



July 2018

TrueTear, an Innovative Solution for Dry Eye

Isthmus Eye Care is the first eye care clinic in the Madison area to offer an innovative new solution to those who suffer from dry eye syndrome - especially those who have tried using drugs or drops with little or no relief. A state-of-the-art new device, [TrueTear](#), uses neurostimulation to help the eyes produce their own natural tears. The technique is very similar to a nasal spray

insertion, using a small probe that stimulates the trigeminal nerve at the top of the nasal passages to increase natural tear production. Artificial tears can be difficult



to administer, and medications can be both cumbersome and expensive. TrueTear offers an easy-to-administer treatment option for adults that is typically well-tolerated with mild or no side effects. If you have suffered from dry eye syndrome and have not had relief with drops, medications or other standard treatments, please ask the team at Isthmus Eye Care whether TrueTear might be the right solution for you.

Have a Safe 4th of July Holiday

Soon the sky will be alive with bright blooms of light and the air will be filled with one big boom after another. The annual celebration of Independence Day is upon us, and we always get a lot of questions about fireworks safety this time of year. Our immediate answer: leave fireworks to the professionals. According to the [Wisconsin Department of Health Services](#), in 2017 there were 102 emergency room visits due to fireworks injuries - a third of those in children - and an additional 15 hospitalizations (national statistics show more than 11,000 fireworks-related injuries last year). Every year, sparklers that are generally thought to be safe for kids are included on the list of culprits. If you are celebrating with fireworks, we strongly encourage anyone and everyone to wear appropriate protective eyewear and, if a serious injury does occur, call 911 or get to the nearest emergency room immediately. Even seemingly less serious irritations can worsen

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Book Now for Back to School Eye Exams

Summer is in full swing! Don't worry, we aren't going to tell you to get an early start on your back-to-school shopping just yet. But one thing we would encourage you to do is book ahead for back-to school. Because healthy eyes are critical to success at school, early fall is a good time for your child's annual eye exam to ensure kids aren't having any vision problems and to have prescriptions checked for kids who already wear glasses or contact lenses. Our doctors' schedules fill up very quickly in August and September, so call today to book your back-to-school appointments.



and cause lasting damage to the eye. In these cases, immediately shield the eye from pressure and - tempting as it may be - DO NOT rub the eye. Then, seek attention from your eye care provider as soon as possible to

get the proper treatment and prevent any further damage.

Eat the Rainbow at Area Farmers Markets

When it comes to the nutritional piece of the wellness puzzle, many experts recommend "eating the rainbow" for health in general, and eye health is no exception. Bright orange carrots and shiny red tomatoes deliver beta-carotene. Dark leafy greens including spinach and kale are full of antioxidants and offer a wide variety of vitamins and minerals, as do brightly colored berries. Eating the recommended daily servings of fruits and veggies is one of the best proactive and preventive measures we can take to keep our bodies, brains and eyes healthy. Luckily, in the Madison area there are dozens of Farmers Markets for gathering fresh seasonal produce and other goodies. [Edible Madison has a complete regional list and interactive map](#) to help you find a market any day of the week.



Save the Date for 2018 Good Neighbor Festival

One of our favorite Middleton events of the year is around the corner - the [Middleton Good Neighbor Festival parade](#) beginning at noon on Sunday, August 26. The Isthmus Eye Care team will be participating in the parade for the 9th year in a row. This year's Mardi Gras theme is sure to be creative and colorful. We're hoping for a great turnout from Middleton and the surrounding communities, and we look forward to seeing you there!



Rock & Read Recap

A great time was had by all on Father's Day at Capital Brewery for the Madison Public Library Foundation's fifth annual Rock & Read event, which raises funds for the [Madison Public Library's Summer Reading Program](#).



Hunger Hero Thank You!

Thank you to all our patients and staff that donated to the [Goodman Community Center Hunger Hero food drive!](#) Together we are helping provide nutritious meals for children this summer.



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Isthmus Eye Care

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