

Hungry eyes
The impact of
nutrition on vision

Constant headaches
Improve your
well-being in the office

Routine eye exams
How they can
save your life

**MEDIA
PLANET**

March 2011

VISION

3

TIPS

TO AVOID
COMPUTER
EYE STRAIN



Lori "Lolo" Jones

"Vision, like speed and strength, is critical to performing at the highest level."

ENVISION A BRIGHTER FUTURE FOR YOUR EYES

Golf prodigy Kyle Lograsso's courageous battle with retinoblastoma

PHOTO: FOREFRONT: REGINA LOGRASSO; BACKGROUND: ISTOCKPHOTO.COM; UPPER RIGHT: CHRIS DONAHUE, DRAKE RELAYS



Protect your vision and overall health.
Eyecare professionals depend on
optomap® for the complete picture.

 **optomap®**
ultra-wide digital retinal imaging

optomap.com

optomap® is a registered trademark of Optos® plc 459001/1

Helping you maintain healthy eyes.

CHALLENGES

Vision plays an important role in many aspects of daily life. From morning to night, the eyes are working hard to process information.

Think about your eyes

In fact, according to the American Optometric Association's (AOA) American Eye-Q survey, 46 percent of consumers indicate eyesight is the sense they worry most about losing. Protecting the eyes and vision should be an important part of overall health care for Americans of all ages.

20s and 30s

The majority of adults in their 20s or 30s can correct vision problems by wearing corrective lenses, either contact lenses or eyeglasses. However, that doesn't mean they don't need to worry about preserving their vision for the future.

The eyes are generally healthy in young adults. At this age, it's important to take proactive steps to protect eyesight and vision. For example, eating foods rich in key nutrients such as lutein and zeaxanthin, as well as essential

fatty acids can boost eye health throughout life. Remember to wear sunglasses to protect against harmful UV radiation. Studies have shown that exposure to UV rays over time increases the chance of developing cataracts and other diseases and disorders.

40s and 50s

People often begin to notice vision changes around age 40, with a chief complaint being difficulty seeing while reading or doing close work. This normal change in the eye's focusing ability due to age, called presbyopia, will continue to progress over time. Other vision changes often include dry eyes, problems seeing in low light or at night, and sensitivity to light and glare. An optometrist can offer suggestions or treatment to ease the symptoms of these disorders. Adults over age 40 may be at risk



Joe E. Ellis, O.D.
President, American Optometric Association

BEST TIP**Wear sunglasses**

1 Protect eyes against damaging ultra-violet radiation.

Watch what you eat

2 Changes in your diet can have an impact on eye health.

Don't smoke

3 It exposes the eyes to high levels of harmful chemicals and increases the risk for developing age-related macular degeneration and cataracts in the future.

for developing eye and vision problems if they have chronic or systemic conditions such as diabetes or high blood pressure.

60s and beyond

At this age, it is especially important for patients to be vigilant about seeing their optometrist to check for the onset of diseases like age-related macular degeneration, cataracts and glaucoma. Many of these conditions have no early symptoms, developing painlessly. Conditions can be quite advanced before noticeable vision changes occur.

The most important step to take during these "golden" years is to visit an optometrist regularly for a comprehensive eye exam. Depending on family history and risk factors, the doctor may recommend checkups more than once a year. Early detection and treatment is the best way to maintain good vision at any age.

TIP

1

BLINK MORE
OFTEN**WE RECOMMEND**

Kyle Lograsso
was diagnosed with a rare form of eye cancer, retinoblastoma.

PAGE 7

**MEDIA
PLANET**VISION, 7TH EDITION
MARCH 2011

Managing Director: Jon Silverman
jon.silverman@mediaplanet.com
Editorial Manager: Jackie McDermott
jackie.mcdermott@mediaplanet.com

Responsible for this issue:

Publisher: Ian Silbert
ian.silbert@mediaplanet.com
Business Developer: Luciana Colapinto
luciana.colapinto@mediaplanet.com

Designer: Missy Kayko
missy.kayko@mediaplanet.com

Contributors: The American Optometric Association; Hunter Cherwek, MD; Richard G. Davis, MD; James G. Elliot, PhD, FACN; VSP Vision Care For Life

Distributed within:

USA TODAY, March 2011
This section was created by Mediaplanet and did not involve USA TODAY or its Editorial Departments.

