

## TOTAL EYE CARE BERTRAM KRAFT, MD

### Dear Total Eye Care Patient,

This is my second newsletter discussing common eye conditions. I was very impressed with the questions and comments that were generated by the first newsletter. I look forward to hearing your thoughts on this month's newsletter which focuses on pink eye and cataracts.

You and I are partners in managing your eye health and our open communication should not end when we finish your periodic eye exam. If you have eye-related questions or concerns any time of year, please do not hesitate to call or email me. We may even have the opportunity to discuss your questions in person when you bring in the **\$100 coupon** we are featuring exclusively in this month's newsletter.

Did you know that Total Eye Care's optical department often charges *less* than nationwide optical retail chain stores on identical products? But unlike those chain stores, our opticians are highly trained and have many years of experience—more years than they would let us disclose in this newsletter!

We carry the latest frames from a wide variety of designers including Juicy Couture®, Ed Hardy®, Michael Kors®, Versace®, Maui Jim®, Chaps®, LaCoste®, Marc Jacobs® and Kate Spade®. We also can ship your eyeglasses to you free of charge—ask one of our opticians for details. Through April 16<sup>th</sup>, Total Eye Care is offering a **\$100.00 discount** when you purchase a complete pair of eyeglasses costing more than \$300.00. The terms of this offer are detailed below.

### What are Pink Eye and Conjunctivitis?

Conjunctivitis, commonly called “pink eye,” is a swelling of the thin membrane (the conjunctiva) that covers the white part of our eyeball. When irritated, these blood vessels swell and cause the white part of our eyeball to appear pink. Certain types of pink eye are extremely contagious and therefore it is important to recognize and start treating a pink eye infection as early as possible.

### What are the Symptoms of Conjunctivitis or “Pink Eye”?

You may have pink eye even if you have only one of the following symptoms:

- Mild or severe redness of the eye
- Itching or burning sensation and/or a feeling of foreign matter in the eye
- Excess mucous or pus production which in some people temporarily blurs your vision
- Crusting of the eyelashes, especially in the morning
- Increased tear production
- Respiratory infection such as a cold or cough

If your case of pink eye affects your vision or you experience eye pain, you must see an ophthalmologist in person as soon as possible as you might have a more serious condition that can cause permanent vision loss.

## Causes of Pink Eye and Conjunctivitis

The causes of pink eye are extensive but generally fall into these three categories:

**BACTERIA OR VIRUS.** Pink eye is often caused by a bacteria or virus coming in contact with your eye. Bacterial or viral pink eye infections can usually be transmitted to other people and are highly contagious.

If you think you might have pink eye, apply a warm compress to your eye as an emergency at-home treatment until you can come in to see me. This means gently applying a clean wash cloth soaked in hot faucet water to the outside of your eyelids for 2 to 3 minutes at least 3 to 4 times a day. The hot compress boosts circulation to your eye area which brings a large number of anti-infective white blood cells to the infected region.

***Did you know that the common cold can cause pink eye?*** The same viruses that cause colds, sore throats and other respiratory tract infections can cause pink eye. Common household bacteria such as *staphylococcus* or *streptococcus* can also cause conjunctivitis or “pink eye.”

To minimize your risk, practice good hygiene and keep your hands away from your eyes as much as possible, especially if you or someone around you has a cold, sore throat or other respiratory tract infection. Both viral and bacterial conjunctivitis can be highly contagious. Eye drops, contact lenses, contact lens cases, eye makeup and foundation makeup that you apply close to your eyes should never be used by more than one person.

**SEASONAL ALLERGIES.** Allergic conjunctivitis is not infectious or contagious. It occurs when you are exposed to materials that cause an allergic reaction, such as pollen or dander, and is often seasonal. Contact-lens wearers should pay close attention when they switch to a new contact lens solution or rewetting drop because you can have an allergic reaction to an ingredient in the new product. For those of you who are allergy sufferers, a new generation of prescription eye drops is now available that offers immediate and long-term relief from the discomfort that frequently accompanies exposure to allergens.

**CHEMICAL IRRITANTS.** Chemicals you are exposed to in items such as soap, cleaning products, chlorine, smoke and exhaust fumes can cause noncontagious conjunctivitis symptoms. Conjunctivitis or “pink eye” caused by a chemical irritant is best treated with artificial tears and limiting future exposure to the irritant.

Because there are so many different causes of pink eye, definitive treatment can only be prescribed after a brief eye exam. If you suspect that you have pink eye, please call Total Eye Care promptly. Reception will schedule you an urgent appointment with Dr. Kraft as soon as possible. When you call, we can also provide detailed information on how to avoid spreading your infection to others.

## CATARACTS

Cataracts are another common condition that can occur at any age. It is a clouding of the normally clear crystalline lens of the eye. The function of the lens is focusing what we see onto the retina (the nerve layer of the eye) which in turn transmits the impulses to our brain and gives us clear sight. If the lens is cloudy however, the image is also cloudy. There are many different types of cataracts and

they can occur at different ages. Younger people usually develop cataracts that cause excessive glare and light sensitivity while older people can have a generalized reduction in brightness and quality of their vision. Our brains adapt to this gradually reduced vision and many people are unaware of how poorly they see. Cataracts are easily diagnosed and in future issues I will go over the amazing techniques and technology that I use to return clear vision to my patients.

## **EYEGASSES SPECIAL**

**From now through April 16, 2010, receive a \$100.00 discount when you purchase one complete pair of eyeglasses costing more than \$300.00.**

**To test your near vision, here's the fine print:** You must present a printed copy of this email when you **place** your order. Coupon does not apply to purchases of multiple pairs of eyeglasses that together cost more than \$300.00. No other discounts may be combined with this coupon, but you will receive the sale price of merchandise that we have placed on sale. You are strictly limited to one coupon use per person. However, if you are simultaneously purchasing eyeglasses for yourself and a family member and each of you meets the other terms of this offer, then both you and your family member will be entitled to this discount. For example, two discounts could be applied to one purchase transaction if someone was buying a \$350 pair of eyeglasses for themselves and a \$350 pair of eyeglasses for their father or teenage daughter. This coupon has no cash value and cannot be redeemed for cash. Coupon is not valid on previous purchases.

## **BOTOX®, JUVEDERM® AND LATISSE®**

We have just received approval from the manufacturer to reinstate our combined special which allows you to purchase 20 units of Botox® and a vial of Juvederm® for \$595.00.

We always have FDA-approved LATISSE® on hand for patients who want longer, darker and fuller eyelashes. Don't be fooled by cosmetic companies into paying for an unproven eyelash enhancement product! LATISSE® is the only product on the market that has been proven to grow longer, darker and fuller eyelashes in clinical studies rigorous enough to satisfy the FDA's new drug approval requirements.

## **IMPORTANT NEWS**

The Buffalo Grove office reconstruction has been completed. Come see our expanded optical department! Parking is always free.

If you have any questions or comments, I would be delighted to hear from you. Please email me at: [DrBKraft@BKraftMD.com](mailto:DrBKraft@BKraftMD.com).

If it has been a while since your last exam, please do not hesitate to call today to inquire about scheduling your next appointment. For your convenience, you can now email either office to arrange an appointment. E-mail and the Buffalo Grove office at [ReceptionBG@BKraftMD.com](mailto:ReceptionBG@BKraftMD.com)