

Summerland Optometry



WELCOME TO OUR Monthly Newsletter

♦ October



As the nights grow longer and October is here, we can't help but get excited about Halloween!

For October, we're diving into the *eerie* and *unusual* world of eye health. We will be shining a torch on some spooky facts about eyes, share tips to keep your vision sharp and safe during the frightful night, and show off some fantastical frames inspired by All Hallows Eve. We will also be sharing important information you won't want to miss on our Dry Eye Event on November 1st!

So, whether you're planning on donning costumes, wearing decorative lenses, or just enjoying the festive frights, we've got you covered with some essential advice to protect your eyes and ensure a safe and fun celebration... Read on!

↓ In this newsletter you will find:

↓ Spooky eye facts, tips on safety, information on our upcoming event and more...



Spooky eye Facts...

Did you know that staring at a screen too long can make your eyes feel as dry as the straw on a witch's broom? Or that certain eye conditions can be as sneaky as a ghost, creeping up without any early symptoms? Read on as we unravel these spooky eye myths and mysteries...

1. Living in the upside-down: Did you know?!

What you see through your eyes reaches the retina upside-down. It is your brain that flips the image you actually perceive.

2. (Some) Eyes can glow in the dark! Animals like cats and owls have a special layer called the tapetum lucidum behind their retina that makes their eyes glow in low-light.

3. There is an eye disease sometimes referred to "The Sneak Thief of Sight" Glaucoma gained this nickname by being a slow progressing eye disease that can sneak up on you and cause damage before any signs.

4. Ommatophobia is the fear of eyes. This fear typically develops after a person has experienced or witnessed a major eye injury.

5. You may have mites in your lashes. Demodex are invisible to the naked eye and they like to burrow in to your hair follicles. These creatures come out at night to feed on oils and dead skin cells. Creepy right?



Be safe, be seen This Halloween...

1. Always carry glow sticks or flashlights, use reflective tape or stickers on costumes and bags, and wear light colors to help kids see and be seen by drivers.
2. Join kids under age 12 for trick-or-treating.
3. Slow down and be alert! Kids are excited on Halloween and may dart into the street.
4. Remind kids to cross the street at corners or crosswalks, and to make eye contact with drivers.
5. Choose face paint over masks when possible. Masks can limit children's vision. Never drive while wearing a mask.
6. Avoid wearing costume contact lenses due to the risk of corneal abrasions and eye infections.



Jeepers Creepers,

WHERE'D YOU GET THEM PEEPERS?

Come check out these gorgeous frames and more...



Come Learn about Dry Eye Disease!

Join Us for Our Second Annual Dry Eye Awareness Event!

Last year's event was a great success, and we're excited to build on that momentum. We loved seeing attendees leave with valuable knowledge and relief!

This year, we're taking it up a notch with:

- **Educational stations**
- **Exclusive promotions**
- **Special discounts**
- **Door prizes throughout the evening** and of course,
- **Delicious food and wine**

It's the perfect opportunity to learn more about managing dry eyes in a relaxed, fun atmosphere.

Don't miss out—mark your calendars and bring a friend!
250 494 9266

Summerland Optometry
13225 North Victoria Road
Friday, November 1st from 4:00pm-7:00pm



Surprise, Surprise... Pumpkin Power for Your Eyes

Pumpkin, a carotenoid, is rich in nutrients linked to eye and overall health, including reducing your risk of age-related macular degeneration (AMD) and cataracts.

Other foods in this category are: spinach, kale, orange bell peppers, tomatoes, watermelon, pink grapefruit, cantaloupe, broccoli, and carrots.

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