

Florida Eye Center
1515 9th Avenue North
St. Petersburg, FL 33705

Phone (727) 895-2020

Eye Doctors of the
Tampa Bay Devil Rays

Coming Up...



Watch for upcoming *Eye Health Today* newsletters including information on:

- **Laser Treatments**
- **New Lens Implants**
- **Computer Vision Syndrome**

For more information on these and other topics, visit us at www.FloridaEyeCenter.com

Announcement:
Effective 1/2/2007 Dr. Sims
will have evening hours on
Tuesday nights.



Free Seminars at Florida Eye Center

We invite you to attend a free seminar & learn how Florida Eye Center can help you and your loved ones with the finest in eye care.

Save The Dates!

Macular Degeneration—New Treatments

Dr. Dana M. Deupree, January 10 at 4:00 P.M.

Dry Eye Syndrome—New Safe Treatments

Dr. Rebecca Sims, January 16 at 3:30 P.M.

Plastic Surgery—Face & Eyelids

Dr. Edgar Buren, January 25 at 3:30 P.M.

Advancements in Cataract Surgery

Dr. Mark A. Sibley, January 31 at 3:30 P.M.

Seminars will last about an hour and refreshments will be served. Seating is limited, so please call for reservations.

Please RSVP to us at (727) 895-2020.

\$300 Off*

One Custom LASIK Laser Vision Correction Surgical Procedure

We at Florida Eye Center want everyone to enjoy the freedom and clarity of Life After Custom LASIK!

Present this coupon to:



Florida Eye Center
1515 9th Avenue North
St. Petersburg, FL 33705
(727) 895-2020

Mark A. Sibley, MD, FACS
Board Certified Custom LASIK Surgeon

Offer expires 04/01/2007
Offers cannot be combined.

*\$150 per eye

THE PATIENT AND ANY OTHER PERSON RESPONSIBLE FOR PAYMENT HAS THE RIGHT TO REFUSE TO PAY, CANCEL PAYMENT OR BE REIMBURSED FOR ANY PAYMENT OR ANY OTHER SERVICE, EXAMINATION OR TREATMENT WHICH IS PERFORMED AS A RESULT OF AND WITHIN 72 HOURS OF RESPONDING TO THE FREE, DISCOUNTED OR REDUCED FEE, SERVICE, EXAMINATION OR TREATMENT.

**FLORIDA
EYE
CENTER®**
1515 9th Avenue North
St. Petersburg, FL 33705

EYE HEALTH TODAY

Winter 2006



(727) 895-2020

www.FloridaEyeCenter.com

OUR DOCTORS



Mark A. Sibley, MD, FACS



Dana M. Deupree, MD



Peter Shriver, DO



Edgar Buren, MD

OUR OPTOMETRISTS Family Eye Care Specialists



Robert Melby, OD, FAO
Rebecca J. Sims, OD



LASIK and Quality of Life: Survey Shows High Patient Satisfaction

According to the results of a recent survey, a vast majority of Americans who have had laser vision correction surgery are highly satisfied with the results. In the survey, released by the Eye Surgery Education Council, patients were asked to evaluate the impact of the surgery on the quality of their family life, career and sports. Over 85 percent said the surgery improved their overall quality of life, while 93 percent said they were satisfied with the results.

NEW LIFE AND FREEDOM AFTER LASIK

Survey participants cited improvement in several specific areas of everyday living, including:

- Ability to see upon waking (seeing an alarm clock)
- Freedom from glasses and contacts
- Improvement in personal safety
- Increased confidence in appearance
- Better participation in sports or fitness activities

LASIK IS WITHIN YOUR REACH

Many eye care procedures and treatments are covered under Flex Plans using pre-tax dollars. Don't miss out on your benefits. Call **Florida Eye Center's Custom LASIK hotline today at (727) 895-2020** and schedule your **FREE Evaluation** to see if you would be a good candidate for Custom LASIK surgery.

