

2017

JANUARY

GLAUCOMA AWARENESS

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY

AMD AWARENESS

SUN	MON	TUE	WED	THU	FRI	SAT
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5	6	7	8	9	10	11
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MARCH

SAVE YOUR VISION

SUN	MON	TUE	WED	THU	FRI	SAT
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APRIL

SPORTS EYE SAFETY

SUN	MON	TUE	WED	THU	FRI	SAT
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MAY

HEALTHY VISION MONTH

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JUNE

FIREWORKS EYE SAFETY

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JULY

UV SAFETY

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AUGUST

CHILDREN'S EYE HEALTH & SAFETY

SUN	MON	TUE	WED	THU	FRI	SAT
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SEPTEMBER

HEALTHY AGING

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OCTOBER

HALLOWEEN SAFETY

SUN	MON	TUE	WED	THU	FRI	SAT
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NOVEMBER

DIABETIC EYE DISEASE AWARENESS

SUN	MON	TUE	WED	THU	FRI	SAT
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12	13	14	15	16	17	18
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DECEMBER

SAFE TOYS & CELEBRATIONS

SUN	MON	TUE	WED	THU	FRI	SAT
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2017 EYE HEALTH OBSERVANCES

By the American Academy of Ophthalmology

JANUARY | GLAUCOMA AWARENESS MONTH

Glaucoma is a leading cause of irreversible blindness in the United States. Glaucoma has no noticeable symptoms in its early stages, and vision loss progresses at such a gradual rate that people affected by the condition are often unaware of it until their sight has already been compromised. During Glaucoma Awareness Month in January, the American Academy of Ophthalmology advises the public that the best defense against developing glaucoma-related blindness is by having routine, comprehensive eye exams.

FEBRUARY | AGE-RELATED MACULAR DEGENERATION AWARENESS MONTH

Age-related Macular Degeneration (AMD) is the leading cause of blindness among older Americans, but new treatments have dramatically changed the course of this disease over the last 10 years, making AMD more manageable than ever before. During AMD Awareness Month in February, the American Academy of Ophthalmology is reminding people with AMD that they can save their vision thanks to recent treatment advances, but early detection is a critical first step.

MARCH | SAVE YOUR VISION MONTH

Keeping up with your eye health is extremely important, even if you already have good vision. Regular, comprehensive eye exams backed with healthy vision practices, such as decreasing glare and following the 20-20-20 rule, will leave your good vision lasting a lifetime.

APRIL | SPORTS EYE SAFETY MONTH

Each year, an estimated 100,000 people are hurt by sports-related eye injuries. About 13,500 of these injuries result in permanent vision loss. In support of Sports Eye Safety Month this April, the American Academy of Ophthalmology reminds athletes everywhere that the great majority of sports-related eye injuries can be avoided by simply wearing the proper protection.

MAY | HEALTHY VISION MONTH

Approximately 37 million adults in America have age-related macular degeneration, cataracts, diabetic retinopathy, or glaucoma, all of which can cause visual impairment or blindness. Making healthy choices and getting regular eye exams can help reduce a person's risk of vision loss. In support of Healthy Vision Month everyone is encouraged to take charge of their eye health and preserve their sight by following some simple tips.

JUNE | FIREWORKS EYE SAFETY MONTH

Americans spend hundreds of millions of dollars annually on consumer fireworks, which cause more than 9,000 injuries a year. With the Fourth of July holiday just weeks away, the American Academy of Ophthalmology is reminding the public that fireworks are not toys but incendiary devices that can cause devastating eye injuries.

JULY | UV SAFETY MONTH

Studies show that long-term exposure to bright sunlight may increase the risk of cataracts and growths on the eye, including cancer. UV rays reflected off sand and water can cause eyes to sunburn, potentially resulting in temporary blindness in just a few hours. In support of UV Safety Month this July, the American Academy of Ophthalmology reminds the public of the importance of shielding eyes from the sun's harmful rays with 100% UV-blocking sunglasses and broad-brimmed hats.

AUGUST | CHILDREN'S EYE HEALTH/SAFETY MONTH

Children are susceptible to a host of vision and eye problems such as injury, infection and increased nearsightedness. In support of Children's Eye Health and Safety Month in August, the American Academy of Ophthalmology provides information to the public that can help protect and preserve a child's eye health for life.

