

More to Vision Than Meets The Eye

Produced for the Patients of the Boxer Wachler Vision Institute

In the Blossoms of Spring Newsletter 2012

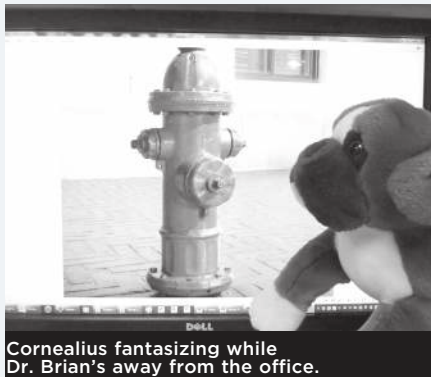
www.boxerwachler.com

Dr. Brian was away with his family for Spring Break this week and I'm took full advantage of his absence. While he was teaching his daughters how to ski and snowboard on the slopes in Whistler, British Columbia for Spring Break—I'm here, very UN-supervised in his office, free to roam at will ☺

In the last issue, he boasted a photo from his security camera that snapped me repelling into his office. I'm not ashamed. I occasionally need to get out of the procedure room and find some nice trees or fire hydrants. If you have a dog, you'll know it's in our DNA! I wasn't able to find a way out of the building, but I was resourceful!

Enjoy Spring time—I sure am!

Cornealius



TOPICS

- Why Your Children Should Be Wearing Sunglasses (and Why You Never Thought about It)
- Fortified LASIK™—Giving People Extra Reassurance and Safety
- Our Daughters Micaela and Jordanna Teach Me a Lesson!
- **My Story:** The Early Days of Holcomb C3-R for Keratoconus—Not So Glamorous
- **Optimal Health in the News:** How to Lower Your Risk of Breast Cancer (for Women) and Prostate Cancer (for Men)—*The Quick Guide to His and Hers Cancer Prevention*
- Guest Appearances on Dr. Phil's *The Doctors* Covers Leading-Edge Treatments for Dry Eyes, Keratoconus, Red Eyes and More
- Our Fans
- This Quarter's Patient Referral Winner is... Lori Shiraishi Who Won a New iPad?

Why Your Children Should Be Wearing Sunglasses (and Why You Never Thought about It)

WHY DID I INVENT THE I-BRITE PROCEDURE? To treat chronic bloodshot, yellowed, and brown-stained eyes from sun damage. I explain to patients that this sun damage started when they were kids, because their parents never thought about sunglasses for them. Parents lather up their kids with sunscreen to protect against the harmful sun rays. But sunglasses for their kids? Not on most parents' radar screen.

You can do your children a BIG favor by getting them in the habit of wearing sunglasses. They will

resist you at first, but you gotta stick with it—they will thank you years later. Showing photos of bloodshot eyes on Google can help by explaining to your kids, "If you don't start wearing those sunglasses, your eyes could wind up looking like this years down the road."

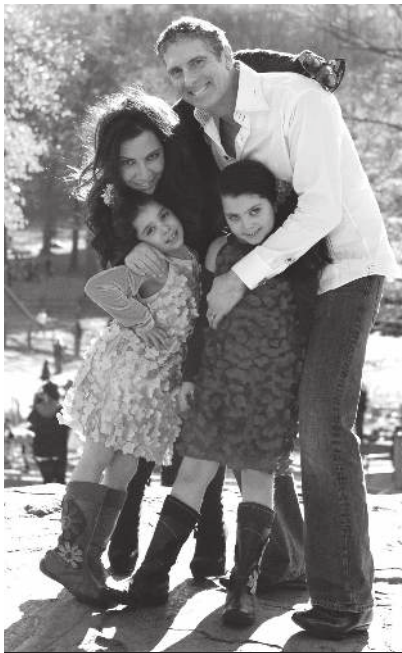
As you can imagine, our daughters (in kindergarten) are the only kids wearing sunglasses in their ENTIRE school. Now it is catching on as more parents in school are having their kids wear them. It can help prevent their children from suffering from bloodshot, yellow spots, and brown spots on the eyes as adults. They will thank you years from now.



