



Sight Line

SUMMER 2010 NEWSLETTER



Back-to-School

As summer draws to a close and the kids, and many adults, have returned to schools and colleges, we are relieved that the back-to-school preparations are finished. Supplies have been purchased and everyone has settled into their schedules. But there's one more thing to check off on the back-to-school list - make sure that you and your children are able to see clearly to have successful school year.

Changes in your prescription may occur suddenly or gradually, and are commonly noticed at the start of the school year. Ask your child if they can see the chalk/whiteboard clearly from their seat and if not, they should have their vision checked. Also, monitor your child as he/she reads. If you notice that they are skipping lines, missing words, reversing words, or there is a lack of fluency while reading, a possible deficiency of vision could be the issue.

If your child participates in sports, make sure they have the proper eyewear or contacts. We have prescription sports and swim goggles to protect their eyes and keep them on top of their game, and keep their regular eyeglasses from getting damaged.

Eyewear Specials

B+L SofLens 1-Day Contact Lenses \$35/box

With the purchase of a year supply until September 30th. Regular price \$65/box.

50% Off Second Pair of Glasses

Receive 50% off a complete pair of glasses when you purchase a complete pair for the same patient on the same day. You can even use your insurance benefits for the first pair!

\$50 - \$100 Off Maui Jim Prescription Sunglasses

Through November 30th, receive a \$50 - \$100 rebate on your next purchase of Maui Jim Passport Prescription Lenses.



Now you can grow fuller, longer, darker lashes!

LATISSE® (bimatoprost ophthalmic solution) 0.03% is the first and only prescription treatment approved by the FDA for inadequate or insufficient eyelashes, growing them longer, fuller and darker. LATISSE® offers clinically proven results you can see over time.



WHO CAN BENEFIT?

Whether your lashes have diminished from an underlying medical condition, aging, chemotherapy, or your simply want to enhance your appearance, LATISSE® can help you achieve longer, fuller lashes.

HOW DOES IT WORK?

LATISSE® is easy to use, FDA approved and effective. It is applied to your upper lash line every night, as you would apply eye make-up. Ask Dr. Gramanzini about how you can lengthen your lashes with LATISSE®.



Meet Matt!

Family Eye Center is proud to announce that we have a new addition to our staff! Matt, our new optician, will assist you with frame selection and pretesting, and he is an expert in frame adjustments and eyewear fabrication. He comes from a family of opticians and brings ten years of experience in the eye health field. Matt is knowledgeable of lenses, optics, frame styling and contact lenses and brings a warm and friendly manner to our practice. We are excited for you to meet him!

Coming Soon!

Our First Annual Style Show in December - Food, Prizes, and an Exclusive Showing of New Products!

Keep in Touch

Have you checked out our website yet? Find us at www.TheFamilyEyeCenter.com

You can also follow us on Twitter. Just go to twitter.com/Family_Eye

We would love to hear from you! Send your email message to info@TheFamilyEyeCenter.com

Open Enrollment

Many companies will begin their Open Enrollment period soon for the selection of benefits, including medical insurance and vision plan coverage for 2011. We know that you want to make the best decisions regarding healthcare for you and your family and want to let you know that we're here to help! Our staff is always available to answer any questions you may have about vision plan benefits, co-pays and coverage.

Feel free to call or email us with any questions or concerns during your open enrollment period.



Family Eye Center

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