SEPTEMBER | HEALTHY AGING MONTH

One in six Americans age 65 and older have a vision impairment that cannot be corrected with glasses or contact lenses. The risk of eye disease increases with age, yet many older adults neglect to see an ophthalmologist for care. To bring attention to taking care of our eyes as we age, the American Academy of Ophthalmology celebrates Healthy Aging Month to raise awareness of the signs and symptoms of vision loss - and steps to help seniors take care of their sight.

OCTOBER | HALLOWEEN SAFETY MONTH

To avoid a real-life Halloween horror story - going blind because of a costume accessory - the American Academy of Ophthalmology is warning the public against wearing costume contact lenses purchased without a prescription. These illegally sold cosmetic lenses may not be sterile and can cause a host of serious eye problems capable of morphing a fun Halloween night into a nightmare.

NOVEMBER | DIABETIC EYE DISEASE AWARENESS MONTH

People with diabetes are more likely to develop blinding eye diseases, such as diabetic retinopathy, glaucoma and cataracts. Yet recent studies have revealed low awareness of the issue among ethnicities at higher risk for diabetes. With the findings signaling that many Americans may not be defending themselves against diabetes-related vision loss, the American Academy of Ophthalmology encourages those with diabetes to take proactive steps to protect their vision.

DECEMBER | SAFE TOYS AND CELEBRATIONS MONTH

Roughly 1 in 10 children's eye injuries that end up in the ER are caused by toys. In support of Safe Toys and Celebrations Month this December, the American Academy of Ophthalmology advises parents to be cautious when choosing holiday gifts for young people and recommends avoiding those that launch projectiles, such as crossbows and BB guns. The Academy also offers tips on how to safely open champagne to keep New Year's celebrations from turning tragic.



GLAUCOMA

WHAT IS GLAUCOMA?

Glaucoma is a group of eye disorders that cause gradual damage to the optic nerve. Your optic nerve consists of more than 1 million nerve fibers that send images from the eye to the brain, making it vital to overall vision health.

Primary open angle glaucoma is the most common form of this disease and is associated with increased eye pressure, which can slowly damage the optic nerve. This pressure results from excessive fluid build-up in the front of the eye. A clear liquid continuously flows in and out of a space called the anterior chamber to nourish nearby tissues. When the drainage system is not working properly, fluid cannot leave the eye and as it builds up, so does eye pressure.



It is important to note that glaucoma is not always associated with elevated eye pressure. Damage to the optic nerve (and vision) can occur in the presence of normal eye pressure as well. This is called normal tension glaucoma and it is treated similarly to open angle glaucoma. With no symptoms that develop in this case, scheduling your annual eye health exam is essential in making sure you maintain healthy vision.

HOW IS GLAUCOMA DIAGNOSED?



Glaucoma is diagnosed during a comprehensive eye exam, which consists of a variety of tests and checkups including:

- Dilated eye exam
- Visual acuity test
- Visual field test
- Tonometry
- Pachymetry

WHAT ARE THE SYMPTOMS OF GLAUCOMA?



Damage to the optic nerve can be so gradual that symptoms go unnoticed. Be wary of any loss to peripheral vision which can mean that the condition is worsening.

If glaucoma is left untreated, serious vision loss may occur. After peripheral vision diminishes, the loss of frontal vision may occur until none remains.

CAN GLAUCOMA BE PREVENTED & TREATED?

Many factors beyond your control may increase your risk of getting glaucoma such as age, race and family history, although you can lower your risk by maintaining a healthy lifestyle. Minimize your chances of being diagnosed with glaucoma by controlling your blood pressure and weight through diet and exercise in addition to scheduling an annual eye exam.

Several medications, including eye drops and pills treat glaucoma by reducing pressure in the eye. If the medicine does not sufficiently lower pressure, surgery may be the answer.



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If you have any questions or concerns regarding these symptoms, please consult your optometrist immediately.

Sources: American Optometric Association, National Eye Institute, Prevent Blindness America, Mayo Clinic, Prevention, HealthDay News

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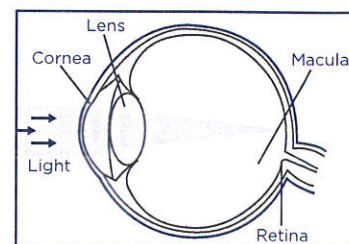


AGE-RELATED MACULAR DEGENERATION

WHAT IS AGE-RELATED MACULAR DEGENERATION (AMD)?

