like us on Facebook!

Keep up with the latest eye care news, eyewear trends and other happenings at SJEA!

Focus On: Transitions® Brand Lenses

Transitions® lenses are the brand of photochromic lenses most recommended by eyecare professionals worldwide. Their photochromic technology means that they adapt quickly to the ultraviolet light, darkening—and lightening—according to the intensity of the sun's rays. Transitions® offers a number of different lens options, in addition to their original Transitions® lenses, for varying needs. Transitions® XTRActive™ lenses are their darkest lenses—and their first to darken inside a car. Transitions® Vantage™ lenses are the first adaptive lenses to both darken and polarize in UV light. Transitions® performance sunwear provides high-performance and sport-specific adaptive sunwear for anyone who leads an active outdoor lifestyle.

Transitions®
ADAPTIVE LENSES



Want to know more about Transitions®? Visit our optical department to see Transitions lenses in action.

inSight

South Jersey Eye Associates, P.A.

Patient News

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**South Jersey
Eye Associates, P.A.**
Eyecare At Its Best



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Caring for Your Contact Lenses

Contact lenses can be a safe and convenient alternative to glasses, but unlike glasses, contact lenses can present the risk of eye infection

or eye injury if not cared for properly. If you are going to use contact lenses, it is essential that you learn the specific care guidelines for your lenses and make them a part of your daily routine. When handling your lenses, make sure your hands are clean and free of lint and debris. Don't take short-cuts when cleaning or storing your lenses; use the appropriate lens solution and lens case with care. Wear and replace your lenses according to the schedule provided by your doctor.

What about children and contact lenses?

For kids, just as anyone else, the main watch word when it comes to using contact lenses is *responsibility*. It's critical that a teen or pre-teen is capable of observing the proper care and hygiene standards over time. Eye infections and injuries as a result of improper lens care are too common in kids. For the past three years, SJEA has been distributing free contact lens care kits to school nurses in Cumberland and Salem counties in an effort to reduce the number of lens-related incidents we see in children and teens. Of course, the ideal preventative is a child understanding the risks and taking them seriously.



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What to Expect—of Your Eyes—When Expecting

Some of the less-talked-about physical changes women can experience during pregnancy relate to the eye. During pregnancy, a woman's eyes may experience vision issues, dryness, swelling, or sensitivity as a result of hormonal changes, fluid retention or other changes the body undergoes. The majority of these eye issues are minor and will resolve by themselves after the woman has given birth or weaned her child from breastfeeding.



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Dry eye is not an uncommon symptom and can be safely treated with lubricating drops.

A diet of foods rich in omega-3 fatty acids, like salmon, flaxseed, spinach or walnuts, is also a healthy way to combat dry eye. Significant blurriness in your vision could be a sign of high blood pressure or gestational diabetes and should be checked by a physician. Likewise, other problems with eyesight, like distortion or tunnel vision, should be treated by a doctor immediately.

October 20, 11 am–2 pm BOO AT THE ZOO!



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Join us on October 20 at the Cohanzyck Zoo for a safe and fun-filled Halloween spooktacular! SJEA is proud to be a sponsor of this free family event at New Jersey's first zoo—our favorite haunt! Put on your costumes and bring the family for trick-or-treating, activities and games, and other spooky surprises. *And don't forget to stop by at the SJEA station for a treat!*

Don't Forget Your Flex Spending!

If you have a medical flex spending account through your workplace, don't forget that most plans require you to use the remaining balance before December 31 or lose it for good!

A variety of vision needs may qualify for reimbursement, including eye exams, prescription sunglasses and eyewear, contact lenses, even laser eye correction.



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Monday	8:00am - 7:00pm
Tuesday	8:00am - 6:00pm
Wednesday	7:00am - 6:00pm
Thursday	8:00am - 6:00pm
Friday	7:00am - 4:00pm

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