Fortified LASIK™—It's What People Have Been Waiting For

HAVING PERSONALLY PERFORMED thousands upon thousands of LASIK procedures over the past 14 years to help free people from the handcuffs of glasses and contact lenses, I recognize that the risk of LASIK side effects is very, very small. I wanted to make the procedure even better, even safer. After the laser component, I found there was an opportunity to make the cornea stronger. I combined our advanced LASIK procedure with an accelerated version of our Holcomb C3-R® to provide a level of safety not available anywhere else in the United States—it's only in our office. This combination gives added strength to the cornea tissue (and peace-of-mind to people) so that we can expect as long lasting results as possible. We routinely hear, "This is the type of LASIK break-through I've been waiting for".

If you're still on the fence about LASIK or even apprehensive about it, please visit our Fortified LASIK™ page at www.BoxerWachler.com or call the office 310-860-1900 for more information. You'll be quite surprised.



I keep learning, even from my daughters.

Our Daughters Micaela and Jordanna Remind Me of an Important Lesson!

EVER SINCE THEY WERE TWO YEARS OLD, our daughters routinely slept for twelve hours a night. At age six, now it's about eleven hours a night. Sleep is when their bodies and brains recover and grow. As adults we usually never can sleep this long (unless you near overdose on melatonin which can put you into a hibernation). Being reminded of how our bodies rely on proper sleep for optimal functioning and health, I now strive to get a full eight hours a night. I never drink coffee which can mask being fatigued from lack of sufficient sleep (and is not good for steady, surgical hands). Years ago I created a strict sleep ritual to keep me at my best by getting as close to eight hours of sleep a night.

- I use 3 mg of melatonin a night which promotes REM sleep (the deepest, most restful stage of sleep).
- If Selina reads in bed, I use a sleep mask that block light which can interfere with quality of sleep
- If there's noise outside for some reason, I'll pop in ear plugs.
- (I don't look very glamorous with all this garb on at times, but I'm sleeping like a baby!)

For me as a surgeon, I need to protect my sleep not only for my health, but for my patients as well.

The Early Days of Holcomb C3-R for Keratoconus —Colleagues Slinging Arrows in my Back

IN 2003 WHEN I CREATED Holcomb C3-R® I thought all my colleagues would have welcomed this with open arms. Or so I thought! **Unbeknownst to me, I was in for an ambush, like when the bandits surprise the stage coach carrying the gold in the old western movies.** After my first scientific presentation, I had a number of colleagues say, "Don't believe the results."

MY STORY

The reason for the "ambush" was soon apparent to me. *A number of eye surgeons were doing very well with performing invasive cornea transplants and non-invasive, 1 day recovery Holcomb C3-R® was a direct threat to their practices.* There was even one doctor who was telling patients that Holcomb C3-R® was illegal (which of course was 100% *not* true). It seemed like there was this conspiracy against my progress for people with Keratoconus. **I was naïve to think this advancement would be immediately heralded as a breakthrough by all my colleagues.** The ugly truth was that the business of medicine clouded many doctors' opinions. To me this violates the fundamentals of why people became doctors in the first place.

I knew we were changing lives of people with Keratoconus and I decided I would not give in to peer pressure. I dug my heels in deep and forged ahead despite what my colleagues were saying. I had complete clarity about this: I was not trying to win a popularity contest with other eye doctors, I was changing the way people with Keratoconus are treated and knew eventually that the tide would turn in my favor.

I had "friendly" colleagues visit me from Italy, Sweden, and the Philippines and I showed them how to perform Holcomb C3-R®. With more doctors doing the procedure around the world and with more data being presented at scientific meetings by myself and others, the critics were slowly being silenced. It was like sharp shooter emerged from that same ambushed stage coach and began picking off the critics hiding in the hills—one after the other. **Now nine years later, Holcomb C3-R® is recognized as one of the biggest advances in Keratoconus in the last 50 years.** I must thank my wife Selina for all her support during those dark hours in my life.