AMD is a disease that erodes central vision and is one of the leading causes of visual impairment and blindness for older Americans. Fortunately, new research methods are being developed which can make the management of this disease much more effective.

AMD is caused by changes in the macula, which is located in the retina and on the inside back layer of the eye. The macula is responsible for sharp central vision which is essential for tasks requiring straight-ahead focusing, such as driving and reading.



Eye Diagram

CAN AMD BE PREVENTED?



A regularly scheduled comprehensive eye exam provides the best preventative measure against AMD and its onset. Vision that has already been lost cannot be restored, although the earlier AMD is detected, the more successful treatment can be. In addition to regular eye exams, a healthy diet and exercise are also important.

WHAT ARE THE SYMPTOMS OF AMD?

Symptoms of AMD consist of blurry central vision where objects may become distorted. A dark or empty area in the center of one's visual field may appear as the disease progresses along with straight lines appearing wavy or crooked and gradual loss of clear color vision.

These symptoms may also indicate a condition other than AMD. If you experience any of them, contact your eye doctor as soon as possible so they can diagnose the cause of vision impairment.

Normal Vision



Vision with AMD



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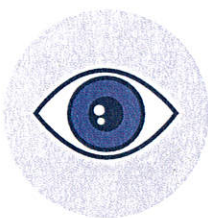
If you have any questions or concerns regarding these symptoms please consult your optometrist immediately.

Sources: American Academy of Ophthalmology, National Eye Institute, AMD Alliance, American Optometric Association, AMD.org

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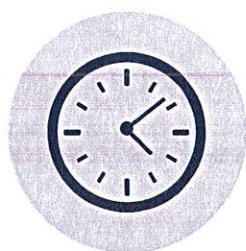
FOCUSING ON MAINTAINING *your* EYE HEALTH

REDUCING



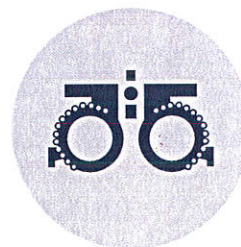
EYE STRAIN

follow these general rules...



While working on the computer, **follow the 20/20/20 rule.** Simply **take a break from looking at the screen every 20 minutes and focus on an object 20 feet away for 20 seconds.**

Be sure to **schedule your annual eye exam.** This is **one of the best ways to prevent eye strain.** Your optometrist will be able to **find any changes in vision and recommend computer, reading or regular glasses** based on your overall needs.



A quick and easy way to reduce eye strain when working from a computer is to **position your monitor below eye level at a 10 to 15 degree angle.** If possible, **adjust lighting** so that there is minimal glare reflecting into your eyes and try to **position yourself 20-24 inches away from the monitor.**

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Sources: American Optometric Association, Archives of Ophthalmology, All About Vision



SPORTS EYE SAFETY

DON'T GET BENCHED WITH A SPORTS-RELATED EYE INJURY

Each sport has its own unique risks of eye injury and requires its own type of protective eyewear, which is why the American Society for Testing and Materials (ASTM) sets the standard for sports eye protection. Polycarbonate lenses offer the best protection for many sports because the material is thin, lightweight and impact-resistant. They are available in most prescriptions, as well as without a prescription.



Baseball has the highest eye injury rate, as players run a greater risk of being hit in the face by a fast-moving ball. Look for faceguards and protective eyewear that meet the ASTM F910 standards before stepping up to home plate.



Basketball players can receive eye injuries caused by the impact of another player's fingers or elbows. Protective goggles are available to decrease the chance of injury and are available with and without a prescription.



Tennis, racquetball and badminton are also known to have high eye injury rates. Serves can range up to 200 miles per hour, making goggles or safety glasses essential in avoiding severe injury.

Sports eye injuries are not uncommon and can be serious; however, they are easily preventable. If you are not sure which type of eyewear is best for the sport that you or your child participates in, please contact your eye care provider.



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Sources: Prevent Blindness America, American Optometric Association, National Eye Institute

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HEALTHY VISION

PRESERVING YOUR EYESIGHT

As people age, many take steps to improve their overall health by exercising or eating healthier foods, but eye health is often overlooked. An estimated 43 million Americans will face vision loss or blindness from age-related eye diseases by 2020.¹ Eye care professionals and ophthalmologists recommend the following tips to keep your vision healthy.



Get An Annual Eye Exam:

Your ophthalmologist will check for common age-related eye conditions such as glaucoma and macular degeneration, and an eye exam may detect signs of other serious health conditions.



