

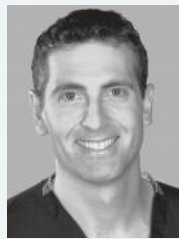
More to Vision Than Meets The Eye

Produced for the Patients of the Boxer Wachler Vision Institute

Heating Up with the Summer Newsletter

www.boxerwachler.com

As a relatively older Dad (only chronologically of course!) helping to raise my 6 year old twin girls with my wife Selina, I have come to enjoy vacation time. Family vacations are the rare opportunities for me to spend 24/7 with the Boxer Wachler clan—there are only four of us in the whole



world! We had a wonderful time skiing over the Spring Break and in August we'll do another 'Row-cation' where I'll be competing in Boston at the

annual Masters National Rowing Championship. Then we'll travel across the pond to visit with some good friends, take in the culture and enjoy some good food! We are very excited for the break.

I trust you'll enjoy this issue. We've packed a number of goodies in here!

Wishing you a fantastic Summer!

Brian

Dr. Brian

TOPICS

- Steven Holcomb wins historic Double Gold at the 2012 World Bobsled Championships
- A 'Wild' Spring Break with the Boxer Wachler Girls
- People Travel to Boxer Wachler Vision Institute from Countries Around the World
- How Fashion Icon Bijan Influenced the Design World ... And Dr. Brian's Daily Outfits
- **My Story:** An Eye-Opening Visit to Turkey to Meet with Turkish Eye Surgeons
- Finally a Cure for Your Hiccups
- Dr. Brian's New Keratoconus Book Published, Hits Amazon.com
- This Quarter's Patient Referral Winner is...
- Our Fans

A 'Wild' Spring Break with the Boxer Wachler Girls

WELL, I SUPPOSE IT CAN ONLY get so 'wild' when you're dealing with a pair of 6 year-olds, but having the week with the family in my wife's home town of Vancouver and Whistler was so precious. The girls seem to be naturally athletic and took to ski lessons like a fish to water. One day Selina and I took them out of ski school to have them join us—Selina skis while I snowboard, but nothing extreme of course.☺ We were amazed at the lack of fear the girls showed as they tackled the blue runs! Kids truly have very little fear. It was a sobering reminder that as adults we often times shy away from new experiences, but it need not always be this way. Perhaps this Summer you might try something entirely new and out of your comfort zone. Abalone diving? Well maybe something less extreme...



Micaela and Jordanna loved learning to ski.

Steven Holcomb wins Historic Double Gold at the 2012 World Bobsled Championships

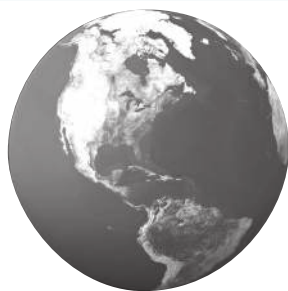
I HAVE BEEN LUCKY enough to know a number of elite athletes over my career. United States Olympic Gold Medalist Steven Holcomb is the pinnacle of resolve and discipline and he used this to accomplish his goals. It was that commitment that recently earned him *Gold at the 2012 World Bobsled Championships in the 2-Man Bobsled last February*—a feat **NEVER** achieved by a U.S. bobsled team. Then to further write history the following weekend, Steven and his Night Train took Gold in the 4-Man bobsled. I was so excited I almost capsized during an on-the-water training session in my racing rowing shell as I was following Steven's races live on my cell phone in the boat. We all congratulate Steven on his spectacular achievements!!



Steve Holcomb wins Double Gold in 2012.

People Travel to Boxer Wachler Vision Institute from Countries around the World

IT IS HUMBLING TO ME that people find their way to our Institute from seemingly all over the United States and outside countries as well. We recently had a woman travel from Brunei for I-Brite® to treat pigmented spots on the whites of her eyes. People travel all the time for our proprietary I-Brite® and Keratoconus treatments. Now that word has gotten out about our proprietary FORTIFIED



LASIK procedure, we are seeing similar foreign travel for this procedure. At first it might seem daunting to travel on a plane to Beverly Hills for an eye procedure, however our superb staff will help coordinate your 3-day visit as seamlessly as possible (including some great sight-seeing too). Please call **310-860-1900** to speak to one of our Patient Ambassadors.

