

BLUESKYEYE

Magazine

2020 • ISSUE 2



20/20
NEW DECADE
NEW TRENDS

No Season
FOR GLARE

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a full 16 hours†

You get clear,
comfortable
vision all day

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†Based on a laboratory study.

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EYE CARE YOU **TRUST**, FOR THE ONES YOU **LOVE**®

Welcome to our second issue of *Blue Sky Eye Magazine*.

We are excited to have this vibrant way to connect with you, our valued patients. Our goal with this publication is to share new trends in eyewear, the latest innovations in contact lenses, life-changing corrective surgical options, local lifestyle features, and tips on health and wellness trends. A special thanks to our brand partners for their contribution in making *Blue Sky Eye Magazine* possible.

There is nothing we value more than your eye health. Blue Sky Vision continues to grow, partnering with the best of the best eyecare professionals in communities throughout the state. Our solid foundation and long-standing reputation as a healthcare leader in the state of Michigan contributed to Blue Sky Vision being recognized as a 2020 Top U.S. Optical Retailer.

All of us are humbled and honored to be recognized nationally, but we are even more proud of the trust we earn from you, our patients, each and every day. Our ophthalmologists, optometrists, and team members are passionate about sharing their expertise to provide you the very best eye care services and products, tailored to fit your unique needs.

Our purpose is to *Lead the Way, Improve Sight, and Change Lives*. Advanced technologies and our purpose remain a key focus for all our practices; it is what sets Blue Sky Vision apart, and enables our doctors to lead the way in eye health care.

Whether you are in for a routine exam and a trendy new frame style or have a serious medical condition that threatens your precious gift of sight, you can trust that we will provide you with expert, compassionate, and respected care. It's our promise to you and one we take very seriously.

Sincerely,

Dan Shoemaker, President

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IMPROVE SIGHT.
CHANGE LIVES®.





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Blue Sky Vision is dedicated to providing world-class support to leading providers of eye care services.



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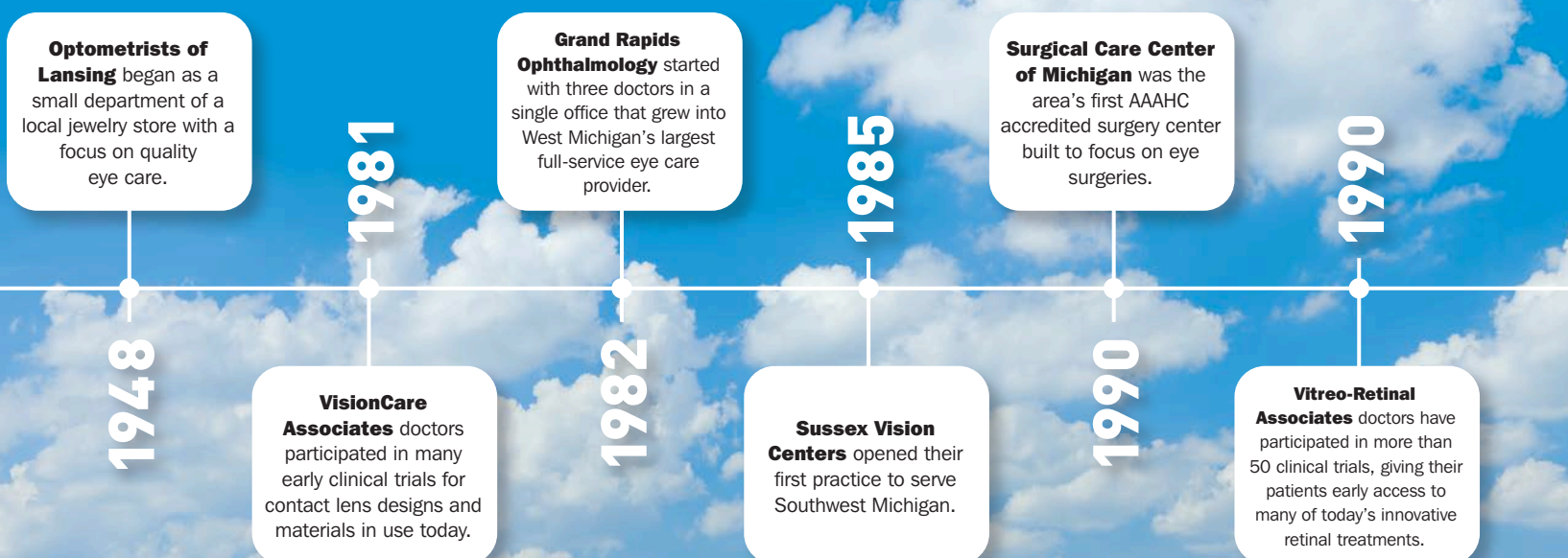
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Shoreline Vision

began with five ophthalmologists who came together to bring Muskegon and Tri-City residents expert, local eye care.

1996

EyeCare Associates of Haslett & Perry opened two convenient locations to serve Haslett and Perry's growing communities.

1997

Optical Laboratory

evolved as practices needed eyewear made locally and to the highest standards, exclusively for our patients.

1999

Walker Surgical Center, an AAAHC accredited surgical center, was built for eye and other surgeries.

2007

Blue Sky Vision

a doctor-driven management service organization, was formed to provide world-class support for leading eye care providers.

2017

Blue Sky Vision-Three Rivers was created when Sussex Vision reopens as the very first Blue Sky Vision branded practice.

2019

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EARLY Intervention

When Your Child Can't See Clearly –
What It Means and How You Can Help

Squinting, sitting too close to the TV, complaints of headaches or fuzzy boards at school — these are all signs that your child may be experiencing vision issues and should see an eye doctor for a comprehensive eye exam. At the conclusion of that exam, the eye doctor may tell you that your child has myopia and make recommendations of how to best correct the issue.

Upon diagnosis, you may ask yourself and your eye doctor questions like, what is myopia and why does my child have it? Understanding what myopia is and how it affects your child's long-term eye health is important to making sure it's being managed appropriately.