Mediaplanet's business is to create new customers for our advertisers by providing readers with high-quality editorial content that motivates them to act.

Eyes of a
Champion

Track & Field Star Lolo Jones trusts two of our most advanced formulas, featuring a potent blend of FloraGLO® brand lutein and other vision-friendly nutrients to help support healthy eyes.*

See more at www.twinlab.com/floraglolutein



*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

FloraGLO® is a registered trademark of Kemin Industries, Inc. © Copyright 2011 Twinlab Corporation. All Rights Reserved.

Valid Through May 31, 2011
TWINLAB® MANUFACTURER'S COUPON**\$2
OFF**

SAVE! \$2 off a purchase of one bottle of Twinlab OcuGuard® Plus or OcuGuard® Omega.

- Limit one coupon per item purchased.
- Not to be combined with any other offer.
- Consumer to pay all required taxes.
- Redeemable at any participating retail location where Twinlab OcuGuard® Plus or OcuGuard® Omega are sold. Internet sales excluded.
- Void where taxed or restricted, or if reproduced, altered or expired. Cash value: .001¢

Retailer: We will reimburse you the face value of this coupon plus \$6 handling provided it is redeemed by a consumer at the time of purchase on the brand specified. Coupons not properly redeemed will be void and held. Reproduction of this coupon is expressly prohibited. (Any improper other use constitutes fraud.) Invoicing supporting purchase of sufficient stock to support the coupon submission must be provided upon request.

Mail to: CMS Dept #27434
1 Fawcett Drive
Del Rio TX 78840



5 27434 00082 1

(8101) 0 03574 0511

drugstore

amazon.com

CVS

GNC Live Well

And Fine Health & Natural
Food Stores Everywhere



See the moment.

When vision wellness helps your company achieve peak performance.

When your employees feel well, your company can achieve higher productivity and lower health costs. And vision wellness plays an important role. In fact, regular eye exams may help detect many serious medical conditions—including diabetes, glaucoma, high cholesterol and hypertension. That's why at EyeMed, we make it easy for your employees to take care of their eyes with coverage for annual eye exams and access to more providers and appointment times. Convenient, affordable vision care. Because vision wellness matters to your company's well-being.

Visit WhyEyeMed.com for vision care that can help your company perform at its best.

EyeMed
VISION CARE®

WhyEyeMed.com

LENSCRAFTERS® PEARLE VISION Sears OPTICAL JCPenney Optical Private Practitioners

NEWS

DON'T FORGET TO BLINK: YOUR EYES AT WORK

U.S. workers spend more than 858 million hours a day using a digital device. With all these hours in front of a digital device, are your eyes feeling the effect? You may be experiencing symptoms and not even realize the connection.

Vision problems related to working on digital devices can cause headaches, eye strain, blurry vision and even difficulty focusing. Eye strain can cause you to have red, irritated, watery and burning eyes. The good news is there are simple steps you can follow to avoid these problems.

Remember 20/20/20

Give your eyes a break when using a digital device. Every 20 minutes, look at something 20 feet away for 20 seconds.

Keep blinking

You tend to blink less when reading or using digital devices, which can lead to dry eyes. Don't forget to blink.

Check lighting

Fluorescent lights and direct sunlight can reflect off equipment and into your eyes. Adjust the lighting or change the angle of your device.

If your work station isn't positioned properly, your eyes may get tired quickly. Your screen should be 24 inches away from your face,

directly in front of and slightly lower than your eyes.

Another option to consider is computer vision glasses. "Eye doctors are trained to help you minimize symptoms of computer-related vision problems, and can even prescribe computer vision glasses, if needed," said Dr. Nathan Bonilla-Warford, VSP Vision Care provider. "It's important to discuss digital usage with your eye doctor during your annual eye exam."

Follow these tips, and you'll be on your way to happier eyes in the workplace!

VSP VISION CARE FOR LIFE
editorial@mediaplanet.com

TIP

2

CONSIDER
COMPUTER
EYEWEAR

Discuss digital usage with your eye doctor during your annual eye exam.

PHOTO: THE AMERICAN OPTOMETRIC ASSOCIATION

The National Eye Institute is putting our best to the ultimate test.

