

Winter 2010

michael offord

VISION

What's going on at Michael Offord Optometrists



Seeing is believing!

At last we have a brand new practice in which to work, as we start our thirtieth year in Kingston Park. Yes, we are in our new premises which are near the Doctors surgery and next door to Greggs the bakers. We are delighted with the new look and hope you like it too.

I am pleased to tell you that Alex Wilson passed her exams and is now a qualified Dispensing optician. This brings more skill and expertise to our already highly trained workforce. You may also notice some new faces in the team, as we seek to employ more staff in an effort to

continue to provide you with the exceptional service, that I know you expect us to deliver.

So do come and see us in our new premises. We will be delighted to show you our extended range of frames.

Wishing you all a Happy Christmas and good wishes for the coming New Year from us all at Michael Offord's.

Michael

Did You Know?

The size of the pupil controls the amount of light that goes into the eye. The word pupil is from the Latin pupillus/pupilla meaning a little child or doll, after the tiny reflection of yourself you see when you look into someone's eye. Cuttlefish are the only animals in the world with w-shaped pupils. Goats have rectangular pupils.



Free RANGE

We are proud to be an independent practice, and one of the benefits of this is that we have a free choice in what frame ranges we choose to stock.

MICHAEL KORS
Calvin Klein
collection

ck
Calvin Klein
FENDI

In keeping with our bright new modern practice, we're stocking some exciting new frame ranges:

Michael Kors: is a name synonymous with luxury. Their range of frame styles combine sophisticated designs with high quality materials, resulting in quality eyewear that is easy to wear, yet embraces high fashion.

Calvin Klein: A great collection of frames for the brand conscious amongst us. Sharp designs are blended with clean, sharp modern shapes.

CK: A Modern, urban collection, that combines fashionable, youthful designs for not only the young, but the young at heart.

Fendi: A top end luxurious ultra-feminine range that will add a touch of glamour to everyday life. The range encompasses both trendy and classic styling, with beautiful detail, colours and feminine eye shapes.

Try a new occupation?



Ergonomics play an important role in our ability to work comfortably, without neck or back strain. We should be able to sit up straight in our chair, whilst viewing a computer below our normal line of sight and at a comfortable viewing angle.

In addition, our eyes constantly have to change focus from screen to keyboard, and take in contrast changes from the ever changing computer monitor pixels.

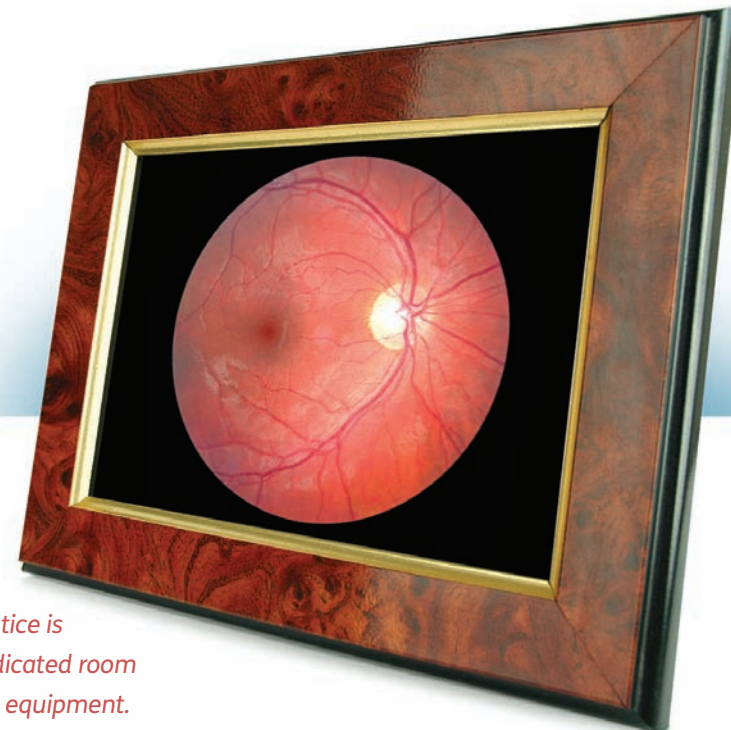
For office workers, or those that enjoy spending time at their computer and need spectacles for near vision, 'occupational' varifocals can be a solution for comfortable vdu use.

They allow the wearer to view all working distances, within a conventional working distance or small environment, usually about ten to thirteen feet.

For presbyopes (people requiring near vision correction) they have had limited options for mid and near range visual requirements in the past.

An occupational lens differs from normal varifocals in that it has the full reading power at the bottom of the lens and weakens for middle distance viewing as the eyes progress up the lens. In the middle portion of the lens it is entirely dedicated to intermediate vision only. This makes the two areas ideal for keyboard and screen use, and for many office workers that use computers, employers will often contribute towards the cost of spectacles if they are specifically for work use.

PICTURE PERFECT



One of the benefits of moving to a bigger practice is that we now have a dedicated room set up for our screening equipment.

An eye examination alone may not always detect abnormalities and one way of ensuring your eyes are healthy is to take advantage of our Digital Retinal Photography and GDx Laser Scanner*. Digital Retinal Photography allows a photograph to be taken of the back of the eye, this is the central retinal area. It is this central area that plays an important part in our quality of vision. Therefore it is vital that any problems are picked up at the earliest of stages before vision is affected. Certain factors increase the risk of eye problems, so if you are in a higher risk group, it is even more important to include digital imaging as part of your routine eye exam.

The digital images allow a much more thorough inspection of the central retinal area and because the images are stored on computer, comparisons can be made from visit to visit. The procedure is quick and painless, and no different from having a photograph taken.

The GDx Laser Scanner is a highly developed scanner that can detect signs of glaucoma earlier than any other piece of equipment available. Glaucoma is a disease that occurs when there is an increase in the fluid pressure within the eye. If left untreated, over time this pressure causes irreversible damage to the optic nerve that can result in permanent vision loss. Unfortunately, many people who have glaucoma are unaware of it as there are no symptoms in the early stages of the condition.

The scanner works by measuring the retinal nerve fibre layer thickness. The nerve fibre layer in people with the beginnings of glaucoma is usually abnormal.

The procedure is completely painless and non-invasive.

**There is an additional charge for these services, please enquire at the time of booking your appointment.*

Michael Offord Optometrists

7 Kingston Court, Kingston Park Avenue, Newcastle upon Tyne, NE3 2FP
t: 0191 2712140 | e: michael.offord@btinternet.com
w: www.michaelofford-optometrist.co.uk

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Opening Times:

Monday to Friday 8:30 - 6:00pm (Thursday 7:00pm)
Saturday 8:30 - 4:30pm

be rewarded

We are pleased to introduce an exciting new rewards scheme. It is called 'Yourewards' and you can benefit when buying selected Ciba Dailies or Ciba Air Optix contact lenses from us.



Ciba Vision AquaComfort Plus daily disposable contact lenses bring moisturising freshness all day. Thanks to its unique triple action moisturisers. It's the only lens that releases moisture with every blink and is ideal for those with dry eye or seasonal allergy symptoms.

This is how Yourewards works:

Buy: Next time you buy selected contact lenses you will receive a registration card with a unique code on the reverse.

Repeat: Simply register your unique code online at www.yourewards.co.uk and you will receive e-mails reminding you to visit us to purchase three months supply of lenses from us again.

Redeem: Prior to your repeat purchase you will receive an e-