How Fashion Icon Bijan Influenced the Design World ... And Dr. Brian's Wardrobe



Fashion legend Bijan helped Dr. Brian.

LAST YEAR FAMED Beverly Hills designer Bijan suddenly passed away. This was a great and unexpected loss for all who knew him. He was our patient and I always admired him for his brutal honesty. Bijan not only influenced fashion and his clientele reads like a 'Who's Who' of world leaders, but he also had an influence on my daily wardrobe. Before I met him I always wore a suit to the office and met with patients that way. The day Bijan came to the office for a LASIK evaluation, he straightforwardly asked me, "Why do you look like a banker wearing a suit?" I sheepishly explained that I simply was following in the footsteps of my Cornea and Refractive Surgery fellowship director. Bijan then pointed to a framed magazine article on the wall with Emeril on the cover and remarked, "He's a chef. Is he wearing a suit? No. He's wearing what chefs wear—the chef outfit. You're a surgeon. You should dress like one, not a banker." It was fresh advice that I put to the test. We took a survey of our patients as to their preference. The majority preferred that I wear surgical scrubs, not a suit. I am forever grateful to Bijan for his brutal honesty, especially now that my closet is simplified with dozens of blue scrubs. Bijan will be missed by many and by his industry to which he contributed so much.

An Eye-Opening Visit to Turkey to Meet with Turkish Eye Surgeons

IN MAY I TRAVELLED to Istanbul, Turkey to meet with a group of leading eye surgeons. I had never visited Turkey before and didn't know what to expect. *I found one of the most advanced eye hospitals that I've seen outside the United States.* The

MY STORY

insight, experience, and equipment were of the highest caliber including treatments for all disorders **I found the Turkish people to be very warm and Western in many respects.** The food was absolutely delicious EVERYWHERE. We felt very safe in the country as well. Touring the ancient Greek and Roman cities Ephesus and Pergamum was like being in the best history class in 3-D! It was a most memorable and educational trip. If you are considering a trip to Europe in the future, I highly recommend Turkey!



Dr. Brian visiting Dr. Aylin Kilic in Turkey.



Dr. Brian meets a living legend, Dr. Heimlich of the life-saving maneuver.

Dr. Brian's New Keratoconus Book Soon to be Published

HOW WE CONQUERED KERATOCONUS is the second Keratoconus book of ours that will be published. My inspiration for the book was the thousands of people that we have helped to regain their lives from the devastating eye disease. **Many people were told by their doctors, "You just need to wait until your Keratoconus gets bad enough for a cornea transplant" or "the only option is hard contact lenses."** More people with Keratoconus need to hear the stories and be empowered to break through the glass ceiling of their doctors' incorrect advice. This new book highlights our patients telling their own stories, in their own words, about how they overcame their disease and reclaimed their lives. *How We Conquered Keratoconus* will soon be available on Amazon.com.

Finally a Cure for Your Hiccups

You've probably heard a number of off-beat treatments for hiccups such as taking seven sips of water, stand on your head and drink water, and even hold your breath and count to '10'. Recently I appeared on the daytime talk show *The Doctors* to help set the record straight. The sure-fire cure for hiccups that I have always found successful is simply to breath into a paper bag for 1-2 minutes. You'll be re-breathing the carbon dioxide (NOT to be confused with carbon monoxide which is from car exhaust). The carbon dioxide triggers the hiccups to stop about 1-2 minutes. Now you won't have to stand on your head in the office the next time you're stricken with hiccups!



Who Won a New iPad?

This Quarter's Patient Referral Winner is...

As we grow we are developing innovative ways to harness the best ideas and bring them to our Institute. Part of that growth is the strong support of our patients entrusting us to care for those most important in their lives. This quarter's patient referral winner is Elizabeth Buffington. Every quarter we hold a drawing for a new iPad from a pool of those patients who referred a new patient to us during that time. We are so grateful for Elizabeth and patients like her. Thank you!