Florida Eye Center and TLC Laser Center

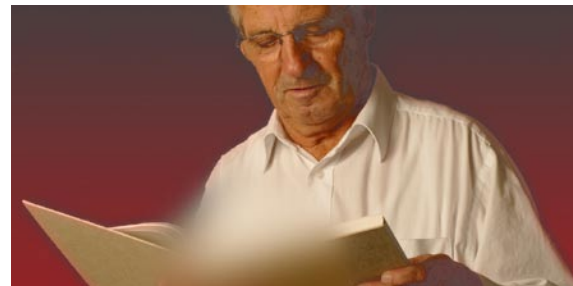
The LASIK Specialists at Florida Eye Center are TLC-LASIK VISION providers. With the **TLC LIFETIME Commitment**, our LASIK patients can visit any of the 80 TLC Lasik Centers in North America and receive follow-up enhancements at **NO ADDITIONAL CHARGE!**

At Florida Eye Center, we are proud of our 99% satisfaction rating. For more information, please visit us on the web at www.FloridaEyeCenter.com

Dr. Robert Melby Relocates Office to Florida Eye Center

After nearly fifty years of practice at his office on Central Avenue in St. Petersburg, Dr. Robert Melby has relocated to the main location of Florida Eye Center. Effective October 9, 2006, Dr. Melby's practice merged with FEC's main location at 1515 9th Avenue, St. Petersburg. Dr. Melby will continue to practice and see patients on Mondays, Tuesdays and Thursdays. All patients' medical records have been relocated to the 9th Avenue location. This move provides Dr. Melby's patients access to the latest technology and FEC's five other eyecare specialists. Contact our office at (727) 895-2020 with any questions or to schedule your exam.

Macular Degeneration: Are You Missing the Whole Picture?



Age-related Macular Degeneration (AMD) is the leading cause of vision loss and blindness in Americans aged 50 and older. According to the *Archives of Ophthalmology*, AMD affects almost 2 million people in the U.S., and that number is expected to rise to nearly 3 million by the year 2020.

WHAT IS AMD?

AMD is a disease that blurs the sharp, central vision you need for "straight-ahead" activities such as reading, sewing, and driving. AMD affects the macula, the part of the eye that allows you to see fine detail. AMD causes no pain.

In some cases, AMD advances so slowly that people notice little change in their visual acuity. In others, the disease progresses faster and may lead to a loss of vision in both eyes. AMD is a leading cause of vision loss in Americans 50 years of age and older.

WHO IS AT RISK FOR AMD?

The specialists at FEC have found that AMD can occur during middle age. The risk increases with aging. Other risk factors include:

- Smoking increases AMD risks.
- Obesity. Research studies suggest a link between obesity and the progression of early and intermediate stage AMD to advanced AMD.
- Race. Whites are much more likely to lose vision from AMD than African Americans.
- Family history. People with a family history of AMD are at higher risk.
- Gender. Women appear to be at greater risk than men.

HOW IS AMD DETECTED?

AMD is detected during a comprehensive eye exam that includes:

- Visual acuity test. This eye chart test measures how well you see at various distances.

- Dilated eye exam. Drops are placed in your eyes to widen, or dilate, the pupils. Your eye care professional uses a special magnifying lens to examine your retina and optic nerve for signs of AMD and other eye problems.

We may also do other tests to learn more about the structure and health of your eyes to prevent blindness.

PREVENTING AND SLOWING AMD PROGRESSION

Studies have shown that 3 simple steps decrease the progression of macular degeneration:

1. Increase antioxidant intake.
2. U.V. protection.
3. Stop smoking.

Lutein and Macular Degeneration

One carotenoid in particular, Lutein, has been found to reduce the risk of worsening macular degeneration. Lutein is an antioxidant pigment found in dark, green, leafy vegetables, including spinach, collard greens and kale, among others. Lutein protects the macular pigment layer by increasing its density and by absorbing the sun's harmful blue light spectrum and neutralizing harmful free radicals (oxidation).

Researchers have found that eating just 6 grams of lutein daily was enough to reduce the risk of the progression of macular degeneration by 43%!

What if I already have AMD?

New research indicates that eating foods rich in carotenoids decreases the risk of developing advanced macular degenera-

tion and wet macular degeneration. The good news is you don't need to eat huge quantities to get the benefits! Here is a list of lutein-rich foods and their recommended serving sizes:

- 2 ounces of cooked spinach
- 2 ounces of collard greens
- 2 ounces of kale or watercress
- 6 ounces of celery (about 3 stalks)

FLORIDA EYE CENTER OFFERS NEW TREATMENT

The Macular Degeneration Specialists at FEC offer the newest and safest treatments for AMD, including the use of breakthrough drugs **Lucentis**, **Macugen** and **Avastin**. These drugs help to slow vision loss in AMD patients by reducing the retinal swelling, vascular leakage, and abnormal blood vessel growth in the macula that is a key component of wet AMD.

Remember that early detection of the signs of AMD is critical to effectively treating the disease. Regularly scheduled eye exams with your FEC specialist are the most important weapon in battling AMD's onset and to prevent blindness.

