



December 2016

## Costa Sunglasses: The Perfect Holiday Gift

Just in time for the holidays, Isthmus Eye Care is thrilled to offer Costa Sunglasses, the perfect gift for your favorite outdoor



enthusiast. These glasses are handcrafted in Florida and are recognized as one of the world's clearest polarized performance sunglasses with superior lens technology, unparalleled fit and durability, and a lifetime warranty against manufacturer's defects on all products.

Ideal for hunting, fishing and other outdoor activities - especially ice fishing with that bright glare off the snow that will inevitably come - these durable and user-friendly sunglasses have a patented technology that offers the highest spectrum of polarization available for adventures on the water and off. Stop in today to check out this great line of sunglasses!

## Consider Eye Safety When Selecting Toys & Gifts

Every holiday season, there are a slew of new toys that beckon parents looking for fun gifts for their children. But - just as many toys are considered choking hazards and are not safe for children of a certain age - eye health and safety needs to be considered when selecting toys. Here are a few tips for Santa and parents to keep in mind:



- For younger children, avoid toys that shoot objects, such as slingshots, dart guns or arrows.
- Older children who enjoy science experiments, woodworking or other building sets should be supervised and wear safety glasses as appropriate.
- Be wary of anything that has small pieces that could easily

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## Construction Update: New East Clinic Progress

We are making great progress in the construction of our new state-of-the-art clinic on Madison's east side. Be sure to follow us on [Facebook](#) for frequent updates!



We are excited to report we are on track to open in Spring 2017 as planned. If you are a patient of our current clinic on East Washington Avenue, we will stay in close contact about our exact open date to ensure a seamless transition to our new location. If you have questions,

- break off, or paints or coatings that can chip and flake.
- Avoid toys with sharp or rough edges or pieces.

All About Vision has a great [resource page](#) about eye safety and toys, as well as the W.A.T.C.H. list of worst toys for 2016.

## Don't Let Your FSA Go Away!

You know the old saying: Use it or lose it. As we approach year-end, this applies to just about everyone who uses a Flexible Spending Account (FSA) for health, medical and wellness expenses. Sometimes, money goes unused because people are uncertain about what expenses qualify. At Isthmus Eye Care, we're happy to answer any questions to help you make the most of your FSA. As a local and independent provider, we also offer flexibility that some big box stores and major retailers cannot. For example, we can include contact lens solutions, nutraceuticals and other supplies and supplements beyond just frames and lenses. Our end of year promotion is the perfect chance to stock up. When you buy multiple pairs of glasses now through

December 31, everything beyond your first pair will be 50% off. Stop in today and let Isthmus Eye Care help you make the most of your FSA.



feel free to call us anytime at (608) 249-5548.

## See you soon!

Plan to join us this coming Thursday on December 1st for our Annual Winter Style Show. Visit our [website](#) for more information.

## Contact Us

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