This newsletter does not dispense medical advice; please discuss topics of interest with your doctor.



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High Quality Optimal Health Support Products

- Optimal Eye Plus (with extra lutein)
- Optimal Macula (macular degeneration) **NEW!**
- Optimal Flax (cold-pressed and organic)
- Optimal Fish Oil (mercury-free fish oil)
- Chewable Optimal Fish Oil (berry flavored for kids and adults) **NEW!**
- 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) **NEW!**

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

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

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fun and key health tips

not found in any single place!

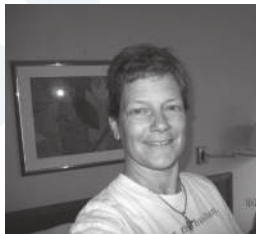


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“Our Fans”

“Dr. Brian , my vision is 100% improved since I had the Holcomb C3-R, Intacs, and CK. Last week I was fitted for a contact lens and am seeing better than ever. Most of all since the procedures my comfort level is so wonderful. Now I often take my sight for granted—which I never want to do again! THANK YOU for everything.”



Lisa Beidler thrilled to have her life back after Keratoconus treatments.

P.S. Thank you for Iris! She sits atop our entertainment center in our living room!

—Lisa Beidler, Homemaker,
Grand Rapids, Iowa
Holcomb C3-R; Intacs® and CK Patient

“Thank you guys for everything! My eyes, my life, my vision. I see 20/25 with contacts now! Lots of love!”

—Melissa Guillory, Executive Administrator
Sacramento, CA
Holcomb C3-R; Intacs®, CK and later Visian ICL Patient

“I wanted to write to thank you again. We are so happy that you were able to give Garrett his vision back and stop the progression of he Keratoconus. After we left your office on Friday following the post-procedure day check up, we went for breakfast and Garrett was able to read the company id number on the car door of the truck across the street— AMAZING! We feel so blessed you were able to help our son!”

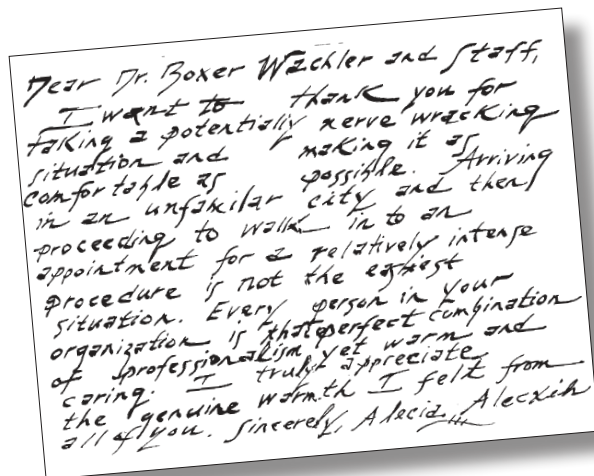
— Joanne Ivanicki, Mother of Garrett Ivanicki,
“Stay at Home Mom”, Interlaken, New Jersey

“First and foremost the staff is EXCEPTIONAL, very professional and extensive testing performed and explained limits and expectations. I AM BLOWN AWAY WITH THE RESULTS, it’s life-changing. There’s simply not enough space to express my glee!! AMAZING!”

—Ray Richardson, Legal Manager, Los Angeles, CA
LASIK Patient

“Sean Doherty who you treated for Keratoconus and our nephew, is on the Swedish national biathlon team. He just won two races there in Sweden! He is the guy to watch!”

—Beth O’Shaughnessy, Aunt of Sean Doherty
Swedish National Biathlon Athlete, Iowa City, Iowa
Holcomb C3-R Patient



—Alecia Alecxih, Former Teacher and Guidance Counselor
Columbia, PA
I-Brite™ Patient



Very generous patients who brought a ‘boat load’ of socks for our Homeless not Sockless program.



BOXER WACHLER
VISION INSTITUTE

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