WE OFFER HELP AND HOPE

New FEC patients receive free antioxidant vitamins that will help to increase protection against AMD.

To learn more about Macular Degeneration, we invite you to attend our free seminar given by Dr. Dana Deupree at Florida Eye Center on January 10 at 4:00 p.m. For more details or to RSVP, please call us at (727) 895-2020.

Dry Eye Syndrome You Don't Have to Live with the Irritation

Dry Eye Syndrome (DES) can be annoying, painful, and may even do lasting damage if ignored for too long. Luckily, there are many effective ways we can help lessen the symptoms of dry eyes.



DRY EYE SYMPTOMS AND CAUSES

Itching, burning, irritation, redness and grittiness are just a few of the common symptoms of DES. About 6 million women and 3 million men in the U.S. experience moderate or severe dry eye symptoms. Patients with severe DES are also at increased risk of developing corneal infection, scarring or ulcer with the potential for permanent vision loss.

DES occurs when people either do not produce enough tears, or have tears whose composition is abnormal, resulting in a lack of comfortable lubrication on the eye's surface. Many factors can aggravate DES. Wind, dust, low humidity, computer use and contact lens wear are among the most common causes.

RELIEF FOR DRY EYE SYMPTOMS

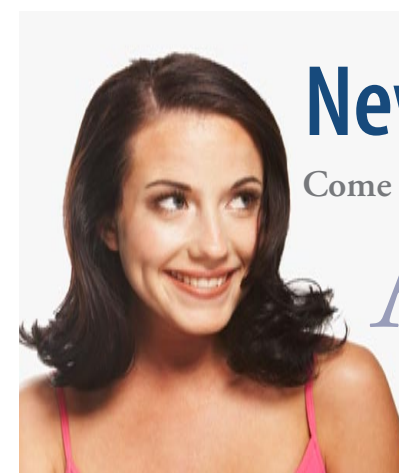
Although there is no cure for DES, Florida Eye Center can help treat and manage your symptoms. "Artificial tears" can help lubricate dry eyes, though they do not actually help increase tear production. Use of drops designed to reduce redness, however, should be avoided—these can actually make dry eyes worse. We also recommend preservative-free or "soft" preservative eye drops, such as Alcon's Systane Free which forms a thin gel to protect the eye's surface. Drops that contain preservatives may actually damage the corneal surface with excessive use (over 6 times a day).

Other simple measures can help reduce DES discomfort. Decreasing contact lens

wearing, using UV blocking sunglasses to shield eyes from sun, wind and dust, and taking regular breaks from the computer are all techniques that can help. In some cases we may do a simple in-office procedure by which we place tiny soft inserts called *punctal plugs* non-surgically into the eye's tear drains to help retain moisture on the corneal surface for longer intervals. This is very successful.

FREE SEMINAR—CALL US TODAY

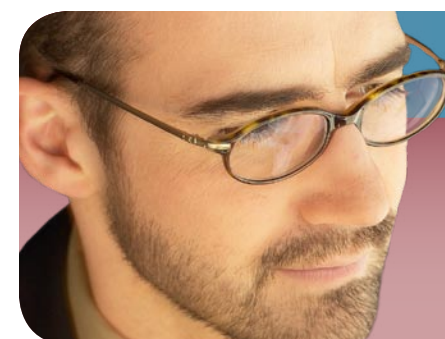
If you would like to learn more, Dr. Rebecca Sims will be hosting a free seminar on Dry Eye Syndrome at Florida Eye Center on January 16, 2007, at 3:30 p.m. For more details or to RSVP, please call us at (727) 895-2020 and talk to any of our friendly and helpful staff.



New Optifree Replenish® Solution

Come in to pick up a **FREE** Replenish kit to try this outstanding new product.

Alcon recently released a great new product for contact lens wearers. The new Optifree Replenish solution contains the proprietary "TearGlyde" moisturizing component. Lenses soaked in Replenish are reconditioned nightly, allowing a thin layer of moisture from your own tears to be maintained on the lens surface throughout the day. This moisture shield not only provides more comfort, but it may also reduce redness for many contact lens wearers. Come in Monday–Friday between 8:30 a.m. and 5:00 p.m. to pick up your **FREE** Replenish kit (while supplies last) to try out this outstanding new product for yourself.



50% Off Select Frames!

Visit our Expanded Optical Center Today... and browse our selection of over 400 brand name frames. Get your new glasses and sunglasses now!