

A Grand Rapids Ophthalmology Publication

# BLUESKYEYE

## Magazine

Care and  
COMPASSION

Doctor  
SPOTLIGHTS

Life-Changing  
LASIK

Computer  
VISION

top **4**  
**MUST  
HAVES**



# FYSH

Confidence has no competition, individuality is an expression and style is the personal signature. FYSH is designed for the strong, ambitious, game changing women who embrace individual style. Combining the latest runway looks with the color trends of the season, FYSH eyewear features a vast array of bold colors, intricate patterns, unique constructions and shapes.

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Established in 1961, WestGroupe is family owned & operated with over 55 years of industry insight. WestGroupe is dedicated to defining future standards in the optical business by developing, creating, and supporting innovative products and services that allows our customers to succeed.

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# EYE CARE YOU **TRUST,** FOR THE ONES YOU **LOVE.**

Welcome to the debut issue of *Blue Sky Eye Magazine*.

We're excited to have a new and vibrant way to connect with you, our valued patients and future patients. Our goal with this publication is to keep you updated on the newest eyewear selections from our designer collections, as well as to offer some insight on our state-of-the-art eye surgery technology, tips on new health and wellness trends, and in issue one, even a couple of fantastic vacation destinations for our spring travelers. We hope you find valuable information inside.

We searched the world to find the right combination of goods and resources, and Grand Rapids Ophthalmology is now stocked with exquisite new selections. We have chosen the most fashionable trends from top European and American designer collections, including Maui Jim, Lilly Pulitzer, Vera Bradley, Nike, bebe, and John Varvatos, to name a few. We showcase the top trends and styles for men, women, and children, including the looks, textures, fits, and colors that are tops this year.

A special thanks to all of our vendor partners for helping make our publication possible. And as always, we would like to thank each and every one of you, our wonderful patients, for your patronage and support. We look forward to seeing you again soon!

Sincerely,

**Zachary Smith, MHSA, COE Executive Director of Grand Rapids Ophthalmology**  
*and the entire team at Grand Rapids Ophthalmology*

OUR **PROMISE**  
TO YOU:

- Expert
- Compassionate
- Reliable





# 12 CONVENIENT LOCATIONS

Grand Rapids Ophthalmology is the largest fully-integrated eye care medical group in the region. We offer a full suite of eye care services from routine eye exams, contact lenses and glasses, to the most advanced medical and surgical treatments such as LASIK, cataract, cornea, retina, glaucoma, oculoplastics, pediatric, and both cosmetic and reconstructive eyelid surgery.

We have served the needs of patients like you since 1982, keeping pace by offering the most advanced technologies available, delivered by a committed, caring, and expert group of doctors and staff. We are here for the lifetime of your and your family's eye care needs.

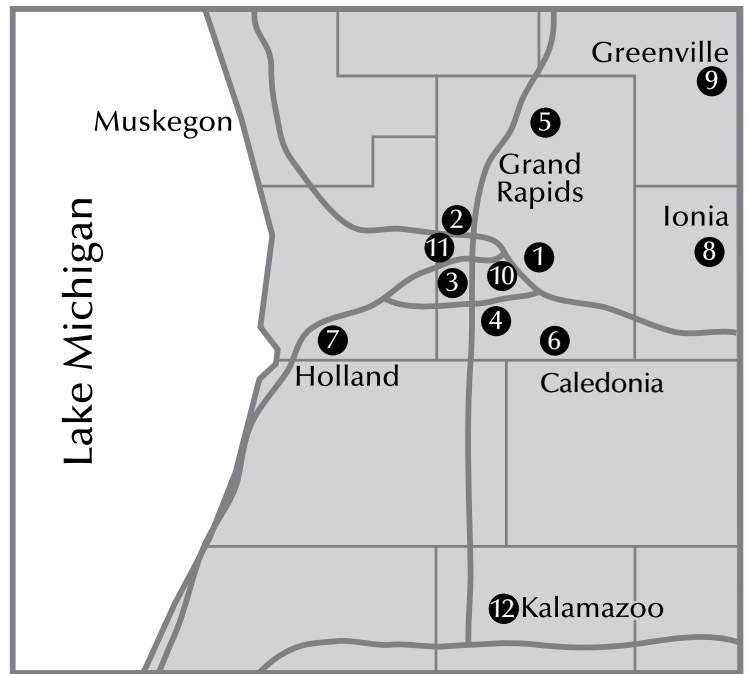
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OUR PURPOSE:  
**LEAD THE WAY.  
IMPROVE SIGHT.  
CHANGE LIVES.**

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**OUR VISION** is to be the model for unsurpassed patient experience, inspiring and empowering our team through innovation, dedication to excellence, and the creation of opportunity through growth.

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# CARE AND COMPASSION

## Going the extra mile

Lillian Havenga, of Spring Lake, Michigan, says her ophthalmologist saved her vision. Dr. Yosef Gindzin went out of his way to help her by coming in to work on his day off and by carrying her to and from his office in the snow.

Lillian has wet macular degeneration and is nearly blind in her left eye. She can still see reasonably well in her right eye but needs shots every four weeks to keep her vision.

"She's kind of an unusual patient. If we're late at all with her injection, she starts to bleed," said Dr. Gindzin, an ophthalmologist at Grand Rapids Ophthalmology. "So, in the last 15 years, we've tried not to be late by one day."

Lillian's appointment was originally scheduled on a Thursday, but she couldn't make it, because she was in the hospital getting emergency treatment for a separate health issue.

Lillian was finally cleared to leave the hospital on Saturday, but she and her daughter, Marie Havenga, didn't want to wait any longer to get her eye injections, since it could mean further loss of vision.

That's when Marie reached out to Dr. Gindzin to see if he could help them.

"He gave me his cell phone number and said he would be willing to meet her at the office on Saturday and open up, just so he could give her eye injections, in hopes of saving her right eye," she said.

When they arrived at Dr. Gindzin's office there was too much snow in the parking lot to drive through, let alone navigate in Lillian's wheel chair. "We didn't plow our driveway, because it was the weekend, and her car couldn't make it up to the door," said Dr. Gindzin. "So, I just carried her into the building."

After the successful procedure, he carried her back to her car. Lillian is ever grateful for Dr. Gindzin, saying, "He carried me into the office, treated me, and carried me out again. Now what doctor would do that?"



616-319-1922

Michelle was thrilled to learn about Advanced Technology Lens Implants, which optimize near and distance vision, and correct astigmatism.



# goodbye GLASSES



**Michelle McKormick, Radio Personality and Morning Co-Host on WLAV-FM, thanks Grand Rapids Ophthalmology.**

My eye sight was fading, even with my glasses. At night and in dim lighting I was seeing halos. It was time for a consult with Grand Rapids Ophthalmology, where it was revealed that I was developing cataracts. Dr. Barrett took such good care of me, and we decided that Advanced Technology Lens implants would be the best course of treatment for me.

I went in for the surgery on my right eye and was happily greeted with a warm blanket; frankly, it was heaven. The staff explained that the procedure would be quick and, once complete, there was a good chance I would be able to see clearly both near and far. Quick was an understatement. The surgery was over in about 10 minutes! By

the time I got home, I was amazed to realize that I could already see perfectly out of that eye, and I didn't even need my reading glasses! That was the biggie for me — no more readers. Two weeks later, I went back to have the same procedure done on my left eye, and the overall results have been life changing.

To follow Michelle's complete cataract journey, visit [seeitclear.com/michelle](http://seeitclear.com/michelle).

For more info on cataract surgery turn to page 38.

**If you think or know you have cataracts, schedule a cataract evaluation now. Call 616.588.2711 today!**

Advanced Technology Lens Implants reduce or eliminate your dependency on glasses or bifocals after surgery. The best lens for you depends on many factors, including your lifestyle and specific vision needs.



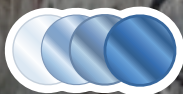
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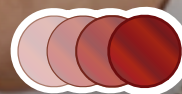
GOLD



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## Dr. Joe Morehouse

Dr. Morehouse performs small incision cataract surgery using advanced technology intraocular lenses, implants for astigmatism, and traditional intraocular lenses. He also performs LASIK surgery, as well as treating patients for routine eye care, glaucoma, and diabetes. Dr. Morehouse received his medical degree from Michigan State College of Osteopathic Medicine, completed his residency at St. John Providence Health System, and is a graduate of Michigan State University. He is a member of the American Academy of Ophthalmology and the American Society of Cataract and Refractive Surgeons.

Dr. Morehouse likes tennis, watersports, all things summer, and hanging out with Chuck, his one-eyed rescue dog.

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# DOCTOR SPOTLIGHTS

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## Dr. Ian Hui

Dr. Hui specializes in primary eye care for all ages, including routine eye exams, preventative care, specialty contact lens fittings, medical eye care, and pre-and post-operative management. Dr. Hui graduated from Illinois College of Optometry and has been in practice since 2013. He is a member of the American Optometric Student Association (AOSA) and holds optometric licenses in both Michigan and British Columbia.

Dr. Hui enjoys all things athletic, especially basketball, which he hopes to coach one day. He is engaged to be married to Grand Rapids Ophthalmology optometrist, Dr. Ashley Tholen, and they have a purebred Siberian husky named Meisha.

---



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top

by  
Catherine Skelton

# MUST-HAVES

Confessions of an Eyewear Enthusiast

Most of us remember our first pair of prescription glasses. It was all so new. Did you embrace your need for prescription eyewear? Did you enjoy selecting your new daily accessory? For many people, the answer to that question is no. One thing that should have been clear from the start was that this tool taking up real estate on your face was, in fact, going to improve your life. The good news is that this visual tool has also become the darling of the fashion industry and is as collectible an accessory as shoes and watches.