In Steven Holcomb's upcoming book *NOW I CAN SEE* (which is due out before the next Winter Olympics in 2014), more details will be revealed along with chronicling Steven's personal and professional comeback from Keratoconus to Olympic Gold. His story is about the universal theme of "triumph over adversity" which is inspirational to everyone.

P.S. Steven recently won gold medals at the 2012 World Bobsled Championships in the 4-man AND 2-man! This is the first time EVER the United States won gold in the 2-man bobsled. Massive congratulations to Steven!



How to Lower Your Risk of Breast Cancer (for Women) and Prostate Cancer (for Men) —The Quick Guide to His and Hers Cancer Prevention

REVIEWING THE STATISTICS on breast and prostate cancer can be pretty darn daunting. For example, breast cancer occurs 1 in 2,525 by age 30 then skyrockets to 1 in 14 by age 70. The good news is **research has provided a clear path to help reduce the risk of getting breast and prostate cancer with small changes in what you eat:**

- Take 1,000 IU of Vitamin D a day
- Next time go for chicken instead of beef and pork
- Trim off the burnt (black) bits of all cooked/BBQ meat
- Choose more fruits instead of sugary dessert
- Eat soy instead of high fat dairy
- Go for broccoli, cauliflower, and brussels sprouts (gets protective indole-3-carbinol on your side)
- Flax oil instead of olive oil for your salads (or take flax oil capsules such as our blend called Optimal Flax)

Guest Appearances on Dr. Phil's *The Doctors* Covers Leading-Edge Treatments for Dry Eyes, Keratoconus, Red Eyes and More

The producers of the Emmy award-winning daytime talk show *The Doctors* invited me to be on the show **a record four times in 2 months**. In each show, I was interviewed about important eye health and treatments. Here are the bullet points:

Show #1 I-Brite for Chronic, Bloodshot Eyes. Cameras followed our patient James from New York City who unfortunately suffered the effects of years of sun damage to the whites of his eyes. The result: chronic bloodshot appearance. The stigma of his red eyes led him to quit his job in real estate. Luckily James found out about I-Brite and came out for the procedure which whitened his eyes—freeing him to regain his confidence, start a new job, and enthusiastically embrace his new life.

Show #2 Holcomb C3-R and Intacs for Keratoconus in a Star Student As a college student and athlete, Ian Barnes had his whole life ahead of him until Keratoconus struck. With failing eye sight, his world was turned upside down. We reversed his Keratoconus with Holcomb C3-R and Intacs. Ian is now back on track with his life again.

Show #3 Dry Eye Treatment with Testosterone Eye Cream and Moisture Shields. Many doctors overlook clogged oil glands at the edge of the eyelids (called blepharitis) as a frequent cause of dry eyes. Our patient Marisa and myself were on set to demonstrate how easy it is to apply testosterone cream to the eyelids that treats the clogged oil glands and therefore dry eyes. Moisture shields are also effective for hydrating the eyes too.

Show #4 Are You Seeing the Wrong Doctor? In a game show format, a cardiologist, dermatologist and myself discussed symptoms that would mislead you about the type of doctor to see. Hiccups in rare cases could be a sign of impending heart attack (see the cardiologist), tingling on your tush could foreshadow genital herpes outbreak (see dermatologist), and rash on tip of your nose could be early shingles (see the ophthalmologist).

To watch these episodes, please go to **www.YouTube.com** and type in “boxer wachler doctors” to find them.



