

New Documentary, “Open Your Eyes,” Uncovers the Optometrist’s Major Role in Preventing Obesity, Diabetes, and Alzheimer’s

“Open Your Eyes” provides a wake-up call that the eye is the first place deadly diseases can be detected thanks to current Optometric technology

(New York, NY): ALLDocs Association teams up with Emmy Award-winning filmmaker Wayne Chesler of Bink Films to debut the new documentary, “[Open Your Eyes](#).” In the documentary, Dr. Kerry Gelb, a practicing Optometrist and the President of [ALLDocs](#) along with podcast host, Chris Maraboli, travel across North America, Europe and Costa Rica to expose how optometric testing of the eye can thwart the rise of diseases such as obesity, diabetes, myopia and Alzheimer’s. Together they interview physicians and leading experts in Neuroscience, Optometry, Cardiology, Nephrology, and more, to highlight lifestyle changes and innovative medical treatments to prevent and treat these epidemics.

Most people consider vision to be their most important sense, but half of people in the United States do not get their eyes examined annually as reported in a recent study conducted by VSP Vision Care and market research agency YouGov. Additionally, the Centers for Disease Control (CDC) reports that 1 in 3 people are pre-diabetic, yet only 4% of people know that an eye doctor can detect its earliest signs, YouGov revealed in its survey. “Open Your Eyes” illustrates the crucial link between the eyes and the development of these maladies.

For example, in “Open Your Eyes,” Dr. Gelb reveals how the earliest signs of insulin resistance, the root cause of diabetes, dementia, and Alzheimer’s disease can be identified in eye exams through the detection of microaneurysms, which are tiny swellings in the blood vessels of the eye.

Dr. Gelb’s travels take him to Nicoya, Costa Rica to unearth how centenarians have maintained their great eye health as they age to over 100 years old. He meets with Dr. Javier Prada Lopez to shine a light on the rise of myopia (nearsightedness) in Costa Rican children, driven by their growing use of technological devices (Dr. Lopez’s study showed that 40% of Costa Rican kids have myopia in urban areas, while only 10% of Costa Rican kids in rural areas do). According to the World Health Organization, half of the world’s population by 2050 will be myopic. “Open Your Eyes” also discusses how in Taiwan and Singapore, 85-90% of the childhood population is now nearsighted.

Dr. Gelb talks with journalist and author of “Whitewash,” Carey Gillan, a well as activist Jeffrey Smith, to further understand the insecticide DDT and the herbicide glyphosate’s deleterious impacts on the body. He also dives into the rise of obesity and inflammation due to historical

changes in the public perception of fat and sugar, with physician Dr. Ted Naiman, nephrologist Dr. Jason Fung, and more.

“The public doesn’t realize that almost 300 diseases can actually manifest in the eye, and the blood vessels of the eye can show us warning signs about many systemic diseases such as hypertension or diabetes, before anywhere else in the body,” says Dr. Kerry Gelb. “‘Open Your Eyes’ unveils the critical message that the eye can be the first place these diseases are diagnosed. The Optometrist (OD) is the new General Practitioner (GP), giving people insights into their health and the right referrals, while equipping them with strategies to properly manage and reverse chronic, preventable diseases,” Dr. Gelb adds.

“Optometrists can non-invasively screen thousands of people, not just for their eye health, but for their whole body health, putting Optometrists at the very tip of preventative medicine,” says Dr. Jason Fung.

The trailer for “Open Your Eyes” can be viewed now on OpenYourEyes2020.com.