Look At Your Family History:

Eye disorders are sometimes passed on genetically so be sure to clarify with your doctor on any known family history regarding eye disease.



Don't Smoke:

Smoking increases your chances of developing eye diseases such as age-related macular degeneration and cataracts. It can also affect the risks of cardiovascular disease which indirectly can affect your overall eye health.



Eat Healthy:

Certain foods have been shown to be healthy for your eyes by providing them the vitamins and minerals needed for both general and eye health. Some of these foods include salmon, tuna, vegetable oils, citrus fruits and kale.



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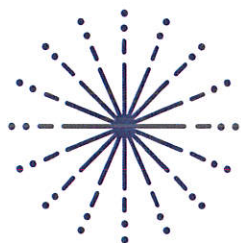
¹/ <https://nei.nih.gov/news/pressreleases/041204>
American Academy of Ophthalmology



FIREWORKS SAFETY

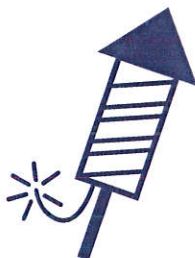
ENJOY A SAFE HOLIDAY

Each year, thousands of Americans visit emergency rooms for fireworks-related injuries. 35% of those injured are under the age of 15.¹ Regulations have helped make fireworks safer, though inherently they remain potentially hazardous.



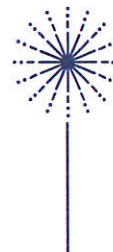
FIRECRACKERS

Firecrackers can cause eye injuries if they erupt at close range. Someone inspecting a firecracker that failed to go off could be the victim of a delayed explosion.



BOTTLE ROCKETS

Bottle rockets are responsible for some of the most serious eye injuries. These fireworks fly erratically and then explode. They can cause everything from eyelid lacerations to total blindness.



SPARKLERS

Sparkers can burn at up to 1,800°F, hot enough for third-degree burns. In the dark, it can be difficult to determine the distance between the end of a lit sparkler and a person's face.

BE A SPECTATOR

The safest way to enjoy fireworks is to attend a public display conducted by trained pyrotechnicians. Prevent Blindness America, the American Academy of Ophthalmology and the National Fire Protection Association agree that it's best to leave firework shows to the professionals.



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ULTRAVIOLET AWARENESS

KEEP THE FUN IN YOUR SUMMER & UV RAYS OUT OF YOUR EYES

UV rays are invisible, high-energy light beams that radiate from the sun all year-round. They pass through haze and thin clouds and reflect off bright surfaces such as water, snow, white sand and pavement. Artificial light sources, such as tanning beds and welding machines, also produce UV rays. These same UV rays that cause tanning, sunburn and skin cancer can also harm your eyes.

Short-term UV overexposure can cause immediate pain which subsides over a couple of days, but the damage caused by long-term exposure develops so slowly that it is not felt. Over the course of many years without eye protection, small amounts of UV light can aid in the development of cataracts and age-related macular degeneration (AMD), the leading cause of vision loss among older Americans. Long-term UV exposure may also contribute to the gradual development of skin cancer around the eyelids and abnormal growths on the eye's surface.

WHO IS MOST AT RISK?

Everyone under the sun is susceptible to UV radiation damage, although there are certain circumstances that can place eyes at a greater risk of damage such as:



Young eyes. Children's eyes are especially vulnerable, as their ocular lens is still developing and they are unable to effectively filter out UV rays.



Artificial light. UV radiation levels are much greater in a tanning booth than outdoors.



Being outdoors. Those who work or play in the sun for long periods need to take extra precautions.

HOW CAN I PROTECT MY EYES?

Whenever you are outdoors during the day, protect your eyes in the following ways:



Wear sunglasses or prescription eyeglasses with photochromic lenses (such as Transitions® Signature™) or select lenses that filter out 99% - 100% of both UV-A and UV-B rays.



Wear a wide-brimmed hat or cap, which will block about half of UV rays.



Eat a healthy diet. A diet rich in brightly colored fruits and vegetables helps reduce the risk of sun damage.



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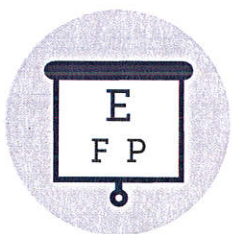
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TAKING CARE OF YOUR CHILD'S VISION

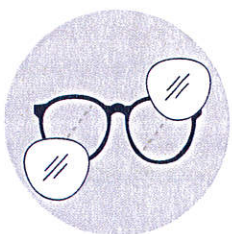
what you NEED TO KNOW...