Myopia & Its Causes

Myopia — often referred to as nearsightedness — is a common eye health condition in which the eyeball elongates more than usual, causing light rays to focus incorrectly in the eye, thus making distance vision blurry. Near vision often stays clear in its early stages, but the problem is already there, and progression is on its course.

Pediatric myopia has been rising in severity and prevalence for years. More than 40 percent of Americans have myopia, and that number is increasing at an alarming rate, especially among school-aged children.¹

The increasing incidence of myopia can be attributed to different factors and is occasionally the result of a combination of two particular factors: genetics and environment. Family history plays a role in a child's risk of myopia. If neither parent is myopic,



the chance the child will develop myopia is low. But if one parent is myopic, it increases the child's chance of developing myopia by 300 percent — doubling to 600 percent if both parents are myopic. Research shows spending more time outdoors lowers the risk of childhood myopia.² Exposure to sunlight releases dopamine from the retina. That dopamine slows down the growth of the eye, keeps the eye smaller, and impacts an individual's likelihood of developing myopia. These days, children are spending more time indoors, often using screens, which also affects how the eye grows and develops. Encouraging your child to get outside more consistently is even more important.



Myopia Progression & Its Impacts

Myopia is separated into three levels that describe the severity of the vision problem:

- Mild Myopia: -0.50D up to -3.00D
- Moderate Myopia: -3.00D up to -6.00D
- High Myopia: -6.00D or higher³

As you can see, each level of myopia is defined by a specific diopter (D) range. A diopter is the unit used in the prescription to specify how much power is required for light to focus properly in order to achieve clear distance vision.

Though it is first detected at lower levels, myopia may be progressive and may increase in severity from moderate to high if treatment is delayed.⁴ Eye health risks are also heightened as myopia progresses. If left untreated, your child could experience the following eye health complications later in life^{5, 6}:

- Cataracts — a clouding of the lens of the eye that degrades the quality of vision. Though cataracts can affect everyone as they age, they often develop sooner in those who are myopic.
- Glaucoma — a condition usually linked to high pressure

inside the eye that causes damage to the eye's optic nerve, potentially causing irreversible vision loss and blindness. Studies show people with myopia have a two- to three-times greater risk of developing glaucoma.

- Retinal detachment — occurs when the retina, a thin layer of tissue that surrounds the entire inside of the eye, pulls away from supportive layers of blood vessels that provide its necessary oxygen and nourishment. At times, this can also lead to irreversible vision loss.
- Myopic maculopathy — caused by the deterioration of the central portion of the retina and is a leading cause of severe, irreversible vision loss⁷.

Additionally, individuals with moderate or high myopia suffer from a lifetime dependence on vision correction through glasses or contacts. High myopia prescriptions are those often described as “Coke-bottle glasses,” which can be thick, heavy, and expensive. Similarly, with contacts, high myopia prescriptions often require specialized fitting and have fewer options available than those made for lower prescriptions.

Managing Myopia

As parents, we often beat ourselves up for not addressing vision problems earlier, and the thought of the long-term eye health effects can seem scary for both parents and children. The good news is that myopia can be managed effectively once it is diagnosed.

To start, make appointments for regular comprehensive eye exams so eye doctors can determine progression and treatment. Eye doctors may suggest spectacles, orthokeratology, atropine, or soft contact lenses to correct your child's myopia. While each option has its merits, and your child's eye doctor will discuss them with you, it's most important to choose a myopia management technique that will actually slow the progression of your child's myopia.

CooperVision offers the Brilliant Futures™ Myopia Management Program, featuring the MiSight® 1 day contact lenses — the first and only soft contact lens FDA-approved* to slow the progression of myopia in children ages 8-12 years old at initiation of treatment.^{8*} Children can apply the soft, daily wear, single-use contact lenses in their eyes in the morning, wear them for at least 10 hours during the day, and then dispose of them in the evening.

Eye doctors need to be certified to offer the program to patients. Select doctors in Blue Sky Vision practices have completed the certification process.

"As a healthcare professional, I feel it is essential to be a continual learner and to have the ability to provide our patients with methods that follow the latest research. When I learned of the first FDA-approved contact lens to slow the progression of myopia, combined with my passion for pediatrics, I jumped at the chance to be part of this groundbreaking program," said Dr. Andrea Shank of VisionCare Associates in East Lansing.



She continued, "There are many of benefits to participating in the Brilliant Futures™ program, with the foremost being the MiSight® 1 day contact lens proven ability to slow the progression of myopia so a patient experiences a lower prescription over time. By slowing down the amount of myopia over time, you not only improve a child's prescription, you also can improve their general outlook on their vision, and even have an improved self-esteem. Also, having a lower prescription can decrease a child's risk of having serious health problems as they age, such as a retinal detachment, macular changes, glaucoma, and cataracts."⁹

Now that you know what myopia is and how it can affect your child throughout his or her life, set up some time with your eye doctor if you notice any of the vision issues described above. And if your child is diagnosed with myopia between the ages of 8-12 years old, don't forget to ask about the Brilliant Futures™ Myopia Management Program to slow the myopia progression.^{8*}

BRILLIANT  FUTURES™
WITH MiSIGHT® 1 day

Citations:

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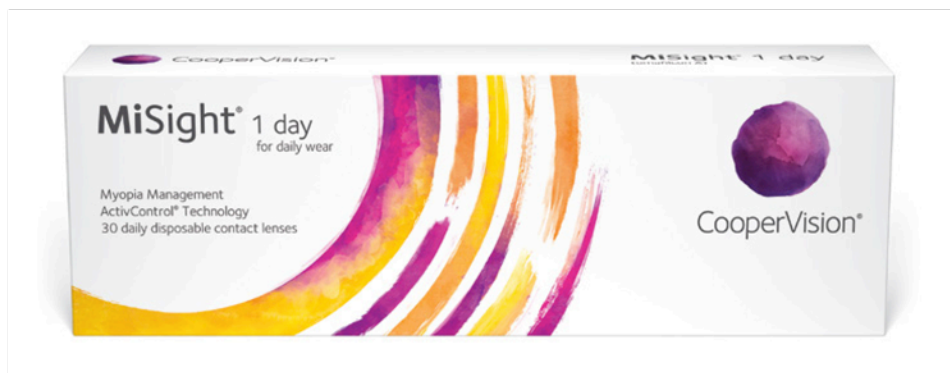
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MiSight® 1 day

The innovative lens that goes
beyond vision correction



CooperVision's MiSight® 1 day is the first and only contact lens approved by the FDA to slow the progression of myopia, also known as nearsightedness, in children (aged 8–12 at the initiation of treatment)¹;* as part of the comprehensive Brilliant Futures™ Myopia Management Program.

