



Georgia Eye

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Greetings!

Ahh...fall is in the air! With Halloween just around the corner, we wanted to make sure you know costume contacts can be a dangerous addition to your scary attire. Check out the article below to learn how they can be worn safely. We have also included info in this newsletter about several exciting additions to our practice, including a new practice administrator, low vision products in our optical shoppe, and the new BlephEx procedure available to cleanse your eyelids and lashes to reduce redness and itching. Finally, don't miss out on our money saving coupons.

As always, we thank you for being a loyal customer!

Halloween Tip: Use Care When Wearing Costume Contact Lenses

While costume contacts may be the perfect touch for your Halloween costume, be aware that non-prescription contact lenses can cause multiple, sometimes serious, vision problems. In fact, the American Academy of Ophthalmology has issued a warning to costume shoppers about over-the-counter costume contact lenses after a new study found that several varieties tested positive for chlorine and other harmful chemicals.

Over-the-counter decorative contact lenses can also seriously harm your eyes by causing scratches, sores, infections and, in the most extreme cases, blindness. To safely wear costume contact lenses for Halloween or any time of year, follow these guidelines:

- Get an eye exam from a licensed eye care professional who will measure each eye and talk to you about proper contact lens care.
- Obtain a valid prescription that includes the brand name, lens measurements and expiration date.
- Follow the contact lens care directions for cleaning, disinfecting and



wearing the lenses.

- If you notice redness, swelling, excessive discharge, pain or discomfort from wearing contact lenses, remove the lenses and seek medical attention from your eye doctor.

New BlephEx Procedure Treats Itchy, Irritated Eyes



Are you experiencing red, irritated, itchy eyelids or dandruff-like scales on your eyelashes? If so, you most likely have a condition called blepharitis. Individuals with blepharitis may also experience a gritty or burning sensation in their eyes, excessive tearing, dry eyes or crusting of the eyelids. It is a common eye disorder caused by either bacteria or a skin

condition, and the key to treating most types of blepharitis is keeping the lids clean and free of crusts.

Georgia Eye Associates is now pleased to offer BlephEx[®], an advanced technology in the treatment of blepharitis. [BlephEx](#) is a painless in-office procedure in which a small hand piece is used to very precisely and carefully spin a medical grade micro-sponge along the edge of your eyelids and lashes, removing debris and exfoliating your eyelids. The procedure lasts about 6-8 minutes and is well tolerated by most patients.

If you are experiencing symptoms of blepharitis, [contact us](#) today to see if you can benefit from BlephEx.

Employee Spotlight: Mike Payne, Practice Administrator

Georgia Eye Associates is happy to welcome our new practice administrator, Mike Payne. Originally from New York, Mike moved to Georgia as a preteen and subsequently graduated from South Gwinnett High School in 1984. After high school and some college, he joined the Army where he served as a medic for 20 years, including four tours in combat zones. Before retiring as a Sergeant First Class from the Army in 2007, he received a BS in Healthcare Management from Franklin University. Continuing his education, he later attended Columbia College and obtained his MBA in 2012.



Mike has been in practice management working primarily in the Family/Internal Medicine arena since retirement from the Army, minus the last three years where he was a Joint Commission Compliance Officer for a military hospital in Missouri. Mike says he came back to Georgia in the hopes of getting back to his southern roots and to be closer to his parents as they enter their golden years. His professional goal is to be a leader in a growing organization, providing strategic planning and structure.

Low Vision Products Now Available at Georgia Eye Associates



Georgia Eye Associates provides low vision exams for patients whose loss of eyesight makes everyday tasks difficult. For those with low vision, simple things such as reading, writing, shopping, watching TV or driving a car can be challenging (if not impossible), even with regular glasses, contact lenses, medicine or surgery.

Low vision is not a regular part of aging, but it can affect anyone. It can be caused by injuries or by eye diseases, such as macular degeneration, glaucoma or diabetic retinopathy. These conditions can occur at any age but are more common with the elderly.

If you have been diagnosed with low vision, there are numerous devices available in our Optical Shoppe to help you enjoy a wide range of activities and hobbies. Some of these include easy pocket magnifiers, portable video magnifiers and telescopic glasses. Drop by today and talk with us about the low vision resources available.

We're Always Happy to Hear From Our Patients

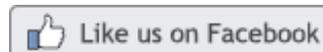
Nothing pleases us more than knowing we've provided our patients with outstanding and compassionate care. If you've enjoyed your experience at Georgia Eye Associates, there's no better way to say thank you than by filling out an online review. A good review inspires our doctors and staff to keep performing at the highest levels of care and encourages other patients to give us a try.

Review sites such as [Google](#), [Yelp](#) and [Healthgrades](#) make it quick and easy to post reviews. Please accept our gratitude if you're willing to give us a shout out online. We look forward to seeing you at your next visit!



Don't Forget...

- Set your clocks back one hour when you go to bed on **Saturday, October 31st!**
- **Buying a spare pair of glasses, sunglasses or extra contact lenses is a great way to use your remaining flex spending dollars before the end of the year!**



Save 50% Get 50% off a complete frame* and lens package at the Lawrenceville and Tucker locations.

**Offer valid on select styles including but not limited to Michael Kors and Kenneth Cole. Must present coupon at time of purchase.*

Save Get 50% off a complete frame* and lens package at the

50% Buckhead location.

**Offer valid on select styles including but not limited to Michael Kors and Ferragamo.
Must present coupon at time of purchase.*