When a baby is born, they are only able to focus **8 to 10 inches in front of them**. It is only after several months that an infant gains a broader scope of vision which **continues to develop throughout childhood**. **Read books, incorporate arts and crafts, and try activities which improve hand and eye coordination to assist in developing healthy vision for your child.**



A child should be taken for their **first eye exam when they are 3 years old**. An eye exam at this age **will determine if their vision is developing correctly** and also **serves as a checkpoint in getting them ready for school**. Routine exams following this initial checkup are extremely important because **80% of a child's learning is visual and they will rarely report vision problems**. Take notice if your child is **often squinting and blinking** as it could be a signal that something is wrong.



If your child is in need of glasses, **find something strong and resilient like a metal or plastic frame**. **Polycarbonate lenses are a great choice for their durability, light weight, and scratch resistance**. Also **keep your child's comfort in mind**. Ask the optometrist or eye care professional about options which include **spring hinges, cable temples, and adjustable nose pads**. Don't forget, **Davis Vision eyewear comes with a one year breakage replacement warranty - great for families on the go.***

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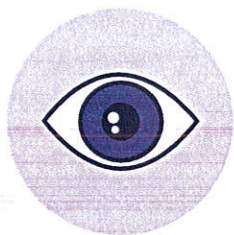
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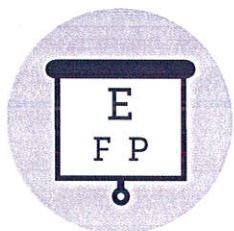
Sources: Gary Heiting, OD. "Your Infant's Vision Development" Dr. William Moskowitz. "Vision Changes as we Age", BabyCenter Medical Advisory Board, Las Colinas Vision Center, The Children's Vision Information Network, Prevent Blindness America Website
* ask your vision care provider for more information

PRESERVING

AGING EYES



As we age, our capabilities, senses, and physical well-being tend to diminish slightly. Unfortunately, our eyesight is no exception. Beginning around age 40, some of these age-related effects you may notice include **slowing of the eyes dilation processes, a diminished ability to correctly interpret certain colors, dry eye syndrome, and presbyopia.** Your annual eye exam is extremely important in maintaining your healthy vision and improving your quality of life.



Age-related eye diseases mimic some of the symptoms which are part of normal age-related vision changes but can be much more severe if left untreated. **Age-related macular degeneration (AMD), glaucoma, cataracts, and diabetic retinopathy** are a few of the major eye disorders affecting individuals over the age of 40. **The importance of your annual eye checkup cannot be overstated, as it is the key in maintaining your vision and catching any of these disorders in the developing stages.**



A healthy lifestyle can help prevent the occurrence of these eye disorders and the onset of age-related vision changes. Eating healthy foods that contain Vitamins C and E may help prevent AMD and cataracts from developing. Regular exercise has also been linked to decreasing the chances of developing AMD. Bad habits like smoking can increase your chances of developing AMD by 3 to 4 times than that of a non-smoker! Staying healthy is a great preventative measure for most of the ailments we face as we age.

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Sources: American Optometric Association, Prevent Blindness America, British Journal of Ophthalmology



COSTUME CONTACTS SAFETY

KEEP YOUR EYES SAFE FROM COSTUME CONTACTS

Ophthalmologists advise to stay away from over-the-counter non-prescription colored contacts, which can damage eyes and your vision. A recent study has shown that chemicals such as chlorine were found in three types of non-prescription costume contact lenses.¹ Researchers stated that the chemicals may have come from the coloring used to tint and create patterns on the contact lenses. Their study also found that these imprints of colors on the lenses contained uneven surfaces which they noted could scratch the eyes, in turn allowing bacteria into the eye causing infection and in some cases even blindness.

COSTUME CONTACTS SAFETY GUIDELINES

In order to safely wear decorative contacts during Halloween or when dressing up throughout the year, the American Academy of Ophthalmology recommends following these guidelines:



Buy FDA-approved products from retailers who require a prescription. If you do not have a contact lens prescription, obtain a valid prescription from your eye care professional.



If you have 20/20 vision, a contact lens prescription allows them to fit the contact lens to your eye minimizing the risk of eye infection and bacteria build-up.