To learn more, please visit coopervision.com



¹ Compared to a single vision 1 day lens over a 3 year period. Chamberlain P, et al. A 3-year randomized clinical trial of MiSight® lenses for myopia control. *Optom Vis Sci*. 2019; 96(8):556-567.

* Indications for use: MiSight® 1 day (omafilcon A) soft (hydrophilic) contact lenses for daily wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8–12 years of age and have a refraction of -0.75 to -4.00 diopters (spherical equivalent) with ≤ 0.75 diopters of astigmatism. The lens is to be discarded after each removal.



CALL FOR BACKUP

Why You Need Backup Glasses

You never know when you'll accidentally break your glasses or rip a contact lens — and especially now that we've learned that the world can shut down in a moment's notice, it's important to be prepared. The thought of your eyesight being compromised in any situation is stressful and potentially debilitating. Before it's too late, call for backup and rest easy knowing your eyesight will never be an issue!

Oops! Accidents Happen We've all done it: sat down and heard that dreadful *CRUNCH!* Screws can come loose, nose pads can pop off, frames can break, or the glasses can be lost altogether. If you don't have a backup pair of glasses, you could be out of luck until you can get a new pair, which could take days or weeks. Don't let accidents keep you from seeing straight. Get your backup pair before it's too late!

Travel with Ease Having a backup pair of glasses gives you flexibility while traveling. You won't always have access to your eye doctor while on the road. Keeping a spare pair of glasses in your bag will also come in handy when you run out of contact solution at the most inconvenient time.

Avoid Eye Infections Our eyes are sensitive, and infections can happen at any time. Continuing to wear your contacts will further irritate your eyes, causing more discomfort. If you have an eye infection, stop wearing your contacts and turn to your backup glasses to allow your eyes to heal. Dr. Ashley Fritz of Blue Sky Vision-Three Rivers explains, "If you have eye pain, blurry vision, light sensitivity, excessive redness, watering, or feel as if there is something in your eye, stop wearing contacts and call your eye doctor right away."

Screen Time If you're spending more time on the computer these days, it's time to consider a backup pair of glasses that provide extra protection against digital eye strain. Yes, it's a thing, and it could be the cause of your midday headaches, blurry vision, and red eyes. Glasses equipped with an anti-reflective coating or blue-light filter lenses will protect your eyes and help you power through your workday.

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SH-670

20/20 NEW DECADE

If you wear glasses, you know they are your most visible accessory. A stylish new pair of eyewear can update your entire look.

Eyewear trends bring us fresh looks every season. Designers are revisiting past decades for inspiration. Using current technology in materials and finishes, upcoming collections feature nostalgic styles in crisp and modern ways.

Color & Finish: Eyewear designers are embracing color, giving you more choices than ever before. Current color trends show grey is still the top neutral shade for clothing and accessories, with taupe showing up frequently enough to be a strong contender for 2021's newest neutral.

Frame colors reflect many of the shades in Pantone's Spring/Summer 2021 palette. Expect to see more navy and paler cerulean blues, marigold accents on rust and copper shades, along with burnt coral and darker mint tones.

While we are still seeing plenty of dark rims, frames have begun to lighten up in both color and material. You'll find more metals and translucent frame choices than you saw just last year.

With metals enjoying a resurgence, designers are embracing new textures and color applications. You'll find lacquered and anodized color applications, ensuring the shades on your eyewear won't fade. Keep an eye out for textures as well, including matte, pearlized, polished and even hammered finishes.

NEW TRENDS

Shape: The new decade has brought out the best in our industry designers. Current shapes are a powerful combination of classics and the unexpected. You'll find new shapes with updated colors in all our collections, as well as classic styles in new materials.



A fresh color palette and lightweight materials make the MODO 4520 a modern classic.

- Decades past may have been one-size-fits-all, but this decade brings a focus on unique styles for all sizes.
- Round frames never go out of style. We're seeing fresh interpretations of this classic shape.
- Popular in the 70s, angular shapes like octagonal and exaggerated rectangles are having a resurgence.
- The 80s haven't been left out of the new shapes we are stocking. Ask your optician to show you oversized squares, butterfly shapes, and ovals with bold temple details.
- The classic aviator is also in demand. Whether masculine, feminine, full metal, or a combination of metal and plastic, this shape will firmly take its place in the shape trends for this decade and beyond.

The Jhane Barnes Adjugate frame has a real wood frame front with leather laminate and stainless steel temples. Available in brick red or navy blue.



Frame Tech: Technology used in materials, design, and electronics continues to evolve, and eyewear is incorporating these advances.

Technology for frames in 2020 includes:

- Ultra-lightweight materials are utilized to achieve all-day comfort and wearability.
- Advancements in screwless hinges mean fewer trips to have screws tightened or replaced.
- Hypoallergenic frames are no longer limited to a handful of simple styles. With increasing need from patients, nickel-free frames are now available in a wide variety of styles, colors, shapes, materials, and sizes.



kate spade

NEW YORK

Lens Tech: Technology for lenses in 2020 includes:

- For the over 40 crowd, progressive lens designs continue to push the limits of what we thought was possible. Enhanced measurement techniques and digital surfacing allow us to customize lenses to your specific needs, resulting in clearer, sharper, and wider visual zones than ever before.
- Screen users of all ages can benefit from lenses made with the digital lifestyle in mind, providing just a little boost to help reduce eye fatigue caused by extended use of digital devices such as phones, tablets, and computers. These lenses can be further enhanced by a special anti-reflective treatment that filters out harmful blue light to keep your eyes feeling fresh all day.
- Photochromic lenses — those that darken in the sun — are a great choice for those with active lifestyles, and 2020 technology has brought new advancements in the fade-back rate so that these lenses get clearer faster. While photochromic lenses are not a replacement for a good pair of polarized sunglasses, they offer the convenience of keeping your eyes comfortable in a variety of lighting conditions and are now available in a full rainbow of color choices.
- 2020 has also brought exciting new contact lens releases, with the MiSight Myopia Control lens from CooperVision (see article on page 10) and the InFuse premium daily disposable lens from Bausch + Lomb.