High Quality Optimal Health Support Products

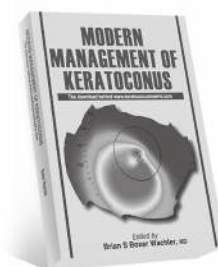
- **Optimal Eye Plus**
(with extra lutein)
- **Optimal Macula**
(macular degeneration)
- **Optimal Flax**
(cold-pressed and organic)
- **Optimal Fish Oil**
(mercury-free fish oil)
- **Chewable Optimal Fish Oil**
(berry flavored for kids and adults)
- **Optimal Multivitamin Basic and Packs**
- **Cardiovascular Support**
- **Osteoporosis Support**
- **Antioxidant Support**
- **Triplichol**
(all natural, cholesterol lowering supplement, more effective than Lipitor-type drugs WITHOUT safety issues of those drugs too)

These supplements contain concentrated high quality ingredients that are not available in stores.

For more information and pricing, please call
310-860-1900.

Get your copy of
Dr. Brian's book

Modern Management of Keratoconus



now **EXCLUSIVELY**
available on **Amazon.com**

“Our Fans”



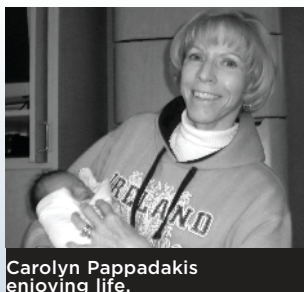
Karen Curtis after scar removal and LASIK.

“I want to thank you very much for the two ‘life-changing’ procedures you performed. I am grateful that you found the problem BEFORE I had LASIK and fixed it. I was very comfortable with both procedures and see great now

—Karen Curtis, Kindergarten Teacher, Castaic, CA
Cornea Scar Removal and LASIK Patient

“The procedures you did for me changed my life. ‘Thank you’ to you and the staff.”

—Carolyn Pappadakis, Retired, West Jordan, Utah
Holcomb C3-R; Intacs® and CK Patient



Carolyn Pappadakis enjoying life.



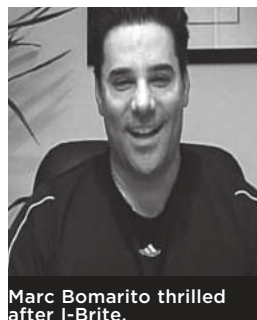
Meg Tilly enjoying life after LASIK.

“Waking up the next day after LASIK was like Christmas morning! Dr. Brian is a genius!!”

—Meg Tilly, Actress
LASIK Patient

“I want to thank you for the warm hospitality and professionalism that you and your staff extended to Gary and me last week with your Keratoconus treatments. Since we live in the South, we understand and practice “Southern Hospitality” and we certainly experienced it from you and your staff.”

—G.L. Gunderman, Major General, USA (Ret), Florence, Alabama



Marc Bomarito thrilled after I-Brite.

“I always woke up with blood shot eyes and if I stand at my desk too long in front of a client or at a computer I can feel them become red. I knew at that point I had to do something because I was turning into a hermit. After I had the procedure done the follow up was incredible; the procedure itself was smooth. It’s actually renewed my life. It’s taken one thing off my plate that I no longer think about, worry about, or stress about it.”

—Marc Bomarito, Insurance Agent, Fresno, CA
I-Brite™ Patient



Sicinet Moguel is all smiles after I-Brite.

“I use to have yellow eyes, brown spots and all the time my eyes were red. And a lot of people use to ask me if I was sick, you know and sometimes ask if I do drugs and I was ashamed. After having the procedure I’ve been having a lot of compliments; my husband, my parents, my sisters, my co-workers and friends and neighbors. I’m really happy now!”

—Sicinet Moguel, Cashier, Los Angeles, CA
I-Brite™ Patient

Who Won a New iPad?

This Quarter’s Patient Referral Winner is...

...Lori Shiraishi! Congratulations to Lori and on her winning her new Apple iPad! Every quarter we hold a drawing from the group patients who have referred a patient to our practice for that quarter. Why? **Because we are very appreciative of the “word-of-mouth culture”** of our patients, since that’s how we’ve grown over the years. We appreciate all of you for taking the time to refer. Thank you!



Lori’s thrilled with her new iPad.



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