

# The Eye Zone

Experts in Eyewear.

# LIFE.

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*Firstly, a warm welcome to our new clients!*



This quarter I am a little late in writing the newsletter as I'm happy to say that this year is the first time I've left the UK since before COVID so the time has gotten away with me!



As much as I love my staycations and exploring the UK, it was amazing to sit by the pool and be guaranteed hot weather.

The only thing I missed was the cocktails on tap as unfortunately we had opted for self catering which meant I actually had to get up to make them myself! (Or in this case get a ready made one!) Anyway I jest!

It really has been a busy few months with going to Brugge to celebrate Amit's mums 70th birthday, to Spain for a little RnR followed by a staff training conference in Manchester! The final trip in 2024 is to Paris for an eyewear show to see lots of new releases for 2025!! I am so excited to see what new pieces we can introduce to the practice.

*Congratulations to our lucky clients!*

*In July 2024, we drew our recommend a friend competition draw and I would like to congratulate Linda and Mark for winning. I'm sure they enjoyed all the goodies in this large Fortnum and Mason Hamper! I would like to take this opportunity to thank all of you who entered. I'm pleased to say that these competitions will be making a regular appearance as we do really appreciate you all recommending us. It really helps our small family business.*



## MANCHESTER CONFERENCE

As you all know, we were closed for 2 days in early September for staff training. Contrary to popular belief, it wasn't an excuse to have a long weekend away - we did indeed attend a training conference and I have more photos to prove it 😊. I really look forward to these conferences as not only do we get to learn ways in which we can improve your experience here, we also get to network with 100s of other independent opticians. Not to mention the motivational speakers that usually speak at these events. This time we were honoured to meet and listen to Clive Woodward. Hearing all the trials and tribulations of coaching a rugby team to world cup glory. He even let us pose for a photo and signed his book for us! (So far it's been a must read...)



## BACK TO SCHOOL: MYOPIA MANAGEMENT

In recent months, I've been asked to address myopia management in children, a growing concern with increased screen time. Myopia, or short-sightedness, occurs when focusing on nearby objects causes the eye to elongate, leading to blurry distance vision.

Unchecked myopia can worsen, increasing the risk of complications like retinal detachment and glaucoma. Early onset myopia often leads to high myopia later in life.

Recent research offers solutions: specialised spectacle lenses can slow myopia progression by up to 60%, and myopia management contact lenses are an alternative.

### *Tips for Parents:*

- *Limit screen time to 30-minute sessions.*
- *Encourage 30 minutes of outdoor activity daily.*
- *Make sure your child has regular eye exams*

## 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](http://eyezoneopticians.co.uk)) in "The Eyezone Life." 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](mailto: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](mailto:info@eyezoneopticians.co.uk). Don't worry, we won't be offended!*

*Rupa*

## HEARING CARE REMINDER!

*Don't forget our audiologists are here every couple of weeks.*

*Clinics get full fast so please do make the most of the complimentary hearing health checks.*

*Please call on 02085672020 or email [info@eyezoneopticians.co.uk](mailto:info@eyezoneopticians.co.uk) to book in.*