The Paradigm 19-13 by Kenmark in rose gold with green.



The Paradigm 19-23 by Kenmark in rose gold with blue.



Charmant Line Art for feminine detail in lightweight, flexible beta-titanium Style 2144 in rose gold.

20/20 TRENDS

Color, finish, shape, and technology — this is the decade to focus on personalized eye care and eyewear.



KLiiK
denmark

#KLiiKFORNARROWFIT

KLiiK denmark eyewear is designed specifically for men & women requiring smaller eye sizes with a strong sense of style.

Visit your local Blue Sky Vision Partner for more information.



NO SEASON FOR

It's not only sunny summer days — glare can affect your eyes at any time of the year.

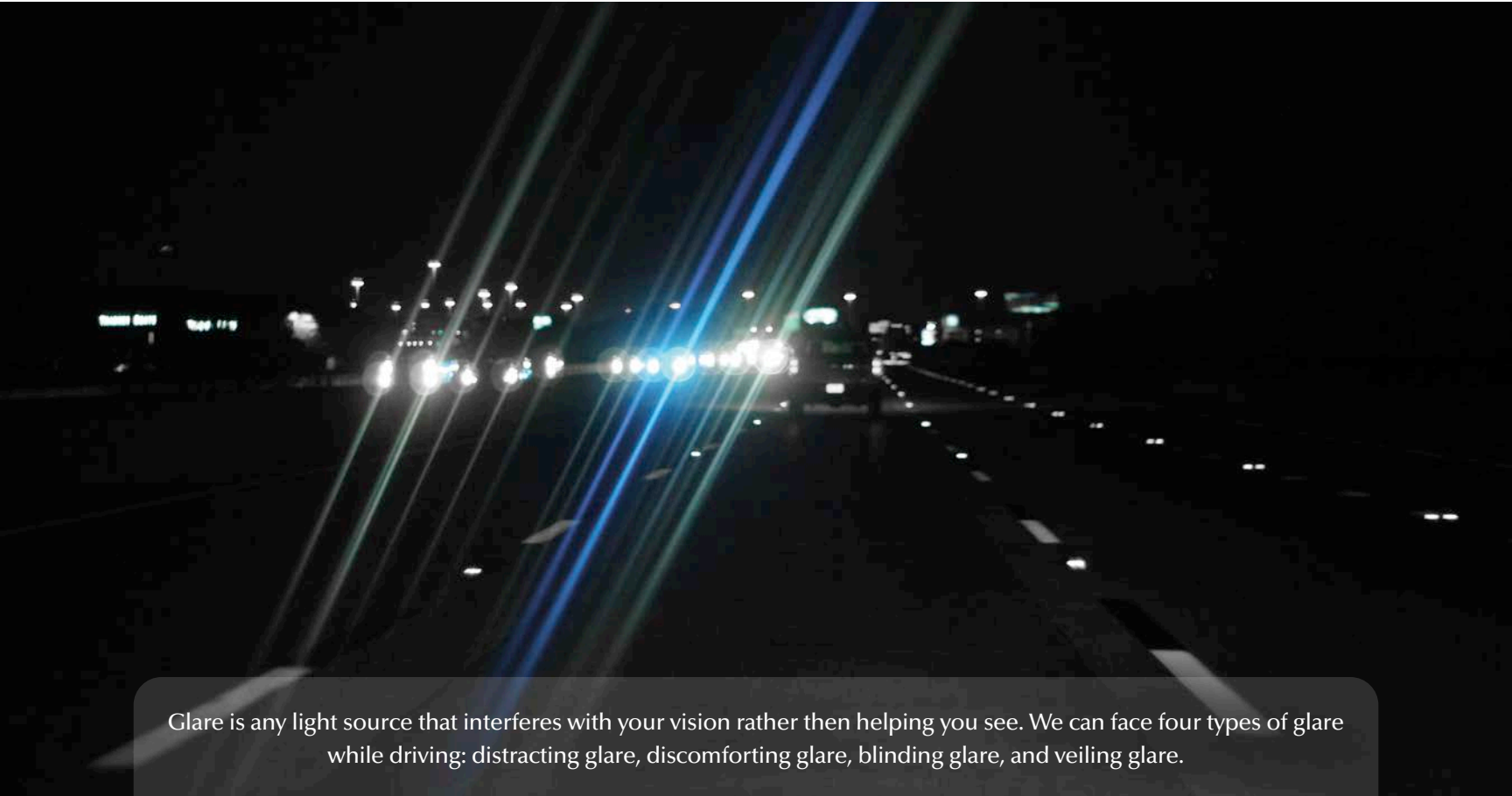
GLARE

I was driving to an appointment the week after Halloween last year. The roads were wet and slushy from an early winter snow event (*snow event* being the term that the station's DJ used). It stuck with me because of his next words: "It looks like sunglass season is over." Wait, what did he say?

No matter the season, we've all been in a car and experienced sunshine reflecting off snow or wet pavement. Oncoming headlights

can make driving in the dark difficult.

We live in a world surrounded by visual noise. This noise is caused by one of four types of glare that we are exposed to on a daily basis. Glare is defined as a visual condition in which the observer feels either discomfort or exhibits a lower performance in visual tasks. This occurs when too much light enters your eye and interferes with your eye's ability to manage it.



Glare is any light source that interferes with your vision rather than helping you see. We can face four types of glare while driving: distracting glare, discomforting glare, blinding glare, and veiling glare.

1. Distracting Glare: Distracting glare is caused by light reflecting off lenses. This type of glare can also be experienced at night, causing halos around headlights, streetlamps, and signs. The result is annoyance, distraction, and eye fatigue.