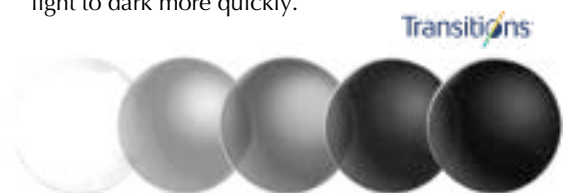
My first eye exam came as the result of a less-than-terrific start to first grade. The teacher suggested that I may be having problems seeing the board. Sure enough, my eye doctor discovered myopia, more commonly known as nearsightedness. Thanks to my mother seeing no good reason to purchase just one pair of glasses when there were three to choose from, my first eyeglass collection was born!

Coincidentally (or not), I grew up to work in the optical industry, and one of the perks you may think I enjoy is an extensive selection of eyewear. The reality is we all enjoy the same privilege, and the choices are fantastic! The difference may be our education about the options and what questions to ask. For many of us, this becomes a topic of discussion with friends, colleagues, and fellow customers. People are fascinated when they see a well displayed private collection of prescription glasses. Visits to my closet to enjoy my beautifully curated eyeglass collection is a treat for me to share with friends. What few people realize is that they too can have this type and variety of personal eyewear.

Helping people understand what their personal eyewear wardrobe should include is a skill in which your optician should excel. Do we all need an eyewear wardrobe? Yes. Is it realistic to expect that one pair of glasses meets all our daily visual needs? No.

I am constantly asked about my personal list of must-haves. The foundation of my eyewear wardrobe consists of three pairs of glasses. Each pair plays a distinct and vital role in my daily visual routine.

**#1 Primary:** This frame is versatile, durable, and consistent with my wardrobe style. The lens is the progressive design that my optician recommends, and I select Transitions® for light control (when I am outdoors at football games, walking the dog, riding a horse, gardening) and non-glare to both reduce glare and reflections and to help the lenses transition from light to dark more quickly.



**#3 Work:** For work, most need computer (NVP) or anti-fatigue lens. This type of glasses should be worn during screen time, at work, school, or any extended time spent on the computer or other digital devices. You will be amazed how much more comfortable and productive you can be with the assistance of this non-glare lens technology.



Flexon eyewear fits, feels and forgives like no other metal frame on the market. Pulled and twisted, stretched and bent, Flexon eyewear remembers its original form and amazingly reclaims it. A great and durable choice for daily wear or active lifestyles.

**We all need multiple eyewear options. It is not realistic to expect that one pair of glasses meets all our daily visual needs. Your optician is a great resource to help you determine how to build an effective eyewear wardrobe.**

**#2 Sun:** These are prescription polarized sunglasses, with a frame large enough for good coverage and the same lens design as my primary pair. While my primary glasses get dark outside, they will not function as sunglasses while driving and will not reduce glare in the car, due to the lamination on car windows. It is common to hear, "I can't believe I waited this long for prescription sunglasses." People love them. The color of your lens should be discussed with your optician to determine which will best suit your needs.



Red Sands, by Maui Jim.





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**#4 Play:** Your eyewear wardrobe may include a unique fourth option. Everyone will benefit from a primary pair, a sun pair, and a work pair of glasses. In addition, some people will choose to add a sports-specific design (golf, cycling, or racquetball) or a dressy- or funky-designed frame for evenings and weekends. The choices for this third design are as varied as the people making the selection.

For people with the benefit of vision insurance, building your eyewear wardrobe just became more affordable! Discussing your benefits with your optician is the first step. Most plans will offer generous multiple-pair benefits.

Protecting your eyes is a responsibility that should be taken seriously. Discussing how you use your eyes and any difficulties you are experiencing should be done yearly. The tools to make your vision comfortable, safe, and fashionable are all easily available. Build your collection with these must-have basics as the foundation. Where it leads from there is as far as the eye can see!



top 4

MUST-HAVES

Model wearing DVF5111,  
Color: 405

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# COMPUTER VISION



by Catherine Skelton

## A changing world is changing the way we see

The twenty-first century affords us access to the world on demand. Whether you're searching for the scores from all the games last weekend, a recipe for your favorite dessert, or information about dry itchy eyes, the time spent searching can be fun, informational, and exciting. It can also be tiring and uncomfortable for your eyes.

The average person owns a smart phone, computer, or tablet, and at least one television. The average number of hours spent

in front of a screen each day is six. It's not surprising that one of the most frequent Internet searches according to Google is "computer vision and dry eyes." Do you know what questions to ask your eyecare professional to address these symptoms?

Up to fifty percent of the adult population suffers daily from dry, fatigued, sore, and tired eyes. Most of these people can experience significant relief from changing some screen time habits and wearing the most up to date visual technology.



**The first step in discovery is to schedule a comprehensive eye exam.**

*Bringing the following information with you to the exam will help your eye care team in their evaluation.*

- How many hours, on average, do you spend on a computer, your phone, or watching television?
- Describe your work space, include lighting and the height and distance you sit or stand from your computer screen.
- Know the exact distance: Take a measurement from the bridge of your nose to the computer screen.
- What symptoms are you experiencing?

One of the most life-changing products available for symptoms associated with screen viewing is a computer lens. Many of these lens designs offer a small window for distance (a functional office distance), a large intermediate area for viewing a computer screen, and a wide, flat area for reading additional documents. The difference between this lens and your everyday progressive is the reconfiguration of the viewing areas, designed specifically for this focal distance.



Along with the addition of a non-glare prescription computer lens, make sure to add the following to your daily routine.

- **Blink:** We tend to fixate on screens and neglect to blink. Make a point to blink, which lubricates and relaxes your eyes.
- **Improve your lighting:** When possible, eliminate fluorescent bulbs.
- **Minimize glare:** The glare from shiny surfaces, windows, and such can additionally strain your eyes while working.
- **Adjust the screen settings on your computer and phone screens for the proper brightness, font size, etc.**

Be mindful of your daily habits. Have a discussion with your optician about your habits and any visual changes you have experienced. This, combined with wearing the latest optical technology, will allow you to take full advantage of your digital devices and all that they offer.





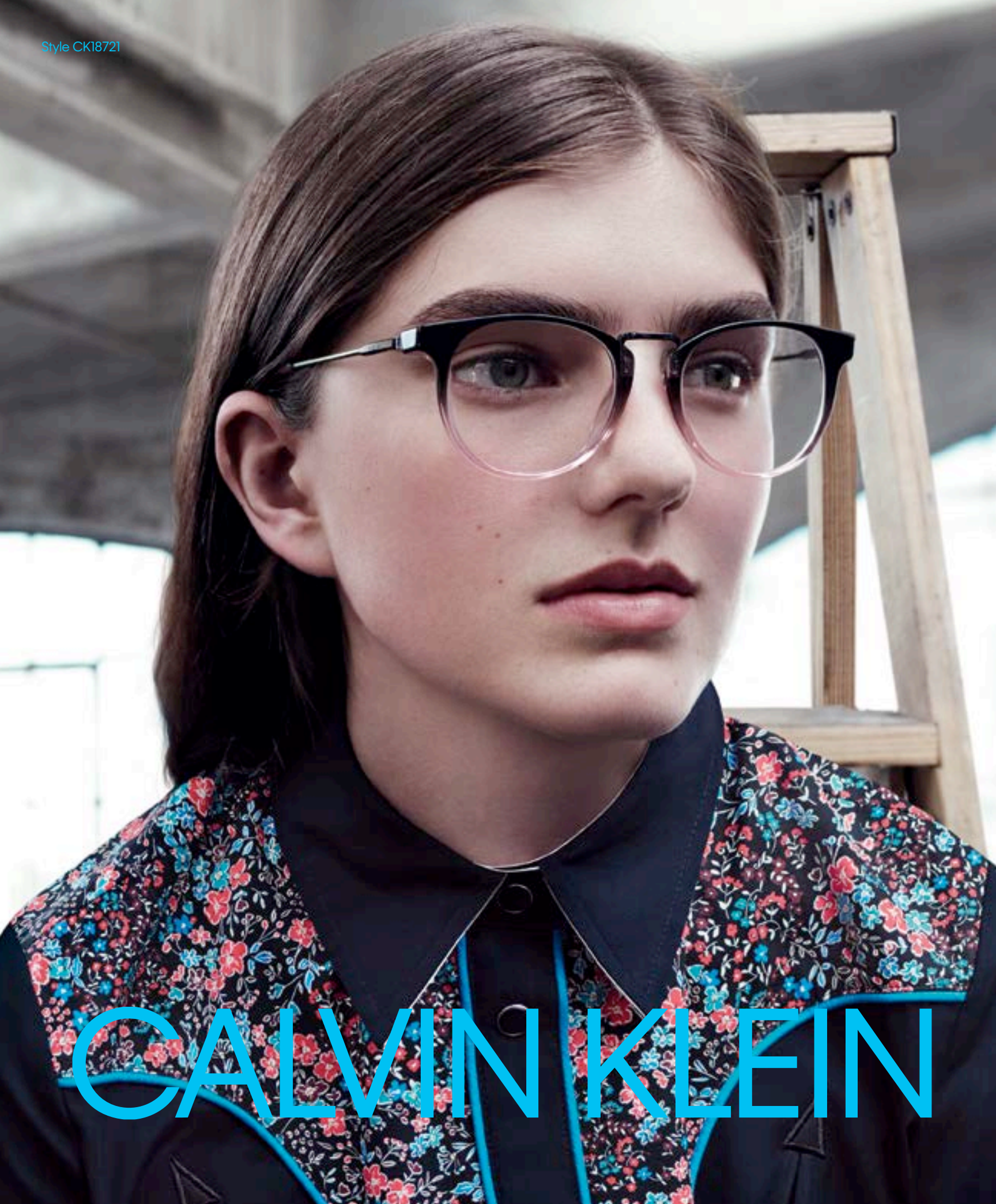


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CALVIN KLEIN



# kids need EYE EXAMS too

Education can be challenging enough, even for kids with perfect vision. But what if your child is struggling to see? Would they even realize there was a problem? Would they be willing to admit to or discuss it? Children with vision issues may not recognize their sight is different from the other children around them, or if they do, they often mask their difficulty to avoid calling attention to the problem. The consequences can greatly hinder their ability to perform well in class or do homework, keep them from playing sports, or even lead to chronic headaches. Left unchecked, a child with poor vision can struggle to learn, which can lead to low self-esteem and falling behind their grade level.

