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MEDIA PRESENTATION  
SPHERE OPTOMETRY





**WE'D LOVE TO TALK TO  
YOUR AUDIENCE ABOUT  
EYE HEALTH AND MORE!**

**SOME ISSUES WE CAN  
ADDRESS:**

1. Dry eye disease - how common is it and how can it be helped?
2. Screens and lighting and our eyes
3. Eye makeup ingredients and best practices to protect our eyes
4. Independent handcrafted eyewear!
5. Myopia control - managing nearsightedness in children
6. Our entrepreneurship journey



## DR. DANIELLE GORDON

Dr. Danielle Gordon is an optometrist and the founder/owner of Sphere Optometry, located in Westman Village.

Dr. Danielle's vision in founding Sphere Optometry was to create a space of kindness and connection and create community through health. Dr. Danielle's passion for ocular and wholistic wellness is evident in her care for the community and those she serves.

At Sphere, the goal is to help their patients live fully and joyfully. They also harbour a deep love for independent hand-crafted eyewear and delivering intuitive vision care.

Dr. Danielle enjoys comprehensive vision care for all ages with a particular interest in dry eye and ocular surface disease management, nearsightedness control for children, and glaucoma detection and therapy.

Dr. Danielle's second passion lies deeply in giving back to the community. Through her initiatives, Fit to Read Project (an initiative that serves to connect books with kids) and See the Good Project (a fun social account to share uplifting content), her goal is to spread love and kindness throughout the community and to bring people together through giving back.

When Dr. Danielle is not focusing on ocular wellness and building up her community, she loves to spend time with her husband and two young children, get her heart rate up with a good run, and relax with a good book and hot cup of coffee.



FIND OUT MORE ABOUT DR. DANIELLE AND SPHERE OPTOMETRY AT [SPHEREOPTOMETRY.CA](https://www.sphereoptometry.ca)

Previously published in *Dote Magazine*

# See the Good. Be the Change.

PHOTOGRAPHY PROVIDED BY SPHERE OPTOMETRY  
WORDS BY JENNY FLAMAN

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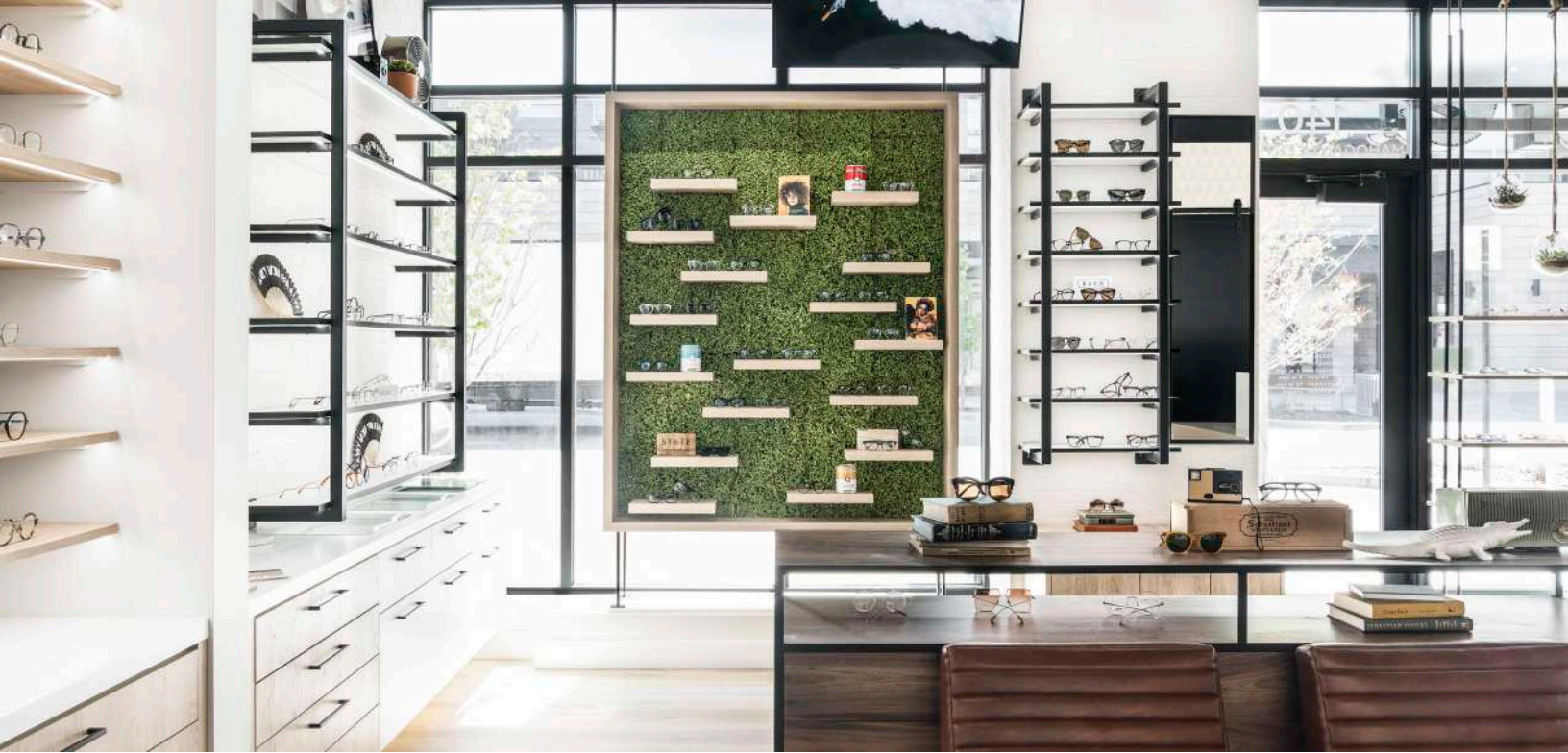
**S**elf-care is so important in maintaining a healthy physical and mental balance. Important components of self-care that can be neglected are regular check-ups with our doctors, dentists, and, of course, our optometrists. If it's true that vision is our most precious sense, we should care for our eyes like we do our hearts and minds.