FloraGLO[®] LUTEIN

Optisharp[®] Zeaxanthin

ROPUFA[®] Omega-3

The National Eye Institute (NEI) is using DSM eye health nutrients in a major study.

Scientific evidence suggests that nutrients such as lutein, zeaxanthin and omega-3 fatty acids can play a beneficial role in maintaining eye health.

The National Eye Institute is conducting its second comprehensive Age-Related Eye Disease Study (AREDS2) to assess the effects of these nutrients on the progression of age-related macular degeneration and is using DSM's FloraGLO[®] Lutein, OPTISHARP[®] Zeaxanthin and Ropufa[®] Omega-3 fatty acids in this key clinical trial.

A recognized global leader in eye health, with more than 100 years of experience in health and nutrition, DSM is proud to participate in this groundbreaking NEI study.

To find out more about how DSM solutions and our protective Actilease[®] beadlet technology can enhance your eye health products, call 1-800-526-0189 or visit www.optisharpandfloraglo.com.



NEWS

Open your eyes to healthy eating

The American Optometric Association (AOA) reminds Americans that caring for eyes includes paying attention to nutrition.

Approximately 43 million Americans suffer from age-related macular degeneration (AMD) or cataracts, the two leading causes of vision loss and blindness. Based

on research from multiple studies, there is a strong correlation between good nutrition and the prevention of these age-related eye diseases. By eating foods rich in six nutrients—antioxidants lutein and zeaxanthin, essential fatty acids, vitamins C and E and the mineral zinc—you can help protect your eye sight and vision.

Research shows that 30 million

(or one out of four) Americans age 40 and older suffer from some level of vision loss. Basic and clinical research has shown that nutrients in eye-healthy foods can slow vision loss. In some cases, these foods can even improve vision, while providing additional health benefits to the patient.

The AOA recommends eating a diet with a variety of foods loaded with key nutrients for maintaining and improving eye health. Many Americans believe carrots are the best food for eye health. While carrots do contain nutritional value by supplying the provitamin A beta-carotene which is essential for night vision, spinach and other dark, leafy greens prove to be the healthiest foods for eyes because they naturally contain large amounts of lutein and zeaxanthin.

AMERICAN OPTOMETRIC ASSOCIATION
editorial@mediaplanet.com

KEY NUTRIENTS FOR EYE HEALTH

■ **Lutein and zeaxanthin:** Colorful fruits and vegetables such as broccoli, spinach, kale, corn, green beans, peas, oranges and tangerines

■ **Essential fatty acids:** Fatty fish like tuna, salmon, or herring, whole grain foods, chicken and eggs

■ **Vitamin C:** Fruits and vegetables, including oranges, grapefruit, strawberries, papaya, green peppers and tomatoes

■ **Vitamin E:** Vegetable oils, such as safflower or corn oil, almonds, pecans, sweet potatoes, and sunflower seeds

■ **Zinc:** Extra-lean red meat, poultry, liver, shellfish, milk, baked beans, and whole grains

For additional information on nutrition and eye healthy recipes as well as other issues concerning eye health, please visit www.aoa.org.



What nutrients are vitally important to healthy vision and what are their roles?

■ Vitamin A plays a fundamental role in the visual process. Vitamin A deficiency leads to night blindness and finally to total blindness. It is the leading cause of childhood blindness in developing countries and may be an issue in the elderly and in pregnant and lactating women. Vitamins C and E are antioxidants that protect our eyes against free radical damage and have been associated with reducing the risks of cataracts and age-related macular degeneration (AMD). The vitamins folate, B6 and B12 have been shown to reduce the risk of AMD by reducing blood levels of homocysteine. DHA and EPA are



James G. Elliott, Ph.D.
Director of
Nutritional Science
DSM Nutritional
Products

long-chain omega-3 fatty acids which are important in the early development of vision and the optimum function of the retina. Lutein and zeaxanthin are yellow pigments in the macula, a small yellow spot in the retina, that protect the visual receptors from damaging blue light. In their deficiency the risk of AMD increases.

Recent science also shows that these macular pigments reduce the disability of glare, increase contrast and improve distance vision, even in healthy people.

Have you had your baby's eyes checked?

Help protect your infant's eyes with a no-cost eye assessment.



Healthy Infants
Healthy Eyes
Healthy Futures

For more information, visit www.InfantSEE.org or call 888-396-3937 (EYES).