2. Discomforting Glare: Discomforting glare is direct or reflected glare caused by everyday bright sunlight. Discomforting glare occurs in varying degrees of severity, but even milder degrees result in visual discomfort, eye strain, and fatigue.

3. Blinding Glare: Blinding glare results from light reflecting off smooth, shiny surfaces, such as water, sand, or snow. This glare can be strong enough to block your vision, possibly to the extent that your ability to see is heavily compromised.

4. Veiling Glare: Experienced in a car, veiling glare occurs when light reflects off the dashboard and onto the windshield. These reflections make it difficult to see clearly while driving.

What solutions are available for the various types of glare?

There are three solutions that can help both alleviate the problem (the glare itself) and the aftereffects (eye fatigue or eye strain).

The first solution for both distracting and discomforting glare are anti-reflective lenses. With reflections gone, more light passes through your lenses for better vision with fewer distractions.

A second solution to glare while you are outdoors is photochromic lenses, such as Transitions®. Photochromic lenses react to the amount of UV light hitting your eyeglasses, keeping your eyes protected from both distracting and discomforting glare under a variety of lighting conditions.

The final solution, polarized lenses, can be beneficial in controlling all four categories of glare, depending on the amount

of light available. Polarized lenses, whether prescription or non-prescription, will help lessen the visual discomfort and reflections. Dr. Samuel Estes of Optometrists of Lansing says, "Wearing quality polarized sunglasses year-round protects your eyes from reflections off water, snow, and roadways."

Digital devices, driving, and Michigan weather means that we deal with glare daily. Glare has no season; as long as there is light, there will be glare. Tell your Blue Sky Vision eye care team about the situations where you struggle to see clearly. They will answer your questions and recommend the best solutions to make your vision as safe and comfortable as possible.





Available in prescription
STYLE SHOWN: COMPASS

The view's better from here.

Our lightweight **PolarizedPlus2®** lenses are as flexible as you are, adapting to different light conditions while eliminating glare and enhancing color. Try on a pair and see for yourself. **Color. Clarity. Detail.**



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FOR THE GOOD TIMES.**

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Routine EYE CARE

The Importance of Regular Eye Exams

Just as you regularly visit your dentist or get annual exams from your family doctor, you should practice the same routine care for your eyes. Protecting your eyesight is about more than seeing clearly; it's about diagnosing eye diseases before they do permanent damage to your vision. That's why even if you have 20/20 vision, you should still make a habit of scheduling regular comprehensive eye exams.

Why are eye exams so important?

An eye exam is vital to your overall health as well as your vision. Our doctors can be the first to detect medical issues such as diabetes, high blood pressure, and arthritis.

How often should I have an eye exam?

After your initial appointment, your doctor will determine the frequency of your eye exams based on your individual needs.

When should children have their first eye exam?

Children should have their first comprehensive eye exam at six months of age, then again at age three, and before they enter first grade. School screenings do not replace a complete exam with an eye doctor.



Left unchecked, a child with poor vision can struggle to learn, which can lead to low self-esteem and falling behind their grade level.



A routine comprehensive eye exam usually takes between 45 and 90 minutes.

Why do you dilate my eyes?

Dilating drops widen the pupil so it doesn't get smaller when light shines in. Dilation allows your doctor to look at your retina, optic nerve, blood vessels, and other parts of your eye that cannot otherwise be seen.

What is a refraction?

"Which is better, 1 or 2?" The refraction is the test done by your eye doctor to determine if glasses will help you see better. Charges for your refraction are covered by some insurances.

Why do I need a contact lens evaluation?

Because contact lenses are worn directly on your eyes, it is essential to have the fit evaluated by your eye doctor every year. Your contact lens evaluation is in addition to your comprehensive eye exam and may be covered by some insurances.

What is optomap®?

In addition to your dilated eye exam, you can now add retinal imaging to your electronic eye health history. Dr. Robbie Pairolero of EyeCare Associates of Haslett & Perry explains, "In under a second, optomap® captures a 200-degree image of your retina. The image allows a doctor to detect and monitor systemic problems such as diabetes, hypertension, and tumors earlier than traditional methods." While not yet covered by insurance, the optomap® is an important diagnostic tool that only takes minutes.

What kind of eye doctor should I see?

Typically, you can see an optometrist for your routine eye care. Your optometrist will refer you to an ophthalmologist if they detect a medical need that they are unable to treat.

Optometrists provide primary eye and vision care, performing eye exams to detect and treat vision and health problems, and prescribe glasses and contact lenses to correct vision.

Ophthalmologists are trained to perform eye surgeries, diagnose and treat diseases of the eye, and perform medical eye exams. Some ophthalmologists specialize in a specific area of medical or surgical eye care after completing additional fellowship training.



Bottom line:

Regular comprehensive eye exams are an important part of staying healthy. Call to set your appointment today!

REDUCE YOUR NEED FOR GLASSES

CUSTOM CATARACT SURGERY OPTIONS

A cataract is when the natural lens inside the eye becomes discolored and clouded, resulting in hazy or blurred vision at all distances. Surgery is the only way a cataract can be removed. More than three million cataract procedures are performed each year, making it the most common surgery performed in the United States.

As medical technology advances, so can your eyesight! Cataract surgery involves removing the cloudy lens in your eye and replacing it with a clear artificial lens implant. Blue Sky Vision surgeons now offer multiple options for artificial lens implants, as depicted in these photos. Dr. Lee Webster of Shoreline Vision says, “With today’s custom cataract solutions, our goal is to help you regain the clear vision you deserve.”

Lifestyle Lens Implants optimize near and/or distance vision and can correct astigmatism. Lifestyle lens implants can also reduce your dependency on glasses or bifocals after surgery.

Optimized Distance Vision



Goals:
Correct distance vision
Correct astigmatism
Remove cataract to improve vision

What to Expect:
Good distance vision
May need glasses for arms-length vision
Will need glasses for near vision
Personalized intraocular lens

Optimized Near Vision



Goals:
Correct near vision
Correct astigmatism
Remove cataract to improve vision

What to Expect:
Good near vision
May need glasses for arms-length vision
Will need glasses for distance vision
Personalized intraocular lens

Optimized Near and Distance Vision



Goal:
Correct distance AND near vision
Correct astigmatism
Remove cataract to improve vision

What to Expect:
Good distance AND near vision
Most daily activities will not need glasses or contacts
May need glasses for fine print or reading in low light
Personalized MULTIFOCAL intraocular lens

FUEL YOUR Eyes(ight)

Today's food sources are higher in trans fats and toxins. Thanks to an increase in processed foods such as refined wheat flours, vegetable oils, and fast-food chains, eye doctors see a steady increase in age-related macular degeneration (AMD).

