



The doctors and staff here at **Optical Illusions** and **Optique at the Ridge** are hoping you had a very happy Thanksgiving. AND we want to let you know our exciting news! **Both locations will have extended holiday hours to better serve you in getting your annual exam and eyewear before the New Year! The hours below will be in effect now thru December 31st.**

<u>Optical Illusions</u>	<u>Optique at the Ridge</u>
4665 E Cactus Rd 602.953.3850	21050 N Tatum Blvd 480.889.6044
Mon 9 am – 6 pm	Mon 9 am – 5 pm
Tues 9 am – 6 pm	Tues 9 am – 5 pm
Wed 9 am – 6 pm	Wed 9 am – 6 pm
Thurs 9 am – 5 pm	Thurs 9 am – 5 pm
Fri 9 am – 5 pm	Fri 9 am – 5 pm
Sat 9 am – 1 pm	Sat 9 am – 1 pm

Employee Feature

Kim Gettler, of **Optique at the Ridge**, is our very first featured employee. Kim has been with **Optical Illusions** and **Optique at the Ridge** for more than 12 years. We are so delighted to have her with us. She has a 17 year old daughter named Saige and just got a new puppy! She is also currently remodeling her home!



FUN “KIM” FACT: She has over 30 pairs of glasses!

Guess what?! It’s that time of year again!

Your Flexible Spending or Health Savings Deadline may be Fast Approaching



SPEND YOUR FLEX DOLLARS WISELY. Many flexible spending AND health saving plans have a deadline of December 31st. Be sure to check with your plan administrator to determine the specific requirements of your FSA or HSA.

7 smart ways to **use** your health benefit dollars before you **lose** them

Did you know that virtually **ALL** your eye health costs qualify? **ANY** of these services are eligible as flexible spending or health savings items.

- Eye exam
- Contact lenses
- Eyeglasses
- Computer eyeglasses
- Prescription sunglasses
- Reading glasses
- Contact lens supplies



Contact our office to request an appointment before December 31st to use your flex and health benefit dollars.

YOUR FAMILY’S EYE HEALTH IS OUR #1 PRIORITY. WE LOOK FORWARD TO SEEING YOU IN THE OFFICE SOON!

Have you heard about the NEW Blutech® Lenses?

Don't you just love new technology? We do, especially when it can help the eyes of our patients. So, here's what we've got for you.



Blutech® Lenses

protect your eyes from the harmful effects of *harsh fluorescent lighting, computer and television screens as well as electronic device screens.*

Better still, it does this all while soothing your vision with a light tint. The new **Blutech®** lenses are your best defense against the high-energy wavelengths of **blue light** that may cause serious damage over time. Naturally, this begs the next question.

What is Blue Light : Blue light is nearly impossible to escape these days. It bombards our eyes from all directions in the form of TV's computers, smartphones, tablets and e-readers. Electronic devices aren't the only culprits. Energy saving light bulbs (LEDs) may be "green" but they also emit a significant portion of **blue light** (also known as High-Energy Visible [HEV] light).

Although, the eyes' natural filters block UV light, they do not block blue/HEV light, meaning it is able to pass through the cornea and since HEV light is toxic for the crystalline lens and retina, it can lead to retinal cell death and early cataract formation.

"HEV light has long been identified as most dangerous light for the retina."

This is where **Blutech®** lenses come in. The part of the eye that provides natural blue light filtration has been isolated and combined with melanin, to create what can be referred to as '**nature's sunglass.**' These patented lenses are designed for children through seniors. David Israel, COO of Eye Solutions Technology (makers of **Blutech®**) says, "This is a breakthrough in technology that could provide a medical benefit to millions of patients. ... **This makes them ideal for everyday wear.**"

Quarterly Frame Feature

We are thrilled to announce that we now have **TOM FORD** Eyewear available at Optical Illusions! **Tom Ford** is



among the most highly respected and successful designers today. His award-winning, innovative and provocative designs have

set the tone for an entirely new direction in the world of luxury eyewear. Stop by **Optical Illusions** to check out this sleek new



line of men's and women's eyewear!

What's new with contacts?



Air Optix has released the **first silicone hydrogel COLOR** contacts! These

lenses have the same great breath-ability as the other lenses in the **Air Optix** line, yet have the benefit of allowing you to change the **COLOR** of your eyes. The new **Air Optix** lenses have the **plasma surface technology** which helps them to stay comfortable while the technology of silicon hydrogel allows more oxygen to pass thru the



contact lens to the cornea. The new **Air Optix**



Colors are available in **subtle gray, blue, brown, pure hazel and green. And vibrant sterling gray, brilliant blue, gemstone green**

and honey. Call today for an appointment to try these stylish **COLORS!** •