

TOTAL EYE CARE

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Dear Total Eye Care Patient,

Thanks for your continuing support of these newsletters. By the number of comments I have received, some of you are actually reading this and not sending it immediately to spam or trash! In any event, in the previous two newsletters, I discussed a little about Glaucoma, Cataracts and Conjunctivitis. In this issue, I want to talk about cataract removal and vision restoration.

HIGH DEFINITION PRESCRIPTION LENSES

My two opticians, Laura and Rose, have been clamoring for me to tell everyone about the new DIGITAL lenses that the office is now using. Instead of using a molded cast, these lenses are Laser guided in their design and manufacture. Each lens is individually customized for you, similar to the wavefront guided analysis that I use in my LASIK and PRK refractive surgery patients. The quality is unsurpassed and the clarity and sharpness is outstanding. It is like going from black & white TV to High Definition. These lenses are not available to the retail chains and are only available to specialty providers like IN Sight Optical and are not available to the retail chains.

CATARACTS

In the last newsletter, I explained that cataracts are a clouding of the normally clear crystalline lens of the eye. During surgery, I remove the cataract through a 2.4mm opening using a titanium probe that vibrates 40,000 times per second to break up the cataract into small pieces so that I can easily remove them easily from the eye.

But, that is only the beginning. Because the natural lens is used to focus images on the retina, once removed, some sort of optical appliance must be used to restore sight. In the prehistoric days prior to 1985, either thick “bubble glasses” or contacts lenses were used to restore the vision. Both had substantial drawbacks but the vision was still better than the disabling cataract.

What happened around 1985 was that the IOL-Intraocular lens- started to become the standard of care.

HISTORY LESSON

In the aftermath of World War II, a junior British Ophthalmologist named Dr. Harold Ridley, made an interesting discovery. While examining pilots that had been shot down, he noticed that many had pieces of plastic from the plane’s windshield embedded in their eyes and that there was no corresponding foreign body reaction. In 1949, Dr. Ridley implanted the first artificial lens out of this material with some

degree of success.

Early on, he was vilified for his research and ostracized from the Ophthalmic community. Long story short, he persisted in his research, others followed and he revolutionized vision correction. He died last year but not before achieving worldwide honor and a Knighthood from Queen Elisabeth of England. Today, there are many types of IOLs.

MULTIFOCAL IOL

This type of implant is based on the Hubble telescope imaging technology and allows one to see at both distance and near without glasses. You are really able to throw your glasses away for the rest of your life.

ASTIGMATISM CORRECTING IOL

For those of you that have astigmatism (meaning that the shape of your cornea is more oval than round), these implants are able to correct your vision so that distance glasses are usually not necessary.

SPHERICAL IOL

These IOLs are designed to correct the distance vision as much as possible. However, full time glasses are frequently necessary to see clearly.

ASPHERIC IOL

These IOL's give the least amount of visual aberration. Its optical qualities are also used in the manufacture of MULTIFOCAL and ASTIGMATISM lenses.

ALLERGY season has really hit with a vengeance lately. Please review my last newsletter on the types of pink eye that we get at this time of the year.

INTRALASE and I-LASIK

I am now performing the all laser LASIK procedure using the FEMTOSECOND Laser. This is the bladeless (no cutting) procedure. I will discuss this in more depth in the next newsletter as I am running out of space and time.

OFFERS

BOTOX®, JUVEDERM® AND LATISSE®

With the purchase of one syringe of Juvederm® for \$595.00, you will receive 20 units of Botox® free. This is a limited offer through June 6, 2010.

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. Through May 30, 2010 you are eligible for an online **\$20.00 rebate** for each purchase.

CONTACT LENS WEARERS

Buy a one year supply of lenses and get free shipping direct to your home. In addition, you will be eligible to purchase a pair of sunglasses for \$99.99 plus tax from a select group of frames retailing for \$130.00 or less.

OPTICAL

Buy one complete pair of glasses and receive 50% off a second complete pair of equal or lesser value. This offer is valid on new prescriptions only and for the same patient. No other promotions apply. A copy of this email coupon must be presented at the time of purchase. Offer expires on June 30, 2010.

FREE SHIPPING for glasses via UPS. See the opticians for details.

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. Many common questions can be answered by visiting our website at www.drbkraft.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 ReceptionBG@BKraftMD.com.

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