What can you do to lower your risk of AMD?

According to the American Academy of Ophthalmology, consuming foods that fuel your eyesight and eye health is a great place to start.

NUTRITION IS KEY

It's being discovered that eating more fruits, vegetables, whole grains, and less fat not only benefits your entire body, but it specifically helps fuel your eyesight. Indulging in a nutrient-rich diet also means avoiding common polyunsaturated fatty acids such as canola oil, corn oil, and margarine, and instead using olive oil, coconut oil, and butter. Maintaining healthy blood vessels and arteries that lead to and from your retinas is an essential part of preventing AMD—and you can start by incorporating some of these foods into your diet.

CONSUMING FOODS RICH WITH LUTEIN AND ZEAXANTHIN, LIKE EGGS, LEAFY GREENS, BROCCOLI, PEAS, AND AVOCADOS, PROTECTS YOUR MACULA. THE MACULA PROVIDES US WITH THE ABILITY TO READ AND SEE IN GREAT DETAIL. ~DR. JEFFERY ZHEUTLIN, VITREO-RETINAL ASSOCIATES



Foods for Your Eyes

Give Yourself Colorful Choices

Even your medical doctor would agree: A colorful diet is a rich diet. Fruits and vegetables vary in color and nutrient value, so you can't go wrong with your choices, but balance is key. To support your eyes with lutein and zeaxanthin, consume more spinach and kale. For vitamins A, C, and E, try carrots, oranges, red bell peppers, tomatoes, and avocados. Your diet doesn't have to be boring, so go ahead and add some color so you can keep supporting your eyesight and eye health!

Omega-3s & Minerals

Fatty acids and minerals are just as important for your diet. To reduce AMD risks, experts suggest you consume more cold-water fish, such as wild Alaskan salmon, halibut, trout, and tuna, while staying away from the Omega 6s that are often found in farm-raised fishing sources. Fatty acids are also essential for tear production and lubrication, just like orange fruits and vegetables. If you need to increase your zinc and copper intake, try black-eyed peas, kidney beans, and lima beans.



These foods will help promote tear production and blood supply to your eyes, which is a vital part of reducing your risk for AMD. Remember: It's all about fueling your eyes(ight).



RECHARGE & REVIVE

 **SKIN SOLUTIONS**
BY GRAND RAPIDS OPHTHALMOLOGY

Look like you — only better! The natural aging process, along with sun exposure and lifestyle habits, can take a toll on our skin. At Skin Solutions, our medically-based team of ophthalmologists and registered nurses are experts, each with years of personal experience in administering cosmetic injectables. You can trust our team to deliver the results to revive your look and recharge your zest for life!



Escape to a soothing spa-like atmosphere where our team of specially-trained aesthetic skin care consultants will provide a complimentary consultation and design a program to restore, renew, and revive your skin's natural beauty.

 **BOTOX®**
—Cosmetic
onabotulinumtoxinA

BOTOX® Cosmetic is FDA-approved to temporarily make moderate to severe frown lines, crow's feet, and forehead lines look better in adults. BOTOX® was first developed by an ophthalmologist nearly three decades ago and has been safely used to treat a variety of medical conditions such as crossed eyes, eyelid or facial spasms. While treating these medical conditions, ophthalmologists noted the added beneficial cosmetic effects resulting from relaxation of the muscles around the eyes and face. BOTOX® Cosmetic is now the most popular non-surgical cosmetic treatment in the world. Men and women alike are enjoying the benefits of a more refreshed, youthful appearance.

JUVÉDERM® is the #1 dermal filler collection in the world that offers different products to meet your specific needs. Add volume to plump lips, smooth lines, or lift & contour cheeks. Hyaluronic acid, or HA, is a naturally occurring substance that delivers volume to the skin. JUVÉDERM® is a long-lasting, non-surgical option that contains a modified form of HA.

 **Juvéderm®**

BOTOX[®]
COSMETIC
onabotulinumtoxinA
injection

THERE'S ONLY ONE BOTOX[®] COSMETIC

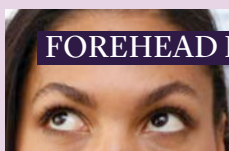
OWN
YOUR
LOOK

Actual patients. Results may vary. By prescription only.

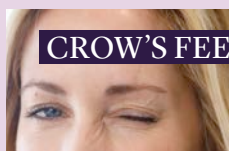
LOOK LIKE YOU WITH FEWER LINES

Learn if treating these 3 FDA-approved areas is right for you:

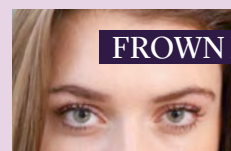
Moderate to severe forehead lines, crow's feet lines, and frown lines in adults.



FOREHEAD LINES



CROW'S FEET LINES



FROWN LINES

Approved Uses

BOTOX[®] Cosmetic is a prescription medicine that is injected into muscles and used to temporarily improve the look of moderate to severe forehead lines, crow's feet lines, and frown lines between the eyebrows in adults.