While the basic vision screenings administered by schools are often adequate, the screenings haven't changed much over the years and are realistically only designed to let parents know of the possibility of an obvious, general vision problem. A comprehensive eye exam should be performed by an eye care professional before a child starts school. A child requiring glasses or contact lenses should have an exam annually.



**Left unchecked, a child with poor vision can struggle to learn, which can lead to low self-esteem and falling behind their grade level.**

# Protect your family with routine eye exams



## 10 warning signs that a child may be experiencing vision problems:

- Sitting too close to the TV or holding a book unusually close to the face
- Often losing his or her place while reading
- Squinting or tilting of the head in an effort to see better
- Frequent eye rubbing
- Sensitivity to light and/or excessively watery eyes
- Closing one eye to read, watch TV, or other such activities
- Avoiding activities which require good vision, such as reading or sports
- Complaining of headaches or tired eyes
- Complaining that using a computer is painful on the eyes
- Experiencing an unexplained downturn in grades



If a child exhibits any of these signs, parents should schedule a comprehensive eye exam. The exam could reveal nearsightedness, farsightedness, or astigmatism, any of which can be easily corrected with eyeglasses or contacts.



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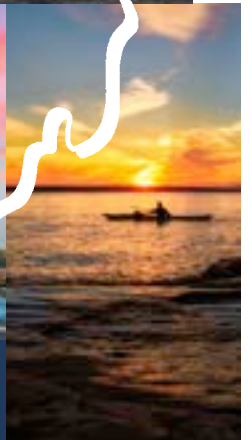
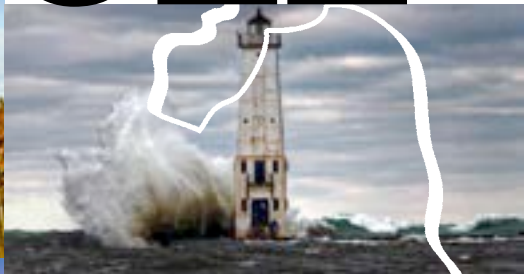
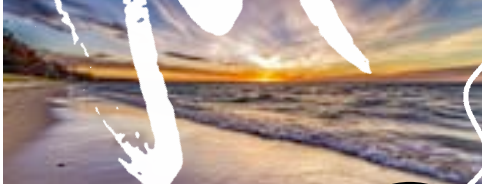
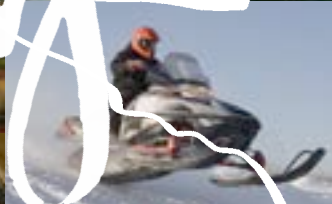
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**Alcon** A Novartis  
Division

GO

SEE

DO!



How lucky we are to live in a state with such beauty and splendor that is ever-changing with each new season! But, sometimes, you have to think outside of the mitten and set off to explore the world around you.





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RIGHT.  
MADE  
HERE.**



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COLLECTION

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# JAMAICAN PARADISE

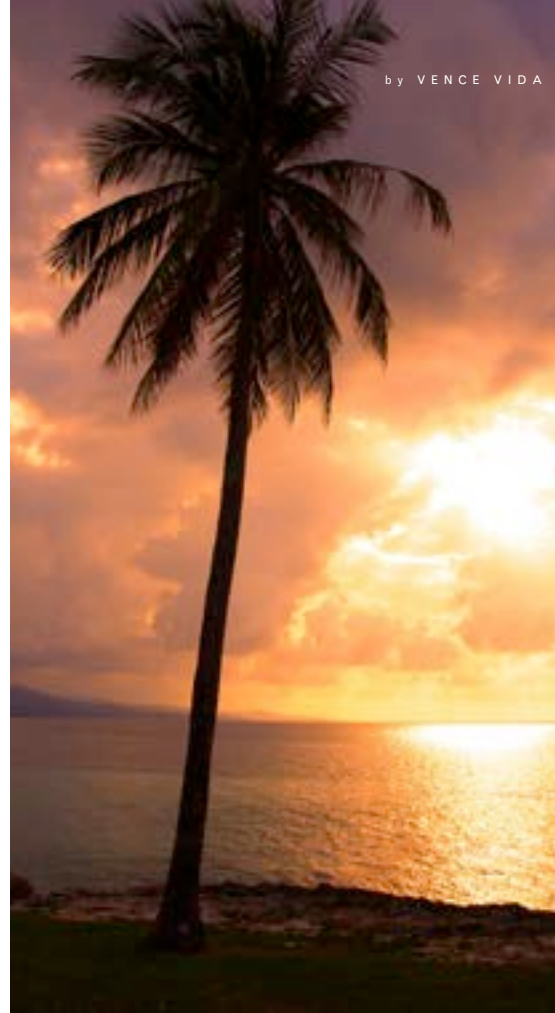
## PLANNING YOUR TRIP TO MONTEGO BAY

Montego Bay (or Mobay, as it is known to the locals) is the second largest city on the island of Jamaica and known for its natural beauty, its crystal blue waters, and its friendly accommodating people. Hotels in Montego Bay are plentiful and affordable, making the destination a popular one for couples, honeymooners, families, and solo travelers alike.

Montego Bay also sports a number of all-inclusive resorts, which greatly reduce the stress of pre-travel planning and allow guests to just relax in the luxury of the island experience. The resorts in Montego Bay are known for their exceptional service and for the varied entertainment options they provide their guests.

If you are thinking about making Montego Bay your next travel destination, allow us to offer a few tips that will aid you in planning your trip.

Whether you book one of the many Montego Bay hotels or select from the dozens of resorts, you should start planning your trip as early as possible. Montego Bay is an increasingly popular destination, and if you do not book early, your choices for accommodations may be limited.



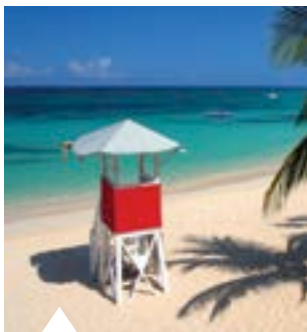
Montego Bay is also a popular cruise destination, so you may opt to make your first visit (or your second, or your tenth...) part of a greater Caribbean cruise.



Montego Bay is known for its array of fine shops and quality locally-made products. Once you arrive, you can enjoy plenty of duty-free shopping, so pack light on the way in, so you have space to fill with all the treasures you will find for the trip home.



There is a strong and varied tourism industry that offers an impressive array of exciting options, including zipline parks, catamaran sailing excursions, swimming with dolphins, Jeep safari tours, kayaking, horseback riding, river rafting, four-wheeling, golf, jet-ski rentals, and more.



Doctor's Cove is a particular favorite for both first-time and repeat visitors. This sheltered cove is a popular spot for swimming, sunbathing, and other outdoor activities, and it features one of the most famously unspoiled beaches in the world.

There are three international airports that service Jamaica: Sangster International Airport in Montego Bay, Norman Manley International Airport in Jamaica's capital city of Kingston, and the Ian Fleming International Airport in picturesque Ocho Rios. Obviously, Sangster is the most convenient for MoBay, but it might be worth checking your other options and comparing costs.