At Sphere, the importance of eye health and the significance of creating an experience for their patients that leaves them feeling confident, re-energized, and empowered to care for their health is deeply understood and valued. Dr. Danielle Gordon opened Sphere Optometry in Westman Village to be able to provide that level of care for her patients.

These ideals are outlined in Sphere's vision: "At Sphere Optometry, we believe in making a positive difference with every patient, in our community, in our city, and the world. We see the good in every situation, find beauty in the ordinary and extraordinary, and leave things a little bit better than when we found them. We are about kindness and connection, ocular and wholistic wellness, and giving back to our local and global community."







A secondary vision at Sphere is to offer a wide range of small batch hand-crafted eyewear options for a diverse clientele.

"In the world of optometry, there is conventionally an interplay between the medical and retail side of a practice," says Dr. Danielle. "With Sphere, I wanted to branch out and focus on offering independent handcrafted frames, often with exclusive smaller lines, to showcase for a trendy, suburban crowd."

Sphere offers a unique collection of hand-picked eyewear options, many that you won't find easily elsewhere.

"Our frame stylist and manager, Bethany Thompson, has spent endless weeks scouring the globe to curate our opening collection, and, I have to say, it has brought us so much joy to see these beautiful pieces populating the shelves of our space!" says Dr. Danielle.

In the heart of the newly flourishing Westman Village in southeast Calgary's Mahogany, the Sphere clinic and shop is a breath of fresh air with light, modern design and a clean, welcoming comfort to help set the tone for your eye exam experience.

"Having lived and worked in Calgary's south for so many years, I felt so strongly there was an appetite to have this kind of unique offering closer to home, and I think Westman Village has done an amazing job of creating this locally supportive energy right here in Mahogany," she says.

Dr. Danielle is all about compassionate vision care and independent eyewear, but she loves to give back to the community, as well. A few years ago, she launched the Fit to Read Project, which connects books with kids and gives back to Calgary Reads, an organization that strives to improve literacy outcomes in children.

"Over the past four years, we have donated over 3,200 books to Calgary Reads, and I'm so excited to house this project at Sphere," Dr. Danielle says. Sphere always accepts new and gently-used children's books for donation in their space, and proceeds from every eyewear sale go to Calgary Reads.

The Sphere tagline reads, "See the Good. Be the Change." Our vision care is an important part of our self-care, and if we are going to make a small change toward caring for our bodies and our whole selves, where better to start than your eyes?



Connecting Books With Kids  
[fittoreadproject.ca](http://fittoreadproject.ca)





## WHAT'S HAPPENING AT SPHERE

### 1. The Fix

The Fix is a treatment that aims to reduce dry eye symptoms and tissue damage through improving the health of the meibomian glands in the lids, while simultaneously treating the delicate skin around the eyes and improving overall aesthetic appearance.

### 2. The Fix Wellness

The Fix Wellness is our new initiative to bring a focus on overall wellness to our community through protocols like The Fix dry eye treatment as well our new Fix Nourish program, and much more to come!



### 3. We're Growing!

You will see a few new faces around Sphere these days with some wonderful additions to our team, including optometrists, opticians, and frame stylists!

### 4. Shop online

We understand the value of time and the importance of convenience, so we are launching an online shop where our customers will be able to find our favourite products and so much more!



## Shop

[Skin Care](#) | [Eye Glasses Care](#) | [Eye Care](#) |





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