IMPORTANT SAFETY INFORMATION

BOTOX[®] Cosmetic may cause serious side effects that can be life threatening. Get medical help right away if you have any of these problems any time (hours to weeks) after injection of BOTOX[®] Cosmetic:

- **Problems swallowing, speaking, or breathing**, due to weakening of associated muscles, can be severe and result in loss of life. You are at the highest risk if these problems are pre-existing before injection. Swallowing problems may last for several months.
- **Spread of toxin effects**. The effect of botulinum toxin may affect areas away from the injection site and cause serious symptoms including: loss of strength and all-over muscle

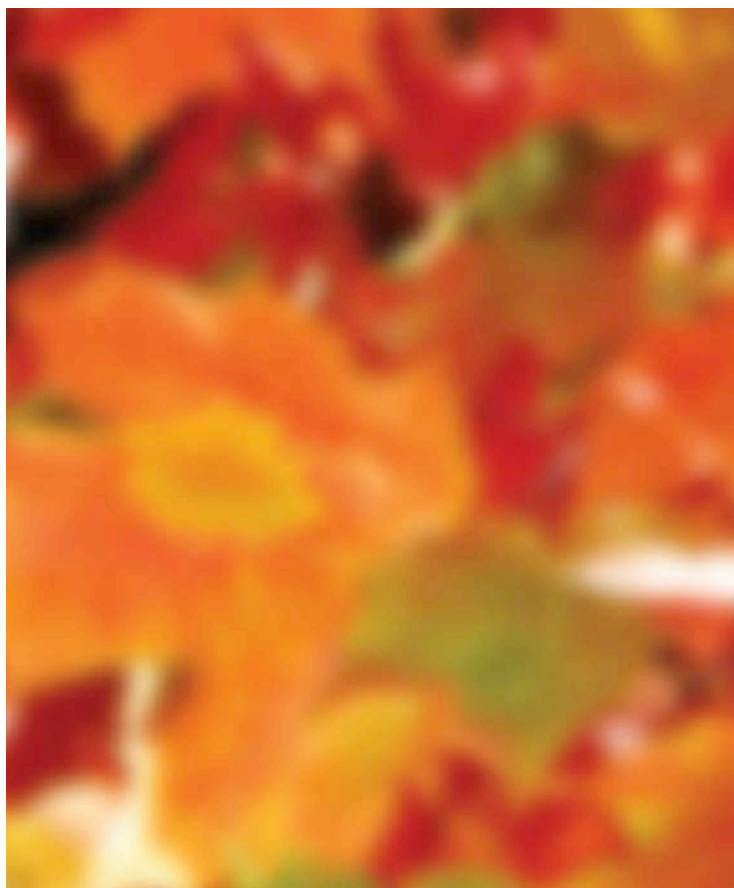
weakness, double vision, blurred vision and drooping eyelids, hoarseness or change or loss of voice, trouble saying words clearly, loss of bladder control, trouble breathing, and trouble swallowing.

BOTOX[®] Cosmetic dosing units are not the same as, or comparable to, any other botulinum toxin product.

There has not been a confirmed serious case of spread of toxin effect when BOTOX[®] Cosmetic has been used at the recommended dose to treat frown lines, crow's feet lines, and/or forehead lines.

BOTOX[®] Cosmetic may cause loss of strength or general muscle weakness, vision problems, or dizziness within hours to weeks of taking BOTOX[®] Cosmetic. **If this happens, do not drive a car, operate machinery, or do other dangerous activities.**

See additional Important Safety Information on reverse side.



"My patients are always amazed that a quick, painless procedure makes such a difference in the details, colors, and textures they can see." -Dr. Joseph Morehouse of Grand Rapids Ophthalmology

Life After LASIK

Ready to join the thousands in Michigan that already enjoy clearer, crisper vision without the hassle of glasses or contacts? Experience the difference when you choose our trusted doctors for your LASIK.

Michigan has some of the most beautiful sunsets in the country, plenty of water sports in the summer months, and great wintertime skiing. Whether you dive into sports or just enjoy taking in nature from the sidelines, imagine enjoying all of your year-round activities without depending on glasses or contacts! LASIK (Laser-Assisted In Situ Keratomileusis) surgery has provided thousands of our patients with eyesight they never imagined possible. The surgery takes only minutes to perform,

and you can be in and out of the office in roughly an hour, start to finish. You'll be amazed at how quickly you can experience the results — better vision within just hours of the surgery!

Like the procedure itself, the range of candidates who qualify for LASIK has also evolved since corrective surgery first came on the scene in the 1980s. Technology has advanced and now enables people who are nearsighted, farsighted, or have astigmatism to all benefit from LASIK.



IS LASIK RIGHT FOR ME? STEP ONE — MAKE THE CALL

The first step is to schedule an appointment for a full evaluation, which includes a series of scans and tests to thoroughly check your vision and eye health. Based on the results of your scans and tests, you and your doctor will work together to determine whether LASIK or another vision correction procedure is right for you. Your same surgeon will be directly involved in your care before, during, and after your procedure.

If you have questions, call us.
Grand Rapids Ophthalmology: 616.274.0092
Shoreline Vision: 231.734.4760

Best decision ever! I'm amazed at the difference that it made in my vision and my day-to-day life!

-Jessie H

As if the independence from glasses and contacts isn't enough, there are even more life-changing benefits of LASIK!

YOU SAVE MONEY

Think about it. You'll save thousands of dollars on frames, lenses, contacts, and contact solution. You'll also no longer be at risk of accidentally breaking your glasses and scrambling to buy a replacement pair.

IMPROVED SELF-CONFIDENCE

You'll no longer find yourself being self-conscious in frames that slide down your nose. No more embarrassing fingerprints on your glasses or glowing eyes in photos from your contacts. You'll be carefree and confident as you see your way clearly, through what each new day brings.

ENHANCED LIFESTYLE

Lifestyle benefits are endless with LASIK. No more daily maintenance cleaning your lenses or contacts and less to pack when traveling. You may enjoy the great freedom of no longer needing glasses or contacts to see when you get up in the middle of the night, splash in the surf, or simply enjoy the sunset.

SPORTS & RECREATIONAL FREEDOM

If you've ever had to wear glasses while trying to play sports, you know that it can be extremely frustrating and limiting. No one wants to risk breaking their glasses, nor does anyone want to wear bulky, uncomfortable sports goggles. With LASIK eye surgery, all of these daunting issues may disappear.

REDUCED ALLERGY SYMPTOMS

Wearing contacts requires you to touch your eyes often as you put in, remove, or adjust your contacts. If you have seasonal allergies, your eyes itch and pollen can transfer from your fingers to your eyes, making matters even worse. Once you have LASIK, you really won't have any reason to touch your eyes anymore, which in turn will drastically reduce the risk of itchy eyes from allergies.

