



Streetsville Eye Care-Seeing Is Believing

By Cheryl Ibbotson

Streetsville Eye Care has been in business for over 30 years, and is currently owned and operated by Dil Kalsi who is a registered optician and a trained fashion designer. She offers the best in eye care service and technology in a warm and comfortable environment. In addition, Dil provides her clients with the feedback they need to ensure they get the glasses that suit their personal style, shape and style of the face, and most importantly, improve vision. Streetsville Eye Care takes the necessary time to educate each individual client on eye care products as well as the proper care and maintenance needed for their new products. Since 1974, the business has been built on word-of-mouth, based on excellent customer service and loyal customers; due to superior service and customers who continue to come back for the newest styles and technology.

Located at 128 Queen St.S. in Mississauga, at the corner of Eglinton and Britannia, Streetsville Eye Care offers a variety of products on full trade. Dil, an optical sales rep before becoming an optician, services Tradebank clients from far and wide and realizes the benefits of trade. From lenses and sunglasses to the latest in frames, there is something for everyone. "Tradebank has benefited me to a maximum level" says Dil. "I use my trade dollars for a number of things to benefit my personal lifestyle as well as my business", says Dil. "My business is second to none. The biggest advantage to my customers is the full health assessment that we provide. In addition to the health of the eyes, we make sure that each customer gets the eyewear that suits their faces." Frames range in price from \$95-495 and lenses from \$50-750, including progressive single vision bifocals, invisible bifocals and specialty coatings.

Streetsville Eye Care also offers special biophotonic scanning to determine whether the client has sufficient levels of antioxidants to help prevent cataracts, Macular Degeneration, and other illnesses. This 3 minute, non-invasive scan can help to detect deficiencies and can lead to improved dietary consumption based on recommendation. For example, consumption of Beta-Carotene and lutein can increase antioxidants and therefore benefit the tissues of the eyes. Lutein in particular can only be obtained from our diet as our bones cannot make them. Dil believes that the key to maintaining your vision is to start making dietary changes early and she is a firm believer in eye scans and the supplements available at her store. She is on supplements and has personally seen improved levels of antioxidants in her own body since she started taking them. "Our vitamins have very high levels and benefits. I compare these vitamins with others, like I do boiled and raw vegetables. When boiled, the vegetables lose many of their nutrients. Our vitamins are in their raw form and therefore most beneficial."

Although services such as biophotonic scans and eye exams are not provided on trade, Dil offers a discount of \$20 on glasses when customers get a scan at the cost of \$20 cash.

In addition to her optical career, Dil spends much of her time designing for her Indo-western clothing label "Dasheen", which has a French Indian Flair complete with Indian embroidery. Many of these vibrant colours and influences can also be seen at her eye care location. Due to her fashion knowledge and training, Dil is confident that she can find the best fit in eye wear for the individual. She realizes that the prescription is just as important as the fit and she has an eye for what best suits her customers.

Tradebank clients who would like more information on scanning, eye exams or the products available at Streetsville Eye Care may contact their broker, or call direct at 905-826-5292. The shop is open Mon, Wed, and Fri 10am-6pm, Tues & Thurs 10am-7pm and Sat 10am-3pm. Or visit the website at www.streetsvilleeyecare.redto.com.