



focus on
PERFORMANCE

— with Kaylyn Kyle —

PRESENTED BY: **BAUSCH + LOMB**

DO YOU REMEMBER THE DAYS when your child wore an oversized uniform while wildly chasing the soccer ball with the other kids? Grown up and in their teens, they're now part of a team and in it to win it! They want to perform. They want to be the best and you want what's best for them – both on and off the field.

THIS TRAINING GUIDE IS FILLED WITH HANDY TIPS AND TRICKS TO HELP YOUR CHILD PERFORM AT THEIR BEST BEFORE, DURING AND AFTER THEIR GAME.



Kaylyn Kyle

CANADIAN WOMEN'S NATIONAL TEAM
OLYMPIC & PAN AM GAMES MEDALIST

- Position: Midfielder
- Hometown: Saskatoon, Saskatchewan
- Date of Birth: October 6, 1988
- Started wearing glasses: age 5
- Started playing soccer: age 6
- Switched to contact lenses: grade 8

“ Growing up it was very frustrating, as my glasses would slip and be a distraction and I was really scared that the ball would hit me in the face.

“ As a professional athlete, I can't afford to compromise my performance because of my vision. Soccer is a contact sport and having to worry about glasses distracts from my focus on the game. With daily contact lenses, this eliminates my worry and provides me with an unobstructed peripheral vision which helps my performance on the field!



Dr. Dana Blakolmer

- Position: Mom and Optometrist
- Hometown: Oshawa, Ontario

TIPS FOR PARENTS:

- Have a talk with your teen to determine if they are ready for contact lenses. If you feel that your child is responsible enough to complete their homework on time, clean their room and brush their teeth, then they are ready to start wearing contact lenses.
- Contact lenses are very safe as long as they are used as directed. When your teen is on the field, wearing contact lenses eliminates the worry about glasses or goggles fogging up or falling off their face.
- Daily disposable contact lenses are hassle-free, easy to use and excellent for first-time wearers. Visit your eye care professional for more information about daily disposable contact lenses.

“ As a mom, I support my three active children by providing them with what they need to perform well in their activities - whether in soccer, hockey or dance - I want to make sure they are well-equipped and focused on their performance.



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1. WARM UP

Preparation starts long before they ever reach the field.

MENTAL PREPARATION

- **VISUALIZE:** Even if you're running late, help your child take the time to get their head in the game – visualization helps
- **ROUTINES:** Find a routine that works for them, even if it seems superstitious – Kaylyn doesn't wear black cleats because she always seems to get injured in them!
- **STAY CALM:** Work with your teen to develop a mantra to help to calm nerves so they can focus on the game

PHYSICAL PREPARATION

- **EAT WELL:** Ensure your teen eats a well-balanced meal about two hours before the game, to stay energized and perform well on the field
- **KEEP COOL AND HYDRATE:** Make sure the water bottles are full – hydration is key
- **CHECK GEAR:** Ensure gear, including contact lenses, are comfortable because there's no time to change them during the game

CARRY A GAME DAY KIT.

Some helpful things to include:

- Bandages
- Antiseptic spray or lotion
- Sunscreen
- Tensor bandages
- Athletic tape
- Muscle cream
- Hair elastics
- Instant-cold ice packs
- Extra shoelaces
- Pain reliever
- Tissues



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2. IN-GAME

Keeping focused during the game will help them perform their best.

MENTAL STATE

- **STAY FOCUSED:** Encourage your child to stay focused and calm as these emotions can impact your child's game and can contribute to their overall performance
- **STAY POSITIVE:** A healthy attitude also allows them to be confident and play their best on the field
- **HAVE FUN!** Remember that they are doing what they love; remind them that it is okay to have fun too!

PHYSICAL STATE

- **PRACTICE, PRACTICE, PRACTICE:** Your child's commitment to practice and training pays off on game days. When Kaylyn is training she's always the first one on the field and the last one to leave. Her commitment to training in the sport she loves has helped her physical state and performance on the field.

ENCOURAGE A FOCUSED MINDSET:

Discussing specific tasks for your child to focus on before they step out onto the field helps create accountability and allows them to concentrate on honing their skills. It also helps them focus their attention on the execution of what they can control within the game as opposed to placing importance on the outcome of it.

Some thoughts for teens while on the field:

- Be the first to the ball
- Look for the opening
- Know who is around you
- Make clean passes to help score goals
- Communicate with your teammates



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3. COOL DOWN

Preparing for the next game is just as important as the game they just played.

MENTAL RECOVERY

- **VISUALIZE:** Encourage your child to re-play the game in their mind and think about two things that went well and two things that could be improved next time
- Kaylyn recommends waiting until the next day to talk to teammates or the coach about the game to ensure that emotions don't rule the day
- **COMMUNICATE:** Ask your teen "how do you think you played?" Kaylyn's dad did this after every game and she says it made her be honest with herself and helped her to not blame others for a bad game. She believes the accountability helped her to get to where she is today

PHYSICAL RECOVERY

- **COOL DOWN:** After each game, tweens and teens need to reduce their heart-rate while still pumping oxygen throughout their body. A simple jog around the field or stretches are great ways for tweens and teens to cool down
- **KEEP HYDRATED:** Drinking water throughout the game is important, but make sure to have an extra water bottle on hand after the game. Your teen needs to rehydrate after using up and sweating out the water they previously consumed

- **SLEEP WELL TO RECOVER:** Tweens and teens are not always the best at going to bed at a reasonable hour but it's important to get at least eight hours of sleep post-game to aid in recovery. Just make sure they avoid the TV and caffeine an hour before they hit the pillow!
- **REFUEL THE TANK:** After a game, the body needs protein and carbohydrates to recover. Eating a meal with protein, grains and lots of green veggies will help speed up the body's recovery and your teen or tween won't be as sore in the morning!