**DOCTOR'S COVE** FEATURES ONE OF THE MOST **FAMOUSLY UNSPOILED** BEACHES IN THE WORLD.



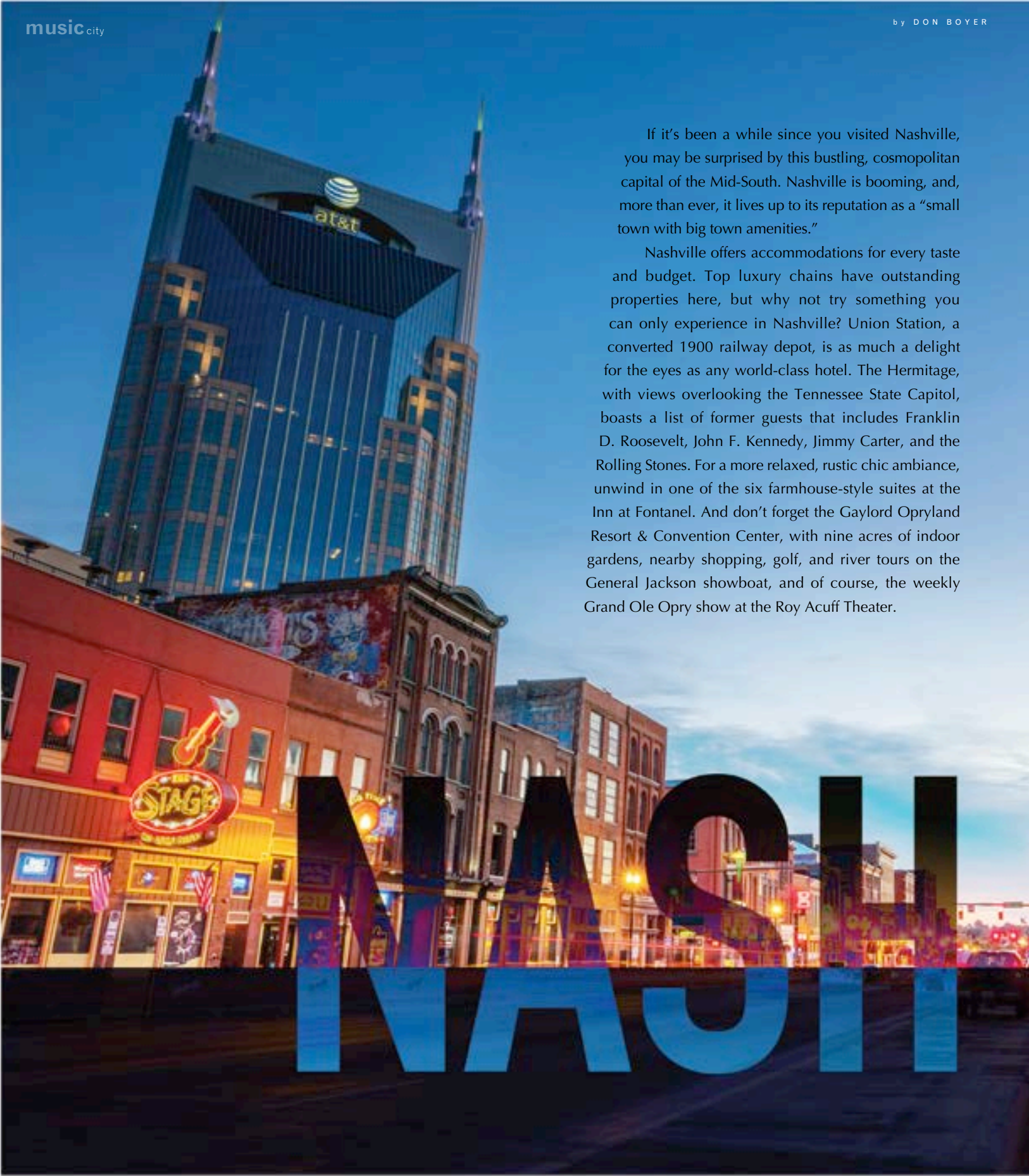


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If it's been a while since you visited Nashville, you may be surprised by this bustling, cosmopolitan capital of the Mid-South. Nashville is booming, and, more than ever, it lives up to its reputation as a "small town with big town amenities."

Nashville offers accommodations for every taste and budget. Top luxury chains have outstanding properties here, but why not try something you can only experience in Nashville? Union Station, a converted 1900 railway depot, is as much a delight for the eyes as any world-class hotel. The Hermitage, with views overlooking the Tennessee State Capitol, boasts a list of former guests that includes Franklin D. Roosevelt, John F. Kennedy, Jimmy Carter, and the Rolling Stones. For a more relaxed, rustic chic ambiance, unwind in one of the six farmhouse-style suites at the Inn at Fontanel. And don't forget the Gaylord Opryland Resort & Convention Center, with nine acres of indoor gardens, nearby shopping, golf, and river tours on the General Jackson showboat, and of course, the weekly Grand Ole Opry show at the Roy Acuff Theater.





LONG KNOWN AS MUSIC CITY,  
NASHVILLE REMAINS THE  
EPICENTER OF COUNTRY MUSIC.

Long known as Music City, Nashville remains the epicenter of country music. Yet so many artists in other genres have been attracted to this thriving, creative community that Nashville is increasingly known for rock, pop, Americana, classical, hip-hop, electronica, the blues, and even soundtracks for films and video games.

Major touring acts play Nissan Stadium, Bridgestone Arena, the world-famous Ryman Auditorium, or the stunning new Ascend Amphitheater on the Cumberland River. But you are just as likely to see top artists sitting in at smaller clubs like 3rd and Lindsley, 12th & Porter, or the Bluebird Cafe. And if you've come to Nashville to scoot your boots, top honky-tonks include Robert's Western World, the Wildhorse Saloon, and Tootsie's Orchid Lounge.

The Nashville Symphony Orchestra presents its Grammy-winning artistry at the stunning Schermerhorn Symphony Center. Other local acts who will blow you away include Tim Akers & The Smoking Section, the Jack Pearson Band, The Time Jumpers, and Tommy Emmanuel, a Nashvillian by way of Australia and arguably the world's greatest acoustic guitarist.

ALL THE  
TRADITIONAL  
PLEASURES AND  
SO MUCH MORE

# WILL NOW





A fenced path at Radnor Lake.

## NASHVILLE HAS LONG BEEN A CENTER FOR THE ARTS, AND ITS CULTURAL OFFERINGS BELIE ITS MODEST SIZE.

Nashville has long been a center for the arts, and its cultural offerings belie its modest size. The Frist Center for the Visual Arts exhibits masterpieces from around the world, from Rembrandts to Monets and Chihuly glass to Delahaye automobiles. The Parthenon at Centennial Park, a full-size replica of the original in Athens, Greece, features a 42-foot statue of Athena and displays of 19th and 20th century artworks. The Cheekwood Botanical Garden and Museum of Art is renowned for its lovingly-preserved mansion full of curated antiques, and breathtaking floral displays on the grounds.

One of Nashville's surprises is the quality of its barbecue. Try Jack's on Lower Broadway, Edley's on 12 South and in East Nashville, Hog Heaven near Centennial Park, Martin's on Belmont, the Peg Leg Porker in The Gulch, and Judge Bean's in Brentwood. And yes, I do mean try them all!

Okay, I'll let you in on one of Nashville's best-kept secrets: Radnor Lake State Natural Area, a wildlife preserve in the heart of Davidson County, where you are likely to see otters, deer, beavers, turtles and tortoises, owls, herons and more than 240 other species of birds, and lush displays of wildflowers. Older maps may show motor vehicle access from Franklin Road/U.S. 31, but today you must enter on Otter Creek Road from Granny White Pike to the West.

Summer is hot and humid and winter can be cold, though snow is uncommon. Nashville is especially lovely in the spring and fall, which are the longer seasons here. Whenever you come, be prepared to fall in love with the city, the sights, and the casual, friendly atmosphere. And don't be surprised if before you leave, you're already planning your next visit.







Original Penguin 'The Dooley'  Shop the collection at [kenmarkeyewear.com](http://kenmarkeyewear.com)

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America's dependence on technology continues its upward trajectory in predictable fashion, but the social impact of this shifting paradigm is not yet fully understood. It is, however, evident that we, as a country, are becoming psychologically and interactively warped around our connection to electronic devices. The rise of smart phones and social media has dramatically shifted the ways in which we connect with one another and with the world around us. And that's not always a good thing.

Separating ourselves from the web of instant communication, instant notification, and the constant buzzes and beeps of our phones is a difficult task, but allowing ourselves the time to think, self-reflect, and enjoy the material world — rather than the virtual world, is vitally important.

Even days after being separated from one's phone, the individual may experience phantom vibrations in their legs where their phone would normally rest. "Just the anticipation of it [the phone vibrating] may occupy some of your resources. That would suggest that we are connected to it in deeper ways than we completely understand," says psychologist David Strayer, whose research at the University of Utah includes the effect nature has on our brains. "I think the empirical science is lagging behind what we need to know, because technology is moving so fast."

# cut the CORD

Unfortunately, we don't know the extent to which this dependence affects our psychological health. But haven't we all witnessed some of its negative impact in our own lives or in the lives of those around us? Families sit in silence, each huddled around their own device. Kids are no longer solving boredom with creativity, but rather with the distraction of a phone or tablet. Vacations are interrupted by constant contact with the job from which we are escaping. And there's the point I'm really making — vacations from work need to be vacations from technological connectivity as well.

## Reasons to break the tech habit when you travel

1. Getting away from your routine and into a new environment can give you a fresh perspective on your life, but staying tethered to your phone is like keeping one foot at home. You're not going to get that long view of your life that travel can afford if you're checking in multiple times a day.

2. Any change of routine is great for stimulating creativity, but staying connected prevents your brain from reaping the stimulating benefits of new experiences. "Constant distraction and multitasking keeps us on the surface level of thought," says Carolyn Gregoire, who co-authored, with psychologist Scott Barry Kaufman, *Wired to Create: Unraveling the Mysteries of the Creative Mind*. "We're not able to make those creative connections and mine the ideas that come from really getting into our landscape."

3. If you're traveling with loved ones, connecting over the experience should bring you together, but this can't happen if everyone is peering at their phone. Burrowing into virtual fun is particularly tempting during long car trips (provided, of course, you're not driving), but letting your mind wander as scenery spools past, having random conversations and, of course, arguing about music (and singing along), should be as much a part of road tripping as the destination.

**Separating ourselves from the constant buzzes and beeps of our phones is a difficult task.**







SCOTT  
HARRIS

[www.europaeye.com](http://www.europaeye.com)





Taking its direction from the clean, modern aesthetic of Scandinavian design, KLiiK denmark eyewear is subtle yet always on trend. Designed specifically for men and women requiring smaller eye sizes, KLiiK denmark is more than just a petite collection. With rich colorations, laser cut detailing and a mixing of patterns and materials, KLiiK denmark offers a wide variety of styling for the narrow PD consumer with a strong sense of style.

**WestGroup**



K-611





# Routine EYE CARE

## The Importance of Regular Eye Exams

Just as you regularly visit your dentist or get annual exams from your family doctor, you should practice the same routine care for your eyes. Protecting your eyesight is about more than seeing clearly — it's about diagnosing eye diseases before they do permanent damage to your vision. That's why even if you have 20/20 vision, you should still make a habit of scheduling regular comprehensive eye exams.

"Regular exams allow for early detection of eye diseases, when treatments can have the greatest impact," says leading optometrist, Dr. Ian Hui. "Untreated, common eye diseases, such as cataracts, glaucoma, diabetic eye disease, and macular degeneration, are the leading causes of blindness." Regular eye exams also give your eye doctor an opportunity to correct prescriptions, make recommendations based on changes in your vision, and provide tips on caring for your eyes.

A routine comprehensive eye exam usually takes between 45 and 90 minutes. Having your eyes dilated is a critical part of your exam. This is an important step, as it enables your eye doctor to reveal signs of other potential health problems, such as diabetes, high blood pressure, or risk of stroke.

Your eye doctor may recommend more frequent eye exams if any of the following apply to you:

- Diabetes, hypertension, or a family history of ocular diseases, such as glaucoma or macular degeneration
- Occupations that are highly demanding visually or hazardous to the eye
- Prescription drugs or nonprescription drugs with ocular side effects
- Having had eye surgery
- Other health concerns or conditions

**Bottom line:** Regular comprehensive eye exams are an important part of staying healthy. Call to set your appointment today!

