



## THE VISIONARY

### Answering Your Questions About Pink Eye

#### What is Conjunctivitis - Pink Eye?

Conjunctivitis (pink eye) is an irritation of the thin, normally transparent lining (called the conjunctiva) that covers the inner surface of the eyelids and the outer surface of the white of the eye. Conjunctivitis is commonly called "pink eye" because of the pale red appearance of the infected eye. Pink eye is a common and highly contagious infection among young children.

#### What causes conjunctivitis?

Allergies, an infection by bacteria or viruses, or by exposure to chemicals or other irritants can cause conjunctivitis. In allergic conjunctivitis, the conjunctiva usually appears swollen and red. The eyes are usually very watery, and itchiness can be severe. If conjunctivitis is caused by bacteria, a sticky, yellow discharge may be present. This discharge may accumulate between the eyelids during sleep, causing the lids stick together. Viral conjunctivitis is usually characterized by redness, itchiness, and a clear, watery discharge.

#### What are the Symptoms?

- Blurred vision
- Crusts that form on the eyelid overnight
- Eye pain
- Gritty feeling in the eyes
- Increased tearing

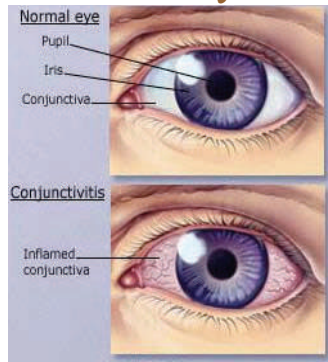
- Itching of the eye
- Redness in the eyes
- Sensitivity to light

#### How is conjunctivitis treated?

Most types of conjunctivitis are treated with medicated eye drops or ointments. In some cases, oral medicines may also be used. Most types of conjunctivitis are not damaging to the eye or sight threatening. However, conjunctivitis caused by exposure to chemicals is a medical emergency, requiring immediate action to prevent eye damage. If a chemical has gotten in your eye, flush the eye with a gentle stream of cool water for at least 10 minutes. Then go to the nearest eye doctor, urgent care facility, or hospital emergency room immediately. Though flushing the eye with water alone may prevent eye damage from some chemical exposures, it is important to have your eye examined as soon as possible by a doctor.

#### To avoid contracting or spreading conjunctivitis, take the following precautions:

- Wash your hands frequently during the day, especially before and after touching your eyes.
- Avoid rubbing your eyes.
- Do not share washcloths, pillows, towels, and make-up items with others.



- Wash your bedding and towels frequently.
- If you have a case of bacterial or viral conjunctivitis, discard and replace your current make-up, mascara, and eyeliner.
- If you wear contact lenses, clean and disinfect your lenses as directed.
- Wash your hands thoroughly before applying and removing your lenses.
- Replace your contact lenses frequently.
- Don't share your contact lenses with others.
- Wear protective goggles when working with or near chemicals.
- Avoid swimming in non-chlorinated pools or stagnant lakes or ponds.

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#### Fast Fact:

Consistent tearing eyes is a symptom of Dry Eye Syndrome.

#### Eye Care Tips:

1. Dirty contact lens case, don't rinse with tap water, buy a new case.
2. Not all contact lens solutions are created equal.
3. Never use paper products to clean your eyeglass lenses.
4. Microfiber eyeglass cleaning cloths can be washed and reused.
5. When cleaning your eyeglass lenses, never rub in a circle.

## Precision Eye Care Hosts Spring Fling Kate Spade Frame Show

Your eyeglasses are your most important accessory. They have to coordinate with your face shape, features, and coloring. They also need to match your lifestyle and personality. Most importantly, they need to make you feel and look good.

Join us for our Spring Fling frame show on Saturday, April 2, from 10:00a.m. - 2:00p.m! We'll have food and prizes, as well as an extensive selection of the latest in fashion eyewear in our featured designer brands including Kate Spade, Nine West, and Fossil. Find out the answers to some

of your questions such as:

- If you have a round face, should you choose frames that are round, square, or oval?
- Should your frames match your coloring or the type of clothes you usually wear?
- If you are petite, should you choose large frames or small? What about if you are tall?

