

The Eye Zone

Experts in Eyewear.

LIFE.

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Firstly, a warm welcome to our new clients!

The second quarter of the year is usually my favourite due to the sheer number of bank holidays and this year we even had an additional one for the King's Coronation! Luck was also on our side as the sun was shining for most of these.

During lockdown I found a passion for walking and being outdoors which created a new found love for countryside staycations; so over Easter we managed to get a few days off and headed to the Peak District for some RnR.

We stayed in a lovely apartment which overlooked the River Derwent in a small town called Matlock Bath; which is Peak District's seaside town, though without a beach!

We took some lovely countryside walks and even managed to reach the Mam Tor Trig Point.

I say this in jest as it's not really the hardest trig point in the UK! Nevertheless, the views were amazing and a perfect spot for a picnic lunch!

The bank holidays were so plentiful that I even approved Amit's holiday request to embark on a boys holiday. Though judging by the amount of messages he sent, I think he missed me, or most likely "The Eye Zone" as most of these were about work!



YOU ASKED, WE LISTENED

introducing...



Kaz, our new audiologist. Kaz has been qualified since 2009 and has a passion for all things hearing. We had a great training session with him last week where his enthusiasm really shone and we learnt so much about the different types of hearing solutions available and indeed about the ear, a whole new organ for us. A fun fact for all you quiz enthusiasts out there, did you know, the smallest bone in the body is called the stapes? It's located in the ear!

We spent many months talking to various providers but decided to partner with Amplify Hearing whose core values and ethos align with ours perfectly. They are independent and are not limited in the products they offer.

Under the umbrella of "The Eye Zone", we will be running hearing services a few times a month to start and plan to expand the service as demand grows.

This new clinic is launching on Thursday 20th July so give us a call on 0208 567 2020 or email us at info@eyezoneopticians.co.uk to request your appointment.

(A hearing health check is complimentary for all, and assessments are complimentary for over 55s or just £50 for those under 55. Ear wax removal using microsuction is £85 for one or both ears, including a £40 consultation fee, which is payable if no ear wax is found) (All services are for those aged 18 or over)

RECYCLING YOUR **PRE-LOVED** GLASSES

Recently a new client asked if we took pre-loved glasses for donation or recycling. We certainly do and work with a few charities! So thank you Mr C for the idea to mention it in our next newsletter!

Feel free to pop in at any time to drop in old frames that are not useful to you anymore! Watch out in future newsletters for more on our latest sustainable brand – Rolf. 3D printed spectacles made of castor beans!

SUMMER SUN AND **MAUI JIM**

Since we are well into summer and a lot of you are going to head off on your summer holidays, I thought I would introduce Maui Jim, a specialist sunglasses brand.

Maui Jim originated in 1987 as a small company who started off selling sunglasses on Kaanapali beach in Lahaina on the island of Maui, Hawaii. They started off with just 7 classic styles and have increased their portfolio to over 125 different styles. Seeing a need in the market for technology that could protect eyes from intense glare and harmful UV while bringing the brilliant colours of the island to life, they engineered the revolutionary PolarizedPlus2® lens. This lens provides 100% protection from harmful UVA and UVB rays and is the only lens recommended by the skin cancer foundation. They are available in prescription and non-prescription and come with a wide array of colour options; from mirrors to bi-gradient tints, you can design them however you want!

For those who appreciate the sun, Maui Jim lenses provide more vibrant colours of the world while protecting your eyes from the harsh effects of glare and harmful rays. To view the collection, please visit us or call 0208 567 2020.



THRIVING ON WORD OF MOUTH!

As a small family business, we really do thrive on word of mouth recommendations. We would like to say thank you to all existing clients that have recommended us to their friends, family and even neighbours! We have loved meeting so many new faces recently.

As a thank you, all those recommendations, and all future ones will be placed into a draw. We will be running a quarterly prize draw so look out for an email or phone call! You never know!

If you are happy with your experience with us, please do leave us a review online (Google) or as an email testimonial. Thank you.

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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