Any swelling, redness, excessive discharge, or pain can be a sign of eye infection. If any of these symptoms are noticed, see an ophthalmologist immediately. Eye infections can cause blindness if left untreated.



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¹/ Scanning Electron Microscopy Findings with Energy-Dispersive X-ray Investigations of Cosmetically Tinted Contact Lenses, Eye & Contact Lens, Sept. 2015. American Academy of Ophthalmology



DIABETIC RETINOPATHY

DIABETES IS A GROWING EPIDEMIC

It includes serious risks for your eyes including glaucoma, cataracts and the most common diabetic eye disease, retinopathy. Untreated diabetes can lead to complete vision loss, often without any warning. The American Optometric Association predicts that by 2050 the number of Americans over 40 with diabetic retinopathy will triple to 16 million.

HOW DIABETES AFFECTS THE EYES

Diabetes is a metabolic disorder in which the body does not produce or properly use insulin, a hormone that allows the body to use blood sugar for energy. It's characterized by high levels of blood sugar, which cause changes in the blood vessels of the retina, the light-sensitive tissue at the back of the eye necessary for good vision.

In the early stages of diabetic retinopathy, small blood vessels in the eye swell. As the disease progresses, some vessels that nourish the retina become blocked. Abnormal new blood vessels begin to grow on the surface of the retina to replace blocked vessels. These new vessels have thin, fragile walls. If they leak blood, the result can be severe vision loss and even blindness.

EYE EXAMS ARE ESSENTIAL

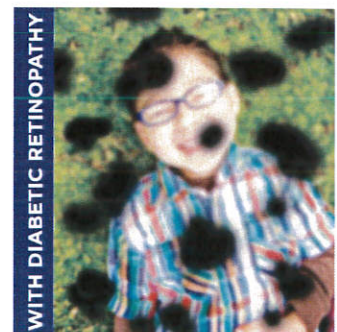
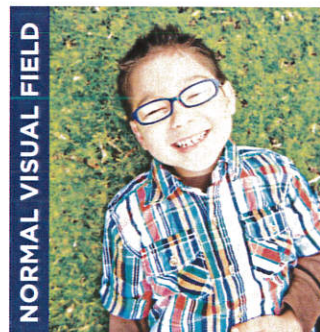
The only way that diabetic retinopathy can be diagnosed is through a comprehensive eye exam. People with both types of diabetes (type 1 and 2) are at risk of developing diabetic retinopathy. The longer you have diabetes, the more likely you are to develop it.

PROTECT YOURSELF

Early diagnosis and aggressive treatment are essential. The risk of blindness can be reduced by 90% with timely treatment and follow-up care.

TAKE CONTROL

If you have diabetes, you can reduce eye problems by controlling your blood sugar and blood pressure levels and by obtaining regular comprehensive eye exams. When you are proactive about your health, you can protect yourself from easily preventable diseases and save money by catching long-term and chronic conditions early. Ensure you are making the best investment in your health by having regular, comprehensive eye and physical examinations.



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Sources: American Optometric Association, American Academy of Ophthalmology, American Diabetes Association, U.S. Centers for Disease Control & Prevention, Prevent Blindness America, National Eye Institute



PLAY IT SAFE

KEEPING AN EYE ON THE DANGERS

Toys play a tremendous role in childhood development, but can be dangerous if not used properly. A report conducted by the U.S. Consumer Products Safety Commission has stated there were an estimated 251,800 toy-related injuries treated in the ER in 2014. Many of these incidents could have been avoided with proper supervision and education.

SET YOUR SIGHT ON THE RIGHT TOYS

The decline in toy recalls year-over-year indicates that toy companies are stepping up to the safety plate. Since there's not a comprehensive list of safe toys, it's smart to establish your own safety checks to help make the right toy decisions for your little ones.

Here are some guidelines:



1 PREPARE

Educate yourself on the right toys for your child's age group and do your research. You can browse user reviews online and look up safety information from the manufacturer.



2 READ LABELS

Look for the letters "ASTM". This means that the toy meets certain national safety standards. Always read all safety messages on toy packaging.



3 PLAY INSPECTOR

CPSC regulation prohibits sharp points in new toys and other articles intended for use by children under eight years of age. Examine the toy for sharp edges or other manufacturing defects before gifting.



4 KEEP SAFETY GOING AT HOME

Make sure your child understands how to properly and safely play with their toys. Never leave them unattended during play and pick up when playtime is over.



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