Grand Rapids Ophthalmology  
616-319-1922

Shoreline Vision  
231-981-6981

# exciting OPTIONS NOW

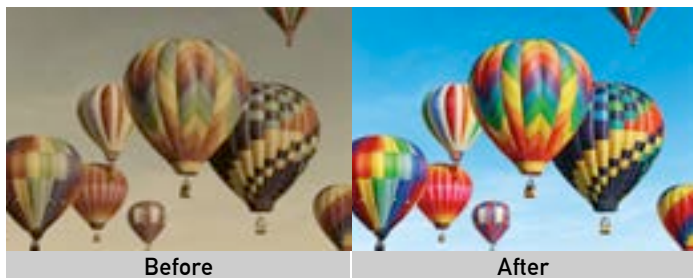
## TO TREAT YOUR CATARACTS

As medical technology advances, so can your eyesight! Cataract surgery involves removing the cloudy lens in your eye and replacing it with a clear, artificial lens implant. We now offer multiple options for artificial lens implants, as depicted in photos A, B, C, and D, below.

**Traditional Lens Implants (A)** improve vision but may require the need for glasses to see well close up and/or at a distance after surgery. Traditional cataract surgery is covered by most insurance plans.

**Advanced Technology Lens Implants (B, C, and D)** optimize near and/or distance vision and can correct astigmatism. Advanced Technology IOLs reduce your dependency on glasses or bifocals after surgery. Interest-free financing options are available for surgery costs not covered by insurance.

### A. Traditional Lens



**Goal:**  
Remove cataract to improve vision

**Expectations:**  
Improved vision with a clear lens  
May need glasses for all distances

### B. Distance Vision Optimized Lens



**Goal:**  
Remove cataract to improve vision  
Correct distance vision  
Correct astigmatism

**Expectations:**  
Good distance vision  
May need glasses for arms length vision  
Will need glasses for near vision

### C. Near Vision Optimized Lens



**Goal:**  
Remove cataract to improve vision  
Correct near vision  
Correct astigmatism

**Expectations:**  
Good near vision  
May need glasses for arms length vision  
Will need glasses for distance vision

### D. Near & Distance Vision Optimized Lens



**Goal:**  
Remove cataract to improve vision  
Correct both distance and near vision  
Correct astigmatism

**Expectations:**  
Good distance and near vision  
Improved vision for most daily activities without glasses or contacts  
May need glasses for fine print or when reading in low light situations

If you think or know you have cataracts, schedule a cataract evaluation now.  
Grand Rapids Ophthalmology 616-319-1922      Shoreline Vision 231-981-6981

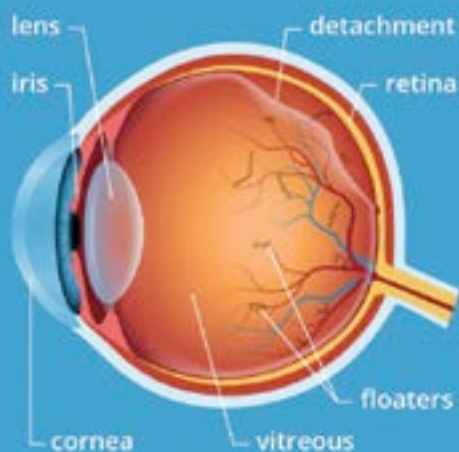


# BE A POP of COLOR



Vera Bradley

# FLASHES & FLOATERS



## FLOATERS

Eye floaters are those tiny spots, specks, and flecks that drift aimlessly around in your field of vision. Some describe them as looking like dust or strings. They can be quite annoying, but floaters and spots are very common and usually no cause for alarm.

It all starts with the vitreous within your eye, which has a gel-like consistency, but as we age, begins to dissolve and liquefy, creating a watery center. Floaters and spots appear when tiny pieces of the eye's vitreous substance break loose from the back portion of the inner eye. Undissolved gel particles can sometimes float around in the more liquid center of the vitreous. The particles take on many shapes and sizes and become what are commonly referred to as floaters.

Floaters are most noticeable when you fix your gaze on a solid light source, such as the sky or your computer screen. What you see isn't actually the bits of gel themselves, but rather the shadows that they cast on your retina, as light passes through your eye.

Seeing a few eye floaters is normal. However, if you see a flurry of floaters and spots, especially accompanied by flashes of light, you should see your eye doctor immediately.

## FLASHES

Flashes are far less common than floaters and can sometimes be accompanied by painful headaches.

If you experience a blow to the head hard enough to disturb and shake the vitreous gel inside your eye, it is possible to see unusual flashes of light. The phenomenon is sometimes referred to as seeing stars. Even if the stars subside, it is wise to be evaluated by a medical professional, if you experience trauma to the head.

Another type of flash can be caused by a spasm of blood vessels in the brain. These flashes take on the appearance of jagged lines or lightning and can last up to twenty minutes. If a headache follows the flashes, it is called a migraine headache, but flashes can occur without a headache, as well.

When light enters your eye, it stimulates the retina to produce an electrical impulse. Your optic nerve then carries that impulse to your brain, which interprets it as an image. If the retina is stimulated by physical trauma, an electrical impulse is sent to the brain, but is interpreted as a flash of light, rather than an image.

**“A new onset of floaters may indicate retinal disease or detachment. If this occurs, visit your eye doctor immediately.”**

— Dr. Parin Gohel, MD  
Retina Specialist





Michael Ryen

---

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**Escape** to a soothing spa-like atmosphere where our team of specially-trained aesthetic skin care consultants will provide a complimentary consultation and design a program to restore, renew, and revive your unique skin.

# SKIN SOLUTIONS

## SERVICES

Complete aesthetic solutions and spa services include:

### **BOTOX® Cosmetic**

The most popular non-surgical cosmetic treatment in the world for men and women alike.

### **Chemical Peels**

Topically-applied solutions that revitalize the skin revealing improvements in your skin's texture and tone.

### **Customized Facials**

Medical-grade facials designed to meet your individual needs, such as fine lines, oily/dry skin, acne, rosacea, and more.

### **Eyelid Surgery**

The shape and tone of your eyelids should give you a look of vitality and youthfulness and in some cases, can improve your vision.

### **JUVÉDERM VOLBELLA® XC**

An FDA-approved lip filler specifically designed for natural-looking lip enhancement to smooth lines and enhance lip fullness.

### **JUVEDERM VOLUMA® XC**

The first and only filler FDA-approved injectable gel for the cheek area that creates instant contour and lift, lasting for up to two years.

### **Laser Skin Rejuvenation**

Skin Solutions offers The Palomar Icon® Aesthetic System — the most advanced laser and pulsed light system available.

### **DiamondTome® Microdermabrasion**

A safe, noninvasive solution to skin renewal that gently improves tone, texture, fine lines, acne, and mild scarring.

### **SkinPen® Microneedling**

A breakthrough, medical-grade device that is used to stimulate the skin's natural ability to repair itself.

### **Permanent Cosmetics**

Imagine living an active daily life without the worry of losing your eyebrows or smearing your eye makeup.





## PRODUCTS

Skin Solutions offers only the finest and most revolutionary medical grade skincare and makeup products.

### Avene®

Avène thermal spring water has been used in the treatment of a variety of dermatological conditions, such as atopic dermatitis, psoriasis, eczema, and burns.

### EltaMD

Sun care and skin care for every season. Innovative products that help develop and maintain great skin for life.

### Glytone®

Glycolic acid is likely the most effective anti-aging skin care ingredient you can use without a prescription, and the impact it can have on skin is astounding!

### Jane Iredale

Jane's makeup philosophy is simple: to make products that look good, feel good, and are good for the skin.

### LATISSE®

The first and only FDA-approved, science-based treatment to enhance length, thickness, and darkness of eyelashes.

### Obagi®

A range of clinically proven, prescription-based product lines designed to transform your skin by correcting signs of aging, acne, sun damage, and more.

### SkinCeuticals®

SkinCeuticals® is truly a pioneer in the cosmeceutical industry, with skincare regimens that focus on three key elements: Prevention, Protection, and Correction.

## Grand Rapids Location:

3300 Walker View Drive  
Walker MI 49541



616-207-3992  
[skinsolutions@seitclear.com](mailto:skinsolutions@seitclear.com)



## Meet Our Master Injectors

While anyone considering anti-aging options will likely be familiar with popular aesthetic treatments, such as Botox® Cosmetic and Juvéderm® fillers, finding the right practitioner to administer them can seem like an overwhelming task. Grand Rapids Ophthalmology and Shoreline Vision proudly offer expert care you can trust. Our experienced, highly trained, and skilled aesthetic professionals are dedicated to helping patients reach their cosmetic goals. In order to maintain the title of Master Injector, which is the highest level of expertise for injectable providers, both Cindy Browne, RN and Kori Bell, RN participate in ongoing trainings to stay up to date and certified on the latest injection techniques.



### Kori Bell, RN

Kori is a Master Injector with over 20 years of direct patient care nursing experience. She offers a variety of customized treatments, including BOTOX® Cosmetic, dermal fillers, microneedling and more. Kori has a passion for skin care, health, wellness and anti-aging solutions and believes every patient deserves to look and feel their best. She is committed to helping her patients achieve the best possible results for health, beauty, confidence and radiance.



### Cindy Browne, RN

Cindy is a Master Injector, specializing in a wide range of procedures, including Botox® Cosmetic, dermal fillers, and laser skin rejuvenation. Additionally, she has over 20 years of experience performing permanent cosmetic procedures and training other professionals in this unique specialty. Cindy has focused her career on medical and cosmetic aesthetics and her goal is to provide her patients with the best possible solutions for a youthful, natural and beautiful look.



To schedule a complimentary consultation, call 616-207-3992 or visit [skinsolutionsgro.com](http://skinsolutionsgro.com) for more information.

