

DR. AMY M. KELLER

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FACEBOOK: HOLIDAY EYEWEAR MAKEOVER CONTEST

Have you been considering a new look for the holiday season? The staff at Dr. Amy Keller, O.D.'s office would like to help you by providing a chance to win a new pair of eyewear. Join our contest by posting your picture wearing your most unique/outdated glasses onto our facebook page: www.facebook.com/dramykeller. Have friends and family visit our page to cast their vote. The person with the most votes will win an eyewear makeover just in time for the holidays!

GUIDELINES:

- Must be at least 18 years old to participate
- Participants do not need to be current patients; we are accepting new patients every day!
- Post the picture to our facebook page with a comment "Holiday eyewear contest entry"
- Family members of staff cannot participate
- Winner will receive a new frame of their choice and new prescription lenses
- Contest runs November 1st through December 1st
- Everyone who votes on our facebook page will be placed into a drawing for a gift certificate to our office
- Winner's picture will be posted on our facebook page with his or her new look!

(Tanya - Accounts coordinator)

\$\$\$\$ FLEXIBLE SPENDING MONEY - USE IT OR LOSE IT \$\$\$\$

The deadline is quickly approaching for many of us to use up our remaining **Flexible Spending Money**. If it's not used it is gone forever! What a great opportunity to get that second or third pair of glasses. Here are some ideas to consider:

- Computer glasses - for those long hours spent working or playing on the computer
- Sunglasses - for protection from those harmful UVA/UVB rays
- Contact Lenses - maybe you've been wanting to try contacts for the first time
- Sports glasses - for protection while playing your favorite sport

Whatever your needs may be, our staff is here to assist you to get the most out of your tax saving dollars.



(Julie - Optician)

ARE YOU A HUNTER'S WIDOW?



Being a hunter's widow is an interesting lifestyle. People who don't live it don't tend to understand it. But for those of us who do live it, we understand that it's more than just a hobby of our husbands - it's a passion that borders obsession! The staff at Dr. Amy Keller's office decided to have a **HUNTER'S WIDOW SALE** because isn't that what we like to do when they go hunting? Beginning November 15th through December 15th we are offering a **25%** discount off all frames. We encourage you to stop in and take advantage of this great sale! Before coming in make sure you inventory your "eyewear collection". Some of the things you may be missing are reading/computer glasses, sun glasses, everyday glasses or distance only glasses. Styles are changing and we are very excited with the new look. Do you need a new look? If so, stop in or call for an appointment. Happy shopping!

(Kelly - Frame stylist)

VISION ACUITY: WHAT IS 20/20 VISION

20/20 Vision is a term used to express normal visual acuity (the clarity or sharpness of vision) measured at a distance of 20 feet. If you have 20/20 vision, you can see clearly at 20 feet what should normally be seen at that distance. If you have 20/100 vision, it means that you must be as close as 20 feet to see what a person with normal vision can see at 100 feet.

20/20 does not necessarily mean perfect vision. 20/20 vision only indicates the sharpness or clarity of vision at a distance. There are other important vision skills, including peripheral awareness or side vision, eye coordination, depth perception, focusing ability and color vision that contribute to your overall visual ability.

Some people can see well at a distance, but are unable to bring nearer objects into focus. This condition can be caused by hyperopia (farsightedness) or presbyopia (loss of focusing ability). Others can see items that are close, but cannot see those far away. This condition may be caused by myopia (nearsightedness).

Referenced from Michigan Optometric Association Website: www.michigan.aoa.org/visual-acuity.xml

(Eva and Marie - Technicians)

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