Zip Eyewear.com



See a new way!

Site to Sight

Get online eyewear discounts
with local eyecare service

Order your next pair online at
www.ZipEyewear.com

INSPIRATION

Eyesight is more than 20/20 vision

■ **Question:** What does an Olympian do when she stumbles?

■ **Answer:** She takes the necessary steps to ensure her mind, body and eyes are in tiptop condition and comes back even stronger.

"I rely on my eyes as much as my feet when I'm running," says USA Olympian Lori "Lolo" Jones, who knows all too well what a difference one wrong step can make.

Jones was the hands-down favorite to win the gold medal in the 100-meter hurdles at Beijing in 2008. With only seconds to go in the finals, Jones was breaking away from the pack when she clipped the ninth of ten hurdles and stumbled to the ground. She ended up in a seventh place.

"It's like being hit in the stomach because you know you aren't going to

have another chance for four years," she says.

Because Jones' performance hinges upon her visual acuity and depth perception, eye exams and good vision care are an integral part of her regimen, especially since she has a family history of vision problems. Although Jones has 20/20 vision, she realizes there is more to eye sight than just that. "Good vision also includes having good contrast and being able to tolerate and recover from glare."

What you don't know about lutein

Nearly half of Americans have low levels of lutein, an essential nutrient needed to protect eyes as they age and to help reduce the risk of some eye conditions, including Age-related Macular Degeneration (AMD), the leading cause of



Lori "Lolo" Jones
PHOTO: CHRIS DONAHUE,
DRAKE RELAYS

blindness in Americans over 50. Jones was shocked to learn that she, too, had a low MPOD (macular pigment optical density) score—in a test used by eye doctors to measure lutein levels in the eye.

"I can't believe this is something I overlooked. I felt like I flunked out of college when I got the results," admits Jones.

Lutein is found naturally in vegetables like spinach and broccoli. (Contrary to popular belief, carrots aren't the only food for your eyes—leafy green vegetables have higher levels of lutein!) But for many it can be difficult to get the recommended daily amount of 10 mg of the nutrient everyday from diet alone. Jones now takes an eye vitamin with FloraGLO Lutein.

"Having healthy lutein levels not only helps protect my eyes from damaging light but it also helps improve their

performance. Vision, like speed and strength, is critical to performing at the highest level," she explains.

Overcoming obstacles

Jones, one of five siblings raised by a single mom in Des Moines, Iowa, has faced daunting circumstances before. She's always been a huge believer that people shouldn't let hardships stop them. She now ranks among the top three women all-time in 60- and 100-meter hurdles and has been gearing up for 2012 Olympics in London.

"I have a unique chance to inspire people and achieve my fairy tale ending in the next Olympics," she says.

Keeping her eyes healthy will help her achieve the storybook finish she deserves.

IRENE S. LEVINE

editorial@mediaplanet.com

EXPAND YOUR VIEW

OAKLEY TRUE DIGITAL™ PRESCRIPTION LENSES - SEE YOUR SPORT CLEARLY

Traditional prescription lenses can limit peripheral vision. And performance. Oakley True Digital Prescription Lenses actually sharpen peripheral vision and eliminate maximum distortion. Life comes at you from every angle. Now so does perfect vision. SEE IT AT OAKLEY.COM/TRUEDIGITAL

OAKLEY
TRUE DIGITAL

INSPIRATION

Question: What happens when a young child faces a potentially life-threatening disease?

Answer: A family rallies and finds ways to give back.



Kyle Lograsso: Giving back

Though no one in his family ever played golf, Kyle Lograsso's left-handed golf swing mirrors that of Tiger Woods.

His interest in golf began when his family was stationed abroad. There weren't many English-language TV stations so the toddler watched The Golf Channel, perfecting his swing by turning the remote into a make-believe golf club.

His love affair with the game came to an unexpected halt when his mom, Regina, noticed a white glow in her 2-year-old son's left eye. Instinctively, she moved her hand past the eye, close enough to brush his eyelashes, but Kyle didn't flinch.

A challenging diagnosis

Concerned there was a vision problem, she asked his pediatrician to take a look. The doctor was baffled and consulted with another physician who thought it might be a



VISION CARE. Kyle Lograsso was diagnosed with a rare form of eye cancer, retinoblastoma. Kyle is now cancer-free.

