

## How Are We Different?

There are many choices for getting eyecare these days. Almost every “big box” retail store has an option of getting an eye exam and glasses. So, why come to **E Street Eyes**?

**EYE EXAMS:** We offer the latest technology in not only checking for refractive errors but also in your eye health, taking electronic photographs of the inside of the eye to monitor changes over time. We take our time to be sure you’re seeing well with healthy eyes. We make sure we have the time to see you.

**FRAMES:** Our eyeglass frames are only current styles, which we full warrant for two years. Cheap (50 cent?) frames from other retailers break easily and replacement parts are not available.

**LENSES:** We have access to the latest technology in thin lenses and the most advanced progressive multifocal lenses, with hard coatings to protect the lenses and your eyes.

**NUTRITION PROGRAMS:** Dr. Anshel specializes in nutrition for eye health. We offer several levels of testing to assure that your eyes are healthy and seeing well throughout your entire lifetime.

**COMPUTER VISION:** Everyone uses some form of “computer” these days and it’s a strain on our eyes. Dr. Anshel is a pioneer in this field, writing two books and lecturing to workplace professionals on how to use a computer and reduce eyestrain. We offer special lenses to lessen the effects of over-use of digital display screens.



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# E STREET EYES



## Color Your Eyes; Color Your World



## Colored Contacts

While typically thought of as a vision-corrective device, a contact lens can be the ultimate fashion accessory. Whether you are near-sighted, far-sighted, have astigmatism or even need no prescription at all, colored contact lenses can give you a whole new “look”, as well as a new “outlook” on your appearance.

The lenses are still FDA-approved medical devices, so a complete eye examination and contact lens fitting are REQUIRED to be properly fit and instructed on how to use the lenses. This is one of our specialties so we can make the process not only smooth and easy but also exciting!

The lenses we use are the number one colored lens on the market: Air Optix Colors. These lenses allow the maximum amount of oxygen to pass through the lens which makes for an extremely comfortable fit. In addition, they are used for a full month before needing to be replaced. The program comes with a full-year supply of lenses so you will have plenty of back-ups in case of the need to remove them for any reason.

The Air Optix Colors brand of lenses use the latest technology in color-blending to create the most natural looking lenses. They consist of:

Outer Ring: defines and emphasizes the iris

Primary Color: transforms your eye color

Inner Ring: brightens and adds depth.

Since the colors are embedded into the matrix of the lens, they are unsurpassed in comfort and clarity.

## Services Offered

Our practice is based on the philosophy of providing quality comprehensive vision care. Using the latest technology, we provide:

- **Complete Eye Examinations**
- **Contact Lenses**— specialize in complex fitting
- **Optical Services**- fashion frames; high technology lenses
- **Sunglasses**- coolest shades for the beach
- **Eye Nutrition Counseling**- eat better to see better
- **Treatment of Eye Diseases**- red eyes, allergies, using a natural approach
- **Computer Vision Problems**- staring at the screen can cause issues
- **Children's Vision**— troubleshoot potential learning problems
- **Vision Enhancement Programs**- train your eyes to work better
- **“Ortho-K”** - non-surgical procedure to improve natural vision
- **Colored Contacts**— we fit a rainbow of color options to enhance your look



*Dr. Jeff Anshel*

Dr. Jeffrey R. Anshel, a native of Chicago and 41 year resident of Encinitas, graduated from the Illinois College of Optometry in 1975. He served as a lieutenant in the U.S. Navy from 1975-77 in San Diego.

Dr. Anshel has authored numerous articles about the nutritional influences on vision and stress factors that affect visual performance. He has authored six books on eyes and visual stress related to computer use and nutrition.

Dr. Anshel also heads a consulting firm, Corporate Vision Consulting where he addresses the high stress area of vision demands in relation to working with computers. He offers lectures and seminars to various groups and organizations on a variety of topics related to vision health and comfort.

In addition to his practice, Dr. Anshel is founder of the Ocular Nutrition Society - a group of professionals who educate doctors about the influence of nutrition on eye health and chronic eye disease.