Schedule your consultation today. Our LASIK experts anticipate and answer all of your questions. Interest-free, zero-down financing options are available.

Grand Rapids Ophthalmology 616.274.0092 Shoreline Vision 231.724.4760

BEER

A BEGINNER'S GUIDE

The explosion of the craft brewing scene over the past decade has given beer lovers an amazing variety of new brews to try, catering to almost any taste. That's fantastic, but at times it can also be bewildering and a little bit daunting. Faced with a menu listing dozens of colorfully named but poorly described beers, it can be easy to throw your hands up and fall back on old favorites rather than try something new.

This is really an old problem, of course. Most modern craft brews are new takes on old recipes, and trying to figure out the difference between the many types of beer has been confusing for a very long time. Are Belgian and Irish ales just telling you where they came from, or are they different from other ales? What's the difference between a stout and porter, and how can you tell them apart?

Fortunately, learning about what you're drinking is not nearly as difficult as it first seems. In the same way that most wines can be split into red or white, and then by grape, you can divide most beers into two categories: lagers and ales. You can then further break these down into dark and pale varieties.

Technically, lagering is a way of conditioning a beer by keeping it in cool storage, which is confusing because by that definition almost any beer can be a lager. More practically, the term is generally used these days to refer to beers fermented at low temperatures with bottom feeding yeast. Bottom fermentation beers are usually light and smooth.

In the same way that most wines can be split into red or white, and then by grape, you can divide most beers into two categories: lagers and ales.

Pilsner and the aptly named pale lager are the most common types of lagers. They're also some of the most famous and widely consumed beers in the world. This group includes brands such as Budweiser, Tsing Tao, and Heineken.

Dark lagers are less popular among modern beers and include doppelbock and dunkel, among other types.

Many craft breweries make excellent lagers these days, which build on their light and easy-to-drink nature. If you're looking for something that has more character than the mainstream brands, but is more subtle than the strong ales dominating the craft brewing scene, these are well worth a try.

Ales ferment at higher temperatures than lagers, with yeast that develops as foam at top of the tank, and are known as top fermentation beers. Ales are generally denser and have stronger flavors than lagers, and often have higher alcohol content, although this is not always the case. Bold, hoppy ales are the all-stars of the craft brewing renaissance, and it's a rare craft brewery that doesn't have at least one signature ale.

Many types of ale are referred to by color, which makes them easy to identify. Pale ales especially follow this rule. This includes the bitter, powerfully hoppy India pale ale (IPA), perhaps the best known modern ale. There are also lighter pale



ales, such as golden ale, which are often overshadowed by the better known strongly hopped styles. Most wheat beers fall here, as well.

Dark ales include stout and porter, which many people associate with powerful beers both in flavor and alcohol content. Interestingly, the most famous brand of stout, Guinness, is actually a relatively low alcohol beer. This category also includes brown ales and scotch ales, which are generally more mellow. A bonus trivia point, if you're still wondering about stouts versus porters: stouts are porters, just a particularly dark and flavorful subset of the type.

Knowing what to expect and why these differences exist makes comparing beers even more fun, so get out there and try something new!

Blue Sky Vision Team Member Favorites:

One Well Brewing in Kalamazoo
www.onewellbrewing.com

Newaygo Brewing Company in Newaygo
www.newaygobrewing.com

Brewery Vivant in East Grand Rapids
www.breweryvivant.com

Two Guys Brewing in Grand Rapids
www.twoguys-brewing.com

Steel Street Brewing in Ionia
www.steelestreetbrewing.com

Unruly Brewing Company in Muskegon
www.unrulybrewing.com

Grand Armory Brewing in Grand Haven
www.grandarmorybrewing.com

Lansing Brewing Company in Lansing
www.lansingbrewingcompany.com

Looking Glass Brewing Company in Lansing
www.lookingglassbrewingcompany.com

Old Nation Brewing Company in Haslett
www.oldnationbrewing.com

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Your care, delivered by a committed, caring, and expert group of doctors and team members, represents a remarkable blend of talent and experience. Blue Sky Vision partners provide the most comprehensive range and depth of eye care in the region.

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- Laser Surgery
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- Cataract Surgery
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- Cornea & External Care
- Retina & Macular Care
- Cosmetic & Reconstructive Eyelid Surgery
- Eye Injuries

Serving Michigan for decades, Blue Sky Vision doctors and team are focused on your family's health and safety. Your community is our community, and delivering trusted eye care to Michigan is our priority.

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Our knowledgeable and experienced team of doctors are your trusted resource for professional and total eye care.
- Compassionate**
Our team is committed to unsurpassed patient care. Our doctors work passionately to ensure you have the best possible vision.
- Respected**
As Michigan's trusted eye care partners, we are dedicated to providing a lifetime of excellent vision care for you and your family.





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MAKES CONTACT LENSES
UNBEATEN IN COMFORT[†]

MAKE AN APPOINTMENT TODAY AND ASK FOR ACUVUE®

[†]The following ACUVUE® brand contact lenses have substantiated unbeaten in comfort claims: ACUVUE® OASYS Brand Family (including daily disposable), 1-DAY ACUVUE® MOIST Brand Family (within the category of hydrogel daily disposable), and ACUVUE® VITA® Brand spherical only. ^{1,2,3}

1. JJV data on file 2020 - Claim for the family of ACUVUE® OASYS Brand Contact Lenses (2-week reusable) and ACUVUE® OASYS 1-Day with HydraLuxe® Technology using clinical trials cited on www.clinicaltrials.gov website. (March 24th 2020). 2. JJV data on file 2020 - Claim for ACUVUE® VITA® with HydraMax® Technology. Unbeaten in Comfort in Monthly Lens Category— using clinical trials cited on www.clinicaltrials.gov website. (March 27th 2020). 3) JJV data on file 2020 - Unbeaten Comfort of 1-DAY ACUVUE® MOIST FAMILY Brand Contact Lenses. (March 27, 2020).

Important Safety Information: For more information on proper wear, care and safety, talk to your eye care professional, call 1-800-843-2020 or visit acuvue.com © Johnson & Johnson Vision Care, Inc. 2020