**Pop a Balloon to receive special savings on your frame, beginning at 20% off and going all the way up to a free**

**frame! And be sure to register for our grand prize drawing- a Kate Spade handbag!**

As always, all of our eyeglasses are protected by our two-year frame and lens warranty. If they break under normal wearing conditions, we'll replace them once for free up to two full years.

**Mark your calendar and join us for this exciting event!**

#### Office Hours

Mon - Fri 8:00 a.m. - 6:00 p.m.  
Saturday 8:00 a.m. - 2:00 p.m.  
Walk-ins welcome or  
Call to Schedule an appointment  
Phone: 615-758-2344





# Don't Let Makeup Become a Bacteria Breeding Ground

Everyone knows that eye infections can be caused by sharing eye cosmetics, but did you know that bacteria develops in your eye makeup over time from exposure to moisture and air?

Take mascara, for instance: Each application introduces bacteria not only from the wand, but pushes it inside the tube. As you push the wand inside the tube, you increase the amount of air, which creates a breeding ground for bacteria. From the moment the makeup is opened, this cycle begins.

The American Academy of Dermatology recommends that powders and eye shadows

be discarded after two years and eyeliner, lip liner, lipstick, concealer and foundations be replaced after 1 year. Mascara has the shortest shelf life of all makeup – dermatologists suggest discarding within three months.

Also, pay attention to your applicators, such as brushes and sponges, which can harbor unsafe bacteria. Brushes and sponges should be washed with mild soap every week, and disposable applicators should be discarded within one month.

The Food and Drug Administration cautions us to be wary of natural products, which have a quicker expiration date. Natural ingredients are more likely to become breeding grounds for microbes.

Here are a few steps you can take to prevent makeup from spoiling:

1. Keep cosmetics out of the sun and heat, such as your car, which can kill the preservatives that fight off bacteria
2. Make sure all products are tightly sealed. (Properly sealed containers protect your



cosmetics from damp environments and airborne microbes, which dwell in humid locales such as your bathroom.)

3. Keeping your makeup out of the bathroom altogether can also extend shelf life.
4. Never add water or saliva to your products. Liquid increases the bacteria content of your products.

**Mascara has the shortest shelf life of all makeup – dermatologists suggest discarding within three months.**

Saturday April 2nd  
10:00am - 2:00pm

FOSSIL

NINE WEST

Check out full frame lines from brands like kate spade

Grand Prize Giveaway  
Kate Spade Handbag

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Stop by and pick up an entry form to [www.readthegreen.com](http://www.readthegreen.com) Win:

1. A trip to a 2011 Major of your Choice
2. A VIP trip to 2011 Transition Championship in March and meet Transitions' brand ambassadors.
3. A chance to play in the 2011 Transitions Championship Pro-Am
4. A walk with the pros as an honorary observer at the 2011 Transitions Championship
5. Transitions SOLOFX Sunwear

Then go online and enter your validation number

No purchase or payment necessary to win. Sweepstakes ends 2/14/11. Must be 18yrs of age and a legal US resident. View official rules at [www.readthegreen.com](http://www.readthegreen.com) Sponsor Transitions Optical, Inc. Void where prohibited

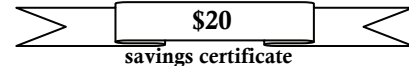


## Share The Sight

Help the less fortunate by donating glasses you no longer wear

Your donation to our Share the Sight program will help a child see the blackboard at school, or a senior citizen read a medicine bottle daily tasks that are impossible without clear vision

As a special thanks for your donation, you'll receive a



that can be used for any eyewear purchase.

Clear Vision Changes Lives



If you refer a friend or family member you will receive



REFERRAL REWARD

**\$20<sup>00</sup> OFF** YOUR NEXT PRODUCT PURCHASE

No other offers, savings or vision plans apply.