### Dr. Tiffany Kent, M.D, PHD

Dr. Tiffany Kent, MD PhD is a board-certified ophthalmologist who is fellowship-trained and specializes in ophthalmic plastic and reconstructive surgery. She performs cosmetic and functional surgical and non-surgical treatments of the eyelids, brows, eye sockets and tear duct systems. She also performs BOTOX, Juvederm, and Kybella. Dr. Kent sees patients in the Muskegon and Grand Haven offices of Shoreline Vision.



SHORELINE VISION

To schedule with Dr. Kent, call 231-981-6981







bebe

# 7 SKIN HEALTHY SUPER FOODS

A clear and healthy complexion is the foundation for all your beauty efforts. While creams, lotions, and potions can do a lot to improve your skin health, they're often only repairing the damage caused by pollution, weather, and the other stresses of modern life.

It's far better to give your skin the support it needs to resist this damage in the first place. That means eating a diet which works at improving your skin health. Here are seven key foods that will give your complexion all the help it needs.

## OILY FISH

Omega-3 fatty acids are an essential nutrient for skin health, and they're abundant in oily fish such as salmon, tuna, and mackerel. Eating more of these fish will help keep your skin supple and flexible and less likely to develop fine lines and wrinkles. Omega-3 also helps to keep inflammation under control, which is important for people with acne or allergies that cause skin disturbances.



Vitamin E is a powerful antioxidant, working to repair cell damage caused by environmental pollution, sun, and aging.

## SUNFLOWER SEEDS

Seeds and nuts of all kinds are also great sources of antioxidants, but sunflower seeds are particularly effective. They're packed with selenium, an antioxidant which reduces inflammation while increasing blood flow. Both of these effects are vital for a healthy complexion. Sunflower seeds also contain a high concentration of linoleic acid, important for preventing dry and flaky skin.

## SWEET POTATOES

Sweet potatoes are naturally high in beta-carotene, which your body uses to produce vitamin A. This vitamin stimulates the production of subdermal fibers to give your skin a strong, supple foundation. Beta-carotene, as with other carotenoids, also works as a natural sunblock, helping to protect against sunburn and the damaging effects this causes.

## TOMATOES

Tomatoes are another great source of carotenoids, particularly lycopene, which has been linked to the prevention of wrinkles. Tomatoes are also an excellent provider of vitamin C, which helps to reduce blotchiness and promote collagen production. Health benefits also include reduced risk of heart disease and cancer

## POMEGRANATE

The pomegranate is one of nature's skin superstars. Whether you eat it as a fruit or apply the juice topically to your skin, it provides a wide range of complexion benefits. It firms up your skin to protect against wrinkles and the effects of the weather. It also boasts antibacterial and anti-inflammatory properties to fight acne and pimple breakouts. Lastly, it acts as a humectant, increasing your skin's ability to retain moisture and avoid flaking.



## DARK CHOCOLATE

If you're a chocolate fan, try switching some of your consumption of this treat to a darker variety with at least 70 percent cocoa solids. Several studies have found that eating a small amount of this more intense chocolate every day will lead to a thicker, better-hydrated skin that resists fine lining and wrinkles. Cocoa fat also contains powerful antioxidants in the form of polyphenols and flavanols, which help to protect against damage from the sun's ultraviolet rays.

Skin Solutions by Grand Rapids Ophthalmology takes pride in sharing our knowledge with our patients, so that they can incorporate strategies for continued well-being and anti-aging into their everyday life. To schedule a complimentary consultation, call 616-207-3992 or visit [skinsolutionsgro.com](http://skinsolutionsgro.com) for more information.



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# PUT YOUR SPENDING ACCOUNTS TO WORK FOR YOU



A Flexible Spending Account (FSA), or Health Spending Account (HSA), is a bank account designated specifically for payments of your health insurance deductible and qualified medical expenses, including vision-related expenses. The benefit is that the money you place into an FSA or HSA is tax deductible. These accounts allow employees to set aside a portion of earnings to pay for qualified expenses and are great for lowering your taxable income, which in turn saves you money.

While HSA accounts allow funds to roll over from one year to the next, FSA dollars expire each year, putting you in a use it or lose it situation.

---

## THERE ARE MANY WAYS YOU CAN UTILIZE YOUR SPENDING ACCOUNT DOLLARS TO CARE FOR YOUR EYES:

### LASIK

Frames & lenses

Prescription sunglasses — even designer sunglasses qualify!

Contact lenses

Contact lens solution, cleaners, and eye drops

Cataract surgery with advanced technology lens implants

Children's eyewear

Computer lenses

Protective sport glasses

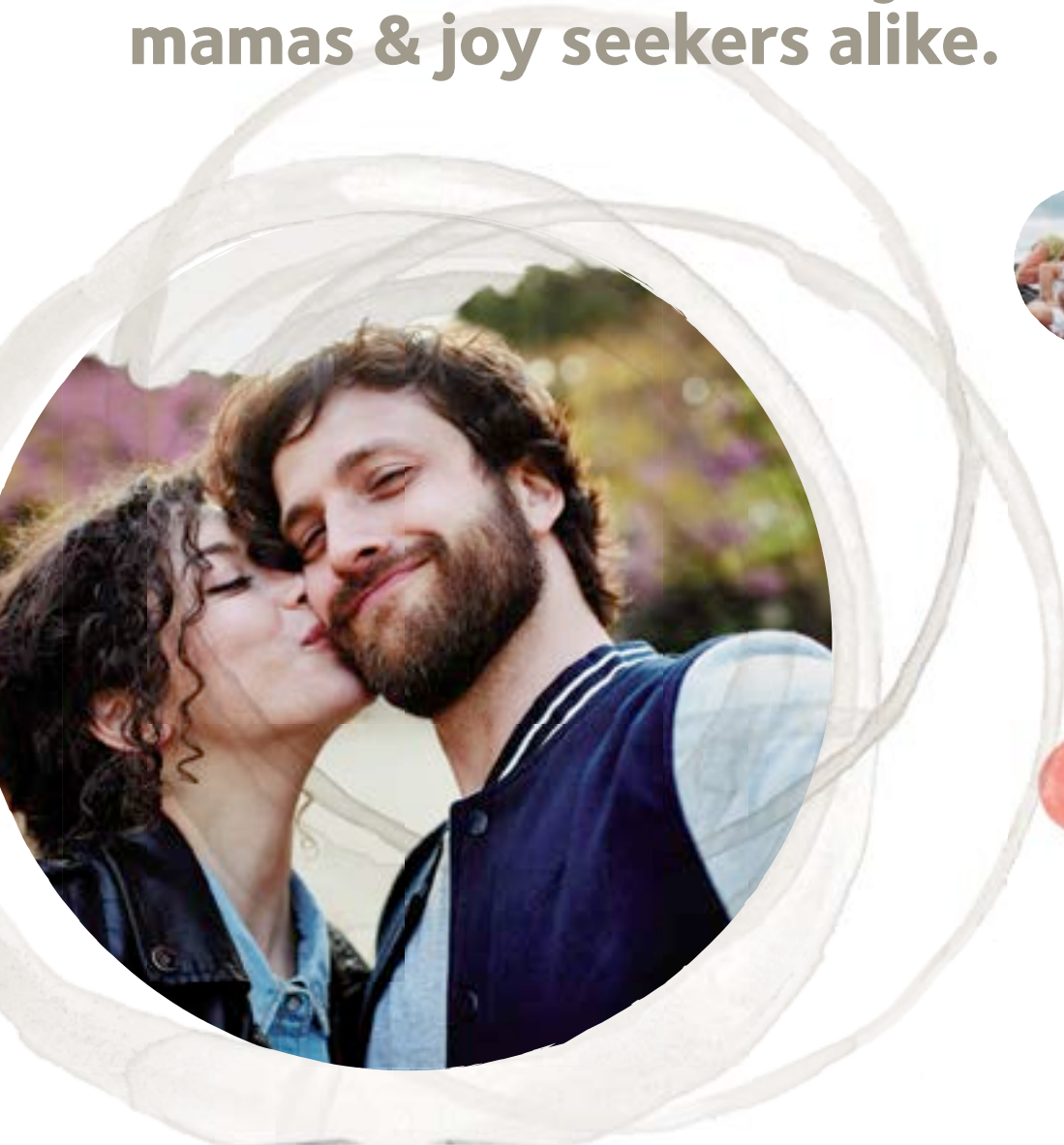
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**clariti**® 1 day

# Seeking A COMPLEMENT

by Catherine Skelton

## Eyeglass frames made for your face shape

Perhaps you are new to the world of prescription glasses, and you're choosing your first pair, or you've worn them all your life but are reevaluating your fashion options. Or maybe you're looking for a new pair of sunglasses for year-round protection, and you want to make sure you choose a style that looks great. Countless chapters of research and advice have been written on the subject, but it's really not that complicated. Let's review the most common facial shapes, to keep it simple. Here are some tips on how to choose the pair that best complements your facial structure.

Savvy opticians are well versed in the research and resulting fashion choices that complement each face shape and size. The typical consensus is that, in the most basic sense, a human face can be described as one of five basic shapes:



### • OVAL • SQUARE • ROUND • BASE-DOWN TRIANGLE • BASE-UP TRIANGLE (HEART)



Determining your facial shape is a fairly simple task for your optician. You can get a head start and try it yourself by pulling your hair back from your face and imagining an oval, circle, square, or triangle drawn around the following points:

- Middle of your forehead directly above your nose
- Right and left cheekbones directly across from the base of your nose
- Middle of the bottom of your chin

Knowing your facial shape and understanding some simple guidelines will help you navigate the variety of frame shapes, colors, and materials available. While frame shape is, without a doubt, the first thing to consider, style, material, and color also play important roles. Color can be a particularly fun way to really show your personality and build a varied collection — different colors for different moods or attire.