PHOTO: REGINA LOGRASSO

cataract. Further testing revealed something far more serious.

Kyle was diagnosed with a rare form of eye cancer, retinoblastoma, which affects between 250-350 children (in one or both eyes) each year in the U.S., most of them under the age of five.

At first, the Lograssos hoped Kyle's vision could be saved with aggressive chemotherapy. Then they learned that if the left eye

wasn't removed, Kyle would have only months to live.

Fortunately, the surgery was successful. Kyle received a prosthetic left eye and chemo began the next day to treat four tumors in his right one. Despite bumps along the way, Kyle has been cancer-free since his treatments ended in December 2004. Today, he's a spunky third-grader who plays soccer and basketball. When Kyle's on the golf course,

he participates in celebrity tournaments to raise funds for other kids with cancer.

Importance of vision care

His family's Through Kyle's Eyes Foundation supports the Wills Eye Institute in Philadelphia and Retinoblastoma International. Because the disease is curable when diagnosed early, the Foundation educates parents and pediatricians about the importance of vision care and early diagnosis.

"The biggest lesson Kyle has taught us is to live every day to the fullest," says Regina. "He is a pretty special kid with a big heart for those less fortunate than him. Everything happens for a reason and we're a much better family because of the journey we've been on."

For more information about Kyle's Foundation, visit www.kylelograsso.org.

IRENE S. LEVINE

editorial@mediaplanet.com

* DON'T MISS!

Advancements in eye care technology

■ Cataract and other lens based surgery can now be performed by a computer guided laser that can be much more consistent than any surgery done by hand. The computer guided femtosecond laser makes all the cuts in the cornea and lens capsule and softens the lens for removal. An ophthalmologist then removes the natural lens and inserts an intraocular lens (IOL) into the capsule of the natural lens. This IOL can correct for most refractive errors, such as Myopia, Hyperopia, Astigmatism and Presbyopia. The procedure is most appropriate for patients over 50 who are dependent on their glasses for distance and near vision, or who have cataracts. While LASIK can correct distance vision, it can not give distance and near vision simultaneously. Refractive Lens Exchange or Refractive Cataract Surgery coupled with the Femtosecond laser can provide a lifelong independence from glasses.

RICHARD DAVIS, MD



Richard G Davis, MD of Precision Eye Care Offering Refractive Lens Exchange

QUICK AND EASY RECOVERY – MOST PATIENTS BACK TO WORK THE NEXT DAY

- Best suited for those who need glasses for near & distant vision
- May be better than Lasik for over age 50
- Eliminates need for cataract surgery in the future
- Precision Eye Care is a fully integrated facility offering services ranging from routine exams, contact lenses, eyeglasses to sophisticated medical and surgical treatments of eye disease. Board certified Ophthalmologists, Optometrists and Opticians on staff.



Richard G. Davis, M.D., F.A.C.S.
Barbara L. Reiss, O.D., F.A.A.O.
Adam H. Bloom, M.D., F.A.C.S.



zennioptical.com

the world's largest
selection of **\$6.95** prescription
eyeglasses



Top Quality Eyeglasses for \$6.95

\$6.95 for top quality, fashionable prescription eyeglasses? Yes! We think our frames and lenses are better than you'll find in other eyeglass stores, and we have a better selection too! And at prices like ours, you can replace or expand your "eyeglass wardrobe" without breaking the bank.

We also offer progressives, photochromic, polycarbonate, high index 1.61, 1.67, 1.74, AR, tint, premium titanium frame glasses, etc. at similarly unbelievable low prices.

Frame Fit™ Try-On Feature

Zenni®'s new Frame Fit lets you try on as many pairs of prescription glasses as you want – without having to leave home! Simply upload your photo and explore a wide range of the highest quality frames. We bet you'll look good in more than one!

For Optometrists and the Optical Industry

In addition to complete eyeglasses, Zenni® also provides premium Rx lab services at the lowest prices using the most advanced, cutting-edge equipment. We use Satisloh Vft-Orbit generators to produce the free form back surface progressive eyeglasses we sell for \$28.90! We offer polycarbonate lens eyeglasses for \$15.95, photochromic eyeglasses for \$25.95, premium quality 1.61, 1.67, 1.74 high indexes, AR coating, tints, polarized, etc. all at unheard of low prices.