

Eye Care Associates
of New Jersey



Volume 2, Issue 2

June 2009

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Sunglasses sale



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Eye Care Associates of New Jersey

EYES ON US...

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FACEBOOK AND TWITTER...INTERNET TECHNOLOGY AT ECA

ECANJ is now part of the world of modern internet communication technology. ECANJ's Facebook page has been up and running for several months now. ECANJ uses our Facebook page to inform our patients of upcoming events at the practice. These events include speaking engagements for the doctors and eyeglasses sales. Right now, visit our Facebook page to learn about our summer special for sunglasses. We invite you to become our "fan" on Facebook to stay current with the latest from our practice. You may also follow ECANJ on Twitter to learn up-to-the-minute news about our practice. Go to www.twitter.com/eyenj.

Facebook was founded in 2004 and is a social network that helps people stay connected more efficiently with their friends, family, coworkers and business associates. You may share photos, links and videos on Facebook. Facebook's mission is "to give people the power to share and make the world more open and connected".

Facebook has led the industry in giving people tools to control the information they share and with whom they choose to share it. User privacy has always been a top priority for the company. Users also have the ability to share and restrict information based on specific friends or friend lists. Facebook has over 200 million active users.

If you do not currently have a Facebook page, you may join in about 10 minutes.

Twitter is another networking site that asks you to answer one question, "What are you doing?" When you answer that question, it's called a "tweet". Started March of 2006 and headquartered in San Francisco, CA, Twitter has grown into a real-time short messaging service that works over multiple networks and devices. All around the world, people follow the sources most relevant to them and access information via Twitter as it happens—from breaking world news to updates from friends and business associates.

10% OFF SUNGLASSES VALUABLE PROTECTION FOR YOUR EYES

August is National Cataract Awareness Month and with the summer months approaching, ECANJ would like to stress the importance of wearing the correct sunglasses lenses to protect your eyes. Daily exposure to the invisible ultraviolet rays (UV) of the sun can cause serious long-term damage to

your eyes. UVA and UVB rays are absorbed by several structures in the eye. Studies have shown that exposure to UV rays is one of the causes of cataracts and possibly cause macular degeneration. Just as you protect your skin with sunscreen, protect your eyes with UV-filtering sunglasses lenses. At Eye Care

Optical, we suggest polarized lenses and anti-glare coating. As part of our commitment to all our patients, we are offering a 10% discount on the purchase of sunglasses through Eye Care Optical. Just bring your copy of the newsletter to the optical shop to get your discount on a stylish pair of sunglasses.