*Tortoise and blue color combinations look great on brunettes.  
(FYSH F-3603-817)*



*This frame features vivid color, texture, and pattern.  
(Amberly, by Vera Bradley)*



*Metallics may be the most classic and versatile choice, but this particular style has flair.  
(IZUMI 9265)*



# LONGCHAMP

P A R I S



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EYEWEAR

## LET'S LOOK AT THE FIVE SHAPES

### OVAL

Lucky, lucky you! An oval face is complemented by almost any frame.

- A rectangle or square frame will add an edge to your look, plus some width to your face.
- An oval frame will add softness and openness to your eyes.
- Round frames have been on trend since Ben Franklin wore them, over 200 years ago.
- The always popular cat eye frame offers a feminine vibe, drawing attention up to the eyes.



Geometric frames by Chloe

Round frame with vintage styling, by Scott Harris (VIN\_c03)



### SQUARE

The square face is most often short and wide. Your face may have a flat plane along the cheek and a defined jawline. Not to worry, there are plenty of choices for you:

- A large oval frame that is wider than it is deep will work for both men and women with a square facial shape.
- The rectangle with rounded corners will add a softened edge to square facial shape.
- The classic cat eye that is wider than deep will draw attention up and away from the jaw and cheek lines and add balance to a square face.
- Aviator-shaped frames with soft edges are also a great choice.



Oval frame, by Silhouette, (Dynamics Colorwave Full Rim 5524\_FR\_7630)

### ROUND

Both short and wide, with an emphasis on the lack of angles.

- Rectangle- and square-shaped frames will provide the angular interest that this soft, round face shape demands.
- An exaggerated cat eye can work well for women with a round face.
- The advice and guidance of your optician on the best materials (both weight and type) and colors to further enhance the round facial shape is advised.



The contrasting color on the temples exaggerate this cat eye frame, by Scott Harris (598\_c01)



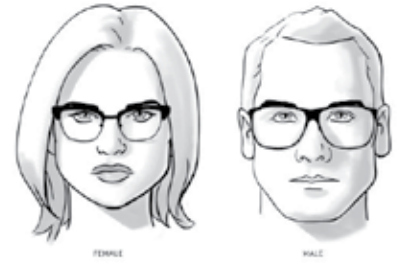
Men's rectangle frame by Alan J (102\_c01)



## BASE-DOWN TRIANGLE

The face is narrower at the eyeline and wider at the jawline. This face shape lends itself well to a variety of frames.

- Square and rectangle frames add balance to a square jawline.
- An oversized cat eye can and should be collected by people with this facial shape.
- Oversized on-trend round frames are great to add to your collection for this face shape.



Chic cat eye sunglasses featuring proprietary PolarizedPlus2®, by Maui Jim (Canna)



Men's cat eye frame, by Michael Ryen (254\_c03)

## BASE-UP TRIANGLE

With the width of the face all at the eye line and a narrow jawline, this is, by far, the most challenging facial shape to fit.



- Select a light frame — metals and plastics work well.
- Make sure that the frame is not too small.
- Choose a frame that has more width and weight at the bottom.
- A mid to lower temple placement may be optimal.

Consulting with your optician will help you to select a frame or frames that balance your facial shape and enhance your look.



Light frame with just enough color to be noticed, by Vera Bradley (Ainsley)

We've all heard the saying, "There's a lid for every pot." For eyeglass frames, there are actually multiple frames for every facial shape. Partnering with your trusted optician is your best first step. They will help you realize that many frames look not just good, but great on you!





# Life-Changing **LASIK** Surgery

I definitely regret waiting so long to get LASIK. It has made such a difference in my life — I see 20/20 for the first time since I was 8. It's amazing!

-Jana H

West Michigan has some of the most beautiful sunsets in the country, plenty of water sports in the summer months, and great wintertime skiing. Whether you dive into sports or just enjoy taking in nature from the sidelines, imagine enjoying all of your year-round activities without depending on glasses or contacts! LASIK (Laser-Assisted In Situ Keratomileusis) surgery has provided thousands of our patients with eyesight they never imagined possible. The surgery takes only minutes to perform,

and you can be in and out of the office in roughly an hour, start to finish. You'll be amazed at how quickly you enjoy the results — better vision within just hours of the surgery!

Like the procedure itself, the range of candidates who qualify for LASIK has also evolved, since corrective surgery first came on the scene, in the 1980s. Technology has advanced and now enables people who are nearsighted, farsighted, or have astigmatism to all benefit from LASIK.





Having LASIK simplified my life- no more worrying about contacts, no more searching for my glasses in the middle of night when my kids need me. I wish I had done it sooner!

-Stephanie P.

### IS LASIK RIGHT FOR ME? STEP ONE – MAKE THE CALL

*The first step is to schedule an appointment for a full free, no obligation evaluation, which includes a series of scans and tests to thoroughly check your vision and eye health. Based on the results of your scans and tests, you and your doctor will work together to determine whether LASIK or another vision correction procedure is right for you. Your same surgeon will be directly involved in your care before, during, and after your procedure.*

Shoreline Vision — 231-981-6981

Grand Rapids Ophthalmology — 616-319-1922

**As if the freedom from glasses and contacts isn't enough, there are even more life-changing benefits of LASIK!**

### YOU SAVE MONEY

Think about it... you'll save thousands of dollars on frames, lenses, contacts and contact solution. You'll also no longer be at risk of accidentally breaking your glasses and scrambling to buy a replacement pair.

### IMPROVED SELF CONFIDENCE

You'll no longer find yourself being self-conscious in frames that slide down your nose. No more embarrassing fingerprints on your glasses or glowing eyes in photos from your contacts. You'll be carefree and confident as you SEE your way clearly, through what each new day brings.

### ENHANCED LIFESTYLE

Lifestyle benefits are endless with LASIK. No more daily maintenance cleaning your lenses or contacts and less to pack when traveling. You may enjoy the great freedom of no longer needing glasses or contacts to see when you get up in the middle of the night, splash in the surf, or to simply enjoy the sunset.

### SPORTS AND RECREATIONAL FREEDOM

If you've ever had to wear glasses while trying to play sports, you know that it can be extremely frustrating and limiting. No one wants to risk breaking their glasses, nor does anyone want to wear bulky, uncomfortable sports goggles. With LASIK eye surgery, all of these daunting issues may disappear.

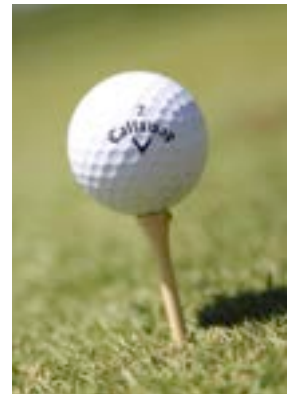
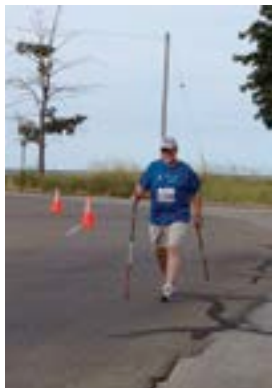
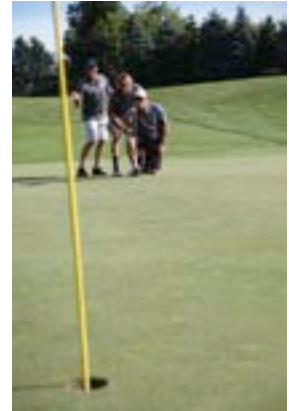
### REDUCED ALLERGY SYMPTOMS

Wearing contacts requires you to touch your eyes often as you put in, remove or adjust your contacts. If you have seasonal allergies, your eyes itch and pollen can transfer from your fingers to your eyes, making matters even worse. Once you have LASIK, you really won't have any reason to touch your eyes anymore, which in turn, will drastically reduce the risk of itchy eyes from allergies.

*Schedule your free consultation today. Our LASIK experts anticipate and answer all of your questions, with no obligation. **Interest-free financing options are available for surgery costs not covered by insurance.***



# drive for vision



We are proud to support the valuable services that ABVI provides to our local area. Each year we host events for the sole purpose of supporting their work.

## ABVI

The Association For The Visually Impaired

We help individuals living with low vision or blindness thrive in a sighted world

Having low vision means that even with regular glasses, contact lenses, medicine, or surgery, you find everyday tasks difficult.



### ABVI Offers:

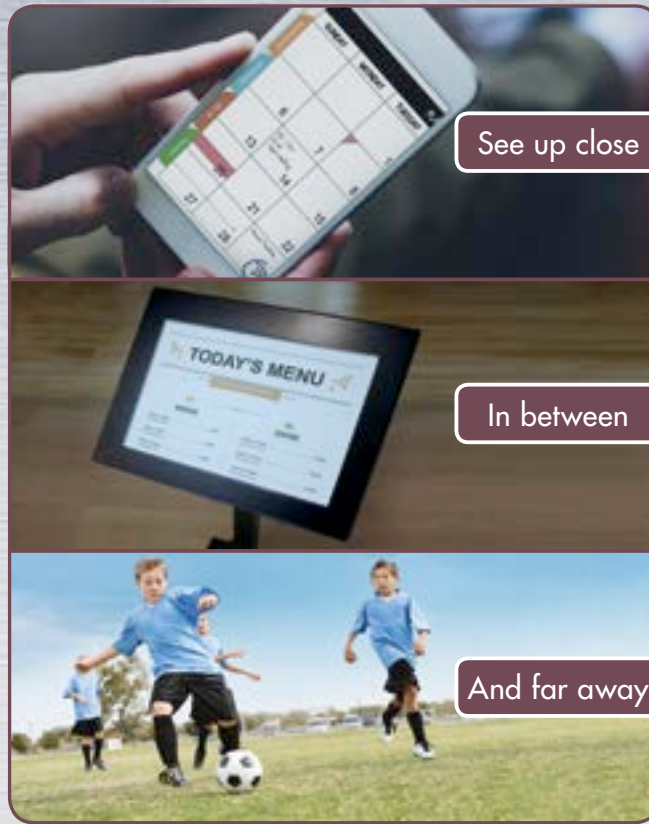
- Low Vision Clinics to Improve Daily Living Skills
- Counseling, Peer Support Groups and Youth Programs
- Vision Aids & Appliances