Try including some of the following post-game snacks or meals:

- Fresh vegetables and fruits such as carrots, celery, bananas, watermelon, oranges and pineapples
- Whole wheat pita bread and hummus
- Nuts and raisins
- Pasta

RECOVERY QUICK SNACK:

Almonds and chocolate milk are ideal post-game snacks as both contain protein and carbohydrates which help refuel the body.



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FACT AND FICTION ABOUT CONTACT LENSES

FICTION: My tween or teen is not old enough to wear contact lenses.

FACT: There is no specific age for tweens or teens to start wearing contacts. It is up to parents, in discussion with their eye care professional, to determine if their child is responsible enough to wear contact lenses. If your child can complete their homework, clean their room and maintain good hygiene, they are likely responsible enough to wear contacts.

FICTION: Contact lenses are hard to care for.

FACT: Not all contacts are created equal. Contact lenses like SofLens® daily disposable lenses are easy to care for as they are designed to be worn for one day and then thrown away. Replace them with a fresh, new pair every day. There is no need for nightly cleaning and less worry about lost lenses.

FICTION: Contact lenses are not comfortable.

FACT: Comfort in a lens is important for tweens and teens. SofLens® daily disposable offers ComfortMoist™, a slow-release packaging solution to keep lenses moisturized all day long.

FICTION: Contact lenses are expensive.

FACT: Look for a good contact lens with great value - SofLens® daily disposable contact lenses are an economical choice at less than \$1 a day.

THE RIGHT WAY TO PUT CONTACT LENSES IN AND TAKE THEM OUT

As many athletes can tell your teens, practice makes perfect and this also applies to wearing contacts. Contact lenses are easy to wear once you get the hang of it. Check out the step-by-step guide online at www.soflens.ca to help your child learn how to insert and remove their contact lenses.

Focus on Performace Package

- Free Trial Lenses through your Eye Care Professional
- \$35 Exam Fee Rebate
(with purchase)
- Direct Shipping to Your Home
(subject to availability through Eye Care Professional)
- \$100 Product Rebate on SofLens® daily disposable contact lenses



It's what Kaylyn wears for all-star vision, comfort, and convenience for less than \$1 a day.

Valid on purchases between July 15, 2013 and October 31, 2013. Submissions must be postmarked within 60 days of contact lens purchase.

HOW TO RECEIVE YOUR REBATE

- 1) Purchase the required number of qualifying boxes between 07/15/2013 - 10/31/2013.
- 2) Mail this completed offer form with the following materials to the address below:
 - a. Original sales receipt showing proof of payment for your eligible contact lens purchase(s). Circle contact lens purchase and date on receipt.
 - b. Original UPC symbols from EACH qualifying lens box. **Copies of UPC symbols do not qualify.**
Example: Purchase of 4 boxes, submit 4 UPCs. | Purchase of 8 boxes, submit 8 UPCs.
- 3) Submission must be postmarked within 60 days of your contact lens purchase.



MAIL TO: BAUSCH + LOMB PROMOTIONS
OFFER # H346022
2 TORONTO STREET, SUITE # 504
TORONTO, ONTARIO M5C 2B5

Please contact me with offers and promotions from Bausch + Lomb.

FIRST NAME _____ LAST NAME _____

ADDRESS _____

CITY _____ PROVINCE _____ POSTAL CODE _____

EMAIL _____ PHONE _____

QUALIFYING PRODUCTS [4 boxes, submit 4 UPCs 8 boxes, submit 8 UPCs]	
Bausch + Lomb SofLens Contact Lenses	
SofLens daily disposable -----	\$45 off 4 boxes \$100 off 8 boxes
Practitioner Certificate: Date: ____/____/____	
I certify the patient applying for this offer was fitted for contact lenses.	
x _____	
*Doctor's signature is required in order to be eligible for the "\$35 Exam Fee Rebate".	

IMPORTANT: Photocopy your entire submission to keep for your records. If you are applying for more than one offer, or more than one person per household is applying, each submission must be mailed in a separate envelope. Allow 8-10 weeks for processing and delivery. To review the status of your submission, visit www.rebate-zone.com/bausch/ca. If you do not have internet access, you may call 1-877-894-9458 M-F 8am to 7pm CT.

Your right to receive this rebate will not be earned unless you satisfy each of the Conditions of Acceptance described above. Rebates are paid in the form of a Prepaid MasterCard Card. Your failure to follow each of these steps is a rejection of this rebate offer. The Mail-in Rebate Offer is valid on purchase of the following Bausch + Lomb contact lenses: **SofLens daily disposable**. The minimum purchase of four (4) boxes is required in order to be eligible. No product substitutions, deletions, or additions are allowed, regardless of information learned from other sources. Reproductions of this rebate form will not be accepted. This offer is available to all customers with mailing addresses in Canada. Purchases made in or for delivery to other countries are not eligible. Bausch + Lomb is not responsible for lost, late, damaged, illegible, misdirected or postage-due submissions. Your rights to this offer cannot be assigned or transferred and this offer is void where taxed, restricted or prohibited by law. All submitted materials become Bausch + Lomb property and will not be returned. Limit two (2) rebates per person, per 12 month period except where prohibited. This offer cannot be combined with any other Bausch + Lomb offer. Cards are issued by Citibank, Canada pursuant to a license from MasterCard International and managed by Citi Prepaid Services. Cards will not have cash access and can be used everywhere MasterCard debit cards are accepted. Cards are valid for 6 months, subject to applicable law. Card is non-transferable and non-refundable. Allow 8-10 weeks for processing. **Offer valid through Eye Care Professionals, not valid at Costco, Walmart or online retailers.**

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