

The Eye Zone

Experts in Eyewear.

LIFE.

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BY RUPA SAMANI

Firstly, a warm welcome to our new clients!

Spring has flown by with family weddings, birthdays and weekends away. Amit embarked on a trip to Alicante in the sun and I got jealous so decided to see my friends in sunny Edinburgh.

I was pleasantly surprised to learn that Edinburgh had a beach area and with the weather being on our side I felt like I was transported to somewhere in the Med. It was however too cold to swim in the sea but nevertheless I really enjoyed my few days away and I even made a new friend – Mahan the dog!

I would really recommend the Portobello area in Edinburgh if you haven't been there yet.

PROTECT YOUR EYES THIS SUMMER

As summer is supposedly here, I thought it would be a good idea to talk about the different types of protection available against UV. Sunglasses can sometimes be an afterthought, especially as we don't seem to get long sunny months in the UK, meaning we can forget about UV protection for our eyes. UV is in the atmosphere whichever time of year it is, and so it's really important the eyes get the protection they need. As our eyes age, the natural UV defence mechanism begins to wear down slightly.

Tinted sunglasses

Basic tints provide relief from glare and bright lights and provide a good level of UV protection. Even with an anti reflection coating, these lenses won't eliminate glare to high levels due to the nature of the tint.

Polarising sunglasses – the gold standard of sun protection

Sunglasses with polarising properties provide the ultimate protection and much more enhanced clear vision. This is because the polarising lenses eliminate glare at different directions between right and left lenses, thus reducing the brightness and increasing clarity. These are generally our go to especially for those of you that love water sports, skiing or relaxing on the beach.



The Maui Jim Collection have polarized plus 2 technology and gives True Colour vision. All their lenses block out 100% of harmful UVA and UVB radiation and have even been given the skin cancer foundation seal of recommendation to protect the skin around the eyes. They also do fabulous colours including a new Rose tint!

Transitions™ lenses

These are useful for those who do not wish to or forget to change their prescription glasses to sunglasses or those that are particularly sensitive to light. Transitions™ are usually clear when inside and change colour with the level of UV light in the atmosphere. We work with the original Transitions™ manufacturer who are at the forefront of photochromatic lenses. They are available in array of different colours and now even come with a polarizing filter. There are now 8 different colours to choose from, including Sapphire, Emerald and the newest colour, Ruby

Clear lenses

I know tinted lenses aren't for everyone, so with that in mind, all of our clear lenses have a good level of UV protection on them. More premium coatings have enhanced protection. One of our newer lens suppliers, Tokai, have lenses which have inbuilt molecules which are designed to block 100% of UV light, even those from the higher wavelengths. These lenses are very useful for people that have signs of age related macular changes or those with lighter coloured eyes.

Pop in or book in for a demo of all our latest sun protection options

INTRODUCING ANISHA

I would like to take this opportunity to introduce Anisha to our team. She is an Optometrist with many years experience and has worked with Amit in his previous practice, so knows how we work!

Anisha also trains undergraduate Optometry students at City University, London, helping them transition into fully fledged Optometrists and is a College of Optometrist assessor.



AUGUST BANK HOLIDAY

We will be closing at 1pm on Saturday 24th August, instead of our usual 4pm. We will be back on Tuesday 27th as normal.

A DAY AT THE RACES....OOOHH I SAY!



A few weeks ago I fulfilled my lifelong wish to attend Royal Ascot! Amit gifted me tickets for my birthday for a friend and I to attend – I'm glad he listens; some of the time at least! 😊

The day started out perfectly with the sun shining brightly and not a cloud in sight, luckily we had our hats and sunglasses for shade! It was a champagne filled day with the highlights being the Royal procession and the atmosphere as the horses were racing.

Unfortunately I wasn't lucky enough to win any bets but it was fun trying! Perhaps I will attend again next year (as long as I get the time off authorized !!)

HEARING CARE REMINDER!

Don't forget our audiologists are here every couple of weeks. Since we launched last year, it's been great. Kaz or a member of his team provide microsuction ear wax removals, hearing health checks and full hearing assessments. Hearing health checks are complimentary so there really isn't anything to lose!

Please call on 02085672020 or email info@eyezoneopticians.co.uk to book in.

COMING UP IN THE NEXT EDITION...

Our Recommend a Friend Campaign came to a close on 30th June. Thank you to all those who entered. Find out who the lucky winner of our luxury Fortnum and Mason hamper was next time!

£50 OFF VOUCHER

Here's a £50 off eyewear voucher for you or a loved one. Expires 31st August '24. Simply show us your newsletter!

(On frames £200 or above)

ABOUT THIS NEWSLETTER

The Eye Zone Life is a quarterly conversation about life as it looks from the helms of The Eye Zone. We really value having a strong relationship with our clients, and this is our way of being open so you can get to know who we are and what we're like. We are not a faceless company!

If you are a new client receiving this newsletter for the first time, don't forget to catch up with previous editions on our website (eyezoneopticians.co.uk) in the "blog" section!

For regular clients, many of you only come in once a year or once every two years. So we can go a long time without seeing you and a lot can happen in a year or two. Hence this is our way of keeping in touch.

The feedback we get from this newsletter is invaluable. Amit and I are extremely interested in what our clients have to say because our whole ethos is about putting the client first. After all, the glasses that you wear and the service we provide are a real representation of us. Please send your thoughts, comments or any topics you would like us to cover to info@eyezoneopticians.co.uk.

Every quarter I try to rise to the mammoth challenge of making an 'Opticians Newsletter' a riveting read... If I have failed to do this, you can unsubscribe by sending an email to info@eyezoneopticians.co.uk. Don't worry, we won't be offended!

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