Main office and Grand Rapids Clinic:  
456 Cherry S.E. Grand Rapids, MI 49503  
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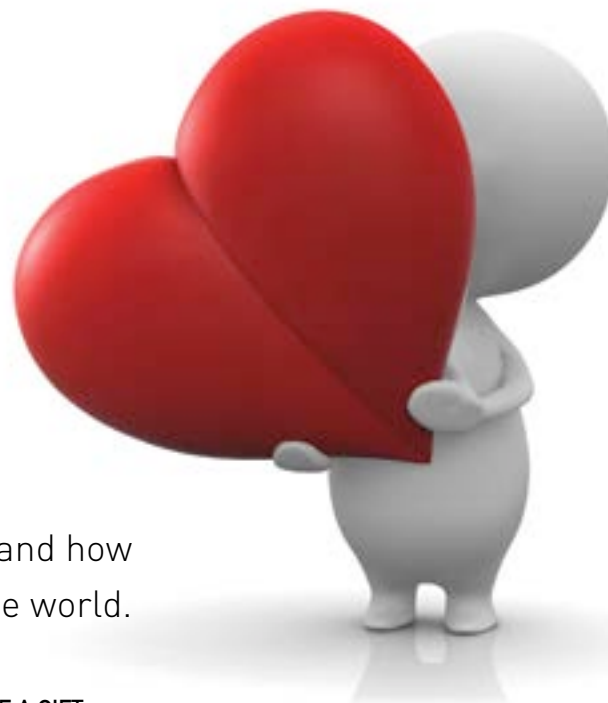
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†Savings via mail-in (or online) rebate in the form of an Alcon VISA® pre-paid card. Valid on an annual supply purchase (eight 90-ct boxes) of DAILIES TOTAL1® or DAILIES® AQUACOMFORT PLUS® lenses from your eye care professional or participating retailer between 5/1/18 and 12/31/18. An eye exam or lens fitting is required and must occur within 90 days prior to your contact lens purchase. Rebate claim must be submitted within sixty (60) days of your purchase. Additional Restrictions apply. Visit [REBATES.ALCONCHOICE.com](http://REBATES.ALCONCHOICE.com) for full Terms and Conditions. Questions? Call 1-855-344-6871

# CONTAGIOUSLY KIND

Try these ten ideas and see how simple it is — and how good it feels — to change the world.



Does it feel like the world is slowly (or sometimes quickly) getting more and more divided? I swear, so often lately, it's as if someone has put anger on autopilot with the gas pedal down. Standing up for your beliefs is an important thing; it drives change for the better. But maybe we've lost a bit of balance. A lot of people seem to be embracing righteous indignation, but maybe we need at least as many people willing to balance that force with gentle kindness. Maybe we can change the world without destroying ourselves in the process.

Why not make a point to do something unexpected and kind every day? It's sometimes shocking how big an impact such a small act can have on someone. And you may be surprised how good it makes you feel, too. It doesn't have to be some grand gesture. The simple acts often make the biggest difference.

## PAY A COMPLIMENT

One of the nicest things you can do for people is offer accolades. Whether you applaud how well they handled a difficult situation or admire their new hairstyle, paying a compliment can make someone's day. And nothing could be easier than giving a short expression of praise.

## OFFER ASSISTANCE

Just look around and you're sure to see someone who could use some help. There are many ways to assist others, from holding open a door to carrying heavy packages or groceries. Find an opportunity to extend a helping hand and make life a little easier for someone.

## SHARE A MEAL

Good food can make anyone happy, especially when it comes from the heart. Invite someone over who doesn't get home-cooked meals or make a meal for someone in need. It's a simple effort that won't go unnoticed, and you'll enjoy the satisfaction of preparing and sharing the food.

## MAKE CONTACT

Reaching out to someone you know may sound unnecessary, especially if you don't have a reason, but this simple gesture can be a blessing. Personal contact, whether in the flesh or by phone, boosts mood, instills confidence in others, and contributes to overall well being.

## GIVE A GIFT

You don't have to spend a lot of money to give a worthy gift. Sometimes the best gifts are those that cost little but have significant meaning, like a thoughtful card or a small token of love. A donation to an important cause is another meaningful way to show kindness.

## DO A FAVOR

"Do me a favor" may sound commonplace, but it's a simple act of kindness that never loses value. Help a neighbor fix his car, babysit a friend's child for a few hours, or run an errand for someone in need. The best part? Doing favors gets others inspired to do them too, and the kindness spreads.

## MAKE AN INTRODUCTION

Introducing people who don't know each other but could profit from a new friendship or business partnership is an easy thing to do that pays off for everyone. They'll benefit from their relationship, and you'll gain pleasure from helping bring them together.

## SHOW EMPATHY

The ability to feel what another person is feeling is a gift. If you've got it, use it. Showing empathy to someone who has experienced a loss, gone through a difficult change, or endured physical pain can be highly comforting to the sufferer — and rewarding for you.

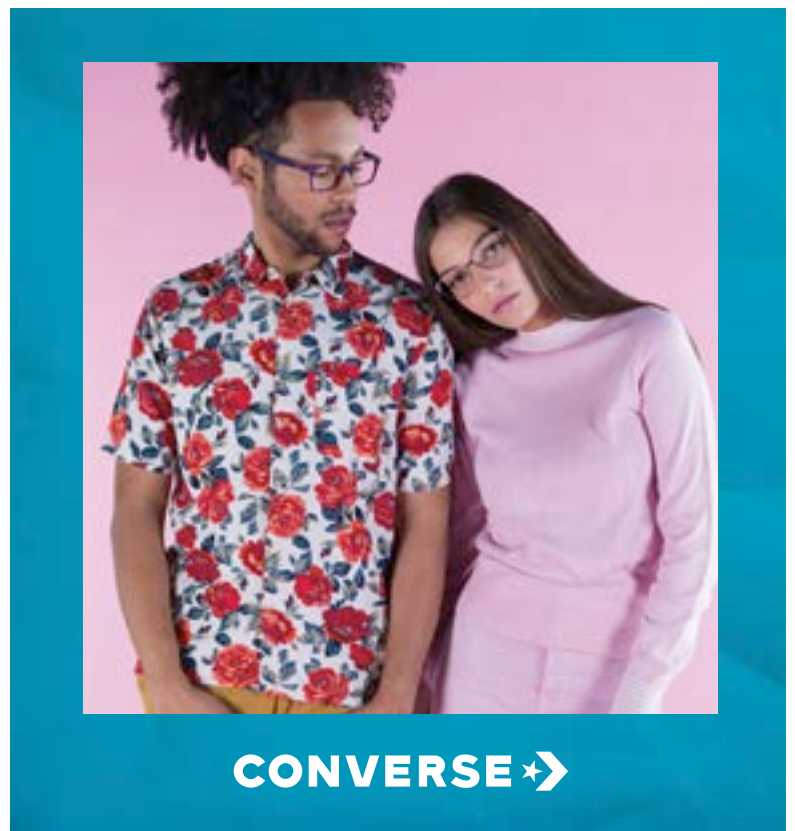
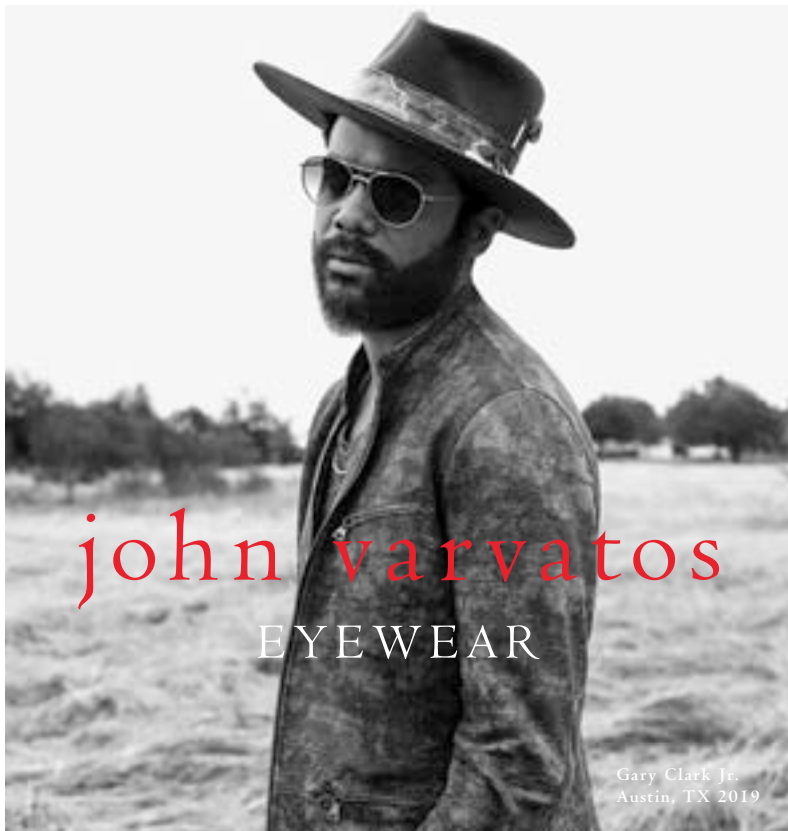
## LOAN A POSSESSION

Know someone who could use something of yours? Don't be afraid to part with it temporarily. Loaning a possession — from something as small as a tool or book to a weekend at your vacation home — can be easier than you think, especially when you see the impact you've made.

## GIVE UP THE SPOTLIGHT

While the spotlight may be gratifying, sometimes it's more important to let another person take center stage. During your everyday routine, let someone else talk, be first in line, or get the credit for a job well done. You've got nothing to lose, except your chance to do something nice.





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