

inSight!

SUMMER 2011



**South Jersey Eye Associates, P.A.
& South Jersey Eyewear**

205 Laurel Heights Drive
Bridgeton, NJ 08302
856-455-5500 • SouthJerseyEye.com

IN THIS ISSUE:

- Warning Signs of Child Vision Problems
- Why Sunglasses Really Do Matter
- Sports Eyewear
- Community Focus

...and more!



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SIGHT FOR SPORT EYES

SJEA: Your Sports Eyewear Headquarters



Cycling

Wind, sun, dirt, debris. The dedicated cyclist isn't fully equipped without eyewear designed for the sport. More than just a matter of protection, top quality cycling eyewear also enhances your vision and optimizes your performance. SJEA carries the latest in cycling-specific eyewear favored by the pros, including Rudy Project® and Oakley®'s ophthalmic and sunglass lines. You can also order other great Rudy Project gear through SJEA, like cutting-edge helmets and bags designed for the cyclist on the go.

Golf

On the golf course, light conditions can change in the blink of an eye. If your vision isn't clear and sharp, even the best swing will be wasted. Golf-specific sun lenses like Transitions SOLFX adapt automatically to changing light and shade conditions, allowing you to keep your eyes on the ball. SJEA's optical department South Jersey Eye offers Transitions SOLFX as well as a fantastic variety of other high performance lenses and frames designed for the golfer by leading names in sports eyewear like Nike® and Oakley®. Let us help you find the perfect eyewear for your game.



SJEA Featured Eyewear

Come see what's NEW in eyewear at our extensive optical department! *Your eyes will thank you!*

Harley-Davidson®

Capture the spirit of America's most legendary brand. Revolutionary style, uncompromising quality.



Steve Madden

Make a statement with trendsetting designs.

Eyes of Faith™

Discover 'hope inspired eyewear™'.



Visit our eyewear center for these featured brands and over 1,000 other designer and budget eyeglasses, sunglasses and contact lenses! Ask about our 5 Great Reasons...

inSight

South Jersey Eye Associates, P.A.

Patient News

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South Jersey
Eye Associates, P.A.
Eyecare At Its Best

“ You care. We care. I Care.

Our patients come first. It should go without saying, but we recognize that not all health care is made the same. We make it our business to never forget what the “care” in “eye care” really means. Your vision is precious to you — and it is to us, too. We value the trust you place in us. We’re constantly striving to improve your experience at SJEA whether you’re booking an appointment, undergoing an eye exam or shopping for a new pair of glasses.

But we depend on your feedback. Let us know what you care about by contacting us at info@southjerseyeye.com or 856.455.5500.



Monday	8:00am - 7:00pm
Tuesday	8:00am - 6:00pm
Wednesday	7:00am - 6:00pm
Thursday	8:00am - 6:00pm
Friday	7:00am - 4:00pm

856-455-5500

24 Hours A Day, 7 Days A Week

Fax: 856-455-5480

SouthJerseyEye.com

Sunglasses: More than Just a Fashion Statement



A quality pair of sunglasses is about more than just personal style. Sunglasses are an essential form of eye protection when spending any time outdoors. The eyes are even more vulnerable than the skin when it comes to the dangers of UV light. In addition to short term pain and discomfort, the sun can contribute to more serious and lasting eye damage like cataracts, age-related macular degeneration and skin cancer on the eye lid. Sun glare also presents a major hazard to motorists who are driving unprotected. And sunglasses limit the amount of dirt and debris that can blow into the eye.

When shopping for sunglasses, keep these tips in mind...

- Insist on lenses that block out 99-100% of the UVA and UVB rays.
- Large or wrap-around lenses provide more protection.
- Ensure the frames fit well and are comfortable.
- If you wear prescription lenses, ask our opticians about available UV lens coatings or prescription sunglasses.
- Make sure children are protected, too!



Dr. Robert M. Cole, III
Optometric Physician



Dr. Michael A. Feinstein
Optometric Physician

Dr. Harry A. Lebowitz
Ophthalmologist

Warning Signs of Vision Problems in Children

Kids aren't always aware when they are suffering from a vision problem. Poor vision can often be the cause of learning and socialization problems. Be on the lookout for these potential warning signs in your children:

- Holds books or other materials close to face. Resists reading.
- Sits close to the television or computer screen
- Habitual squinting, closes or covers one eye
- Eyes crossed or out of alignment
- Tilts head or views things out the corner of the eye
- Sensitivity to light
- Complains of headaches or tired eyes. Rubs at eyes.



EYES ON COMMUNITY

Play Ball!

SJEA is a proud sponsor of the North Cumberland Softball Little League and the Cohansey Soccer Club. We're thrilled to do our part in supporting local athletics. *We hope you'll join us in cheering these teams on!*



Newspaper in Education

SJEA is pleased to support The South Jersey Newspaper Company's "Newspaper in Education" program which provides students at local schools with copies of current newspapers for use as in-class texts. The Newspaper in Education program helps foster literate students who are engaged in the world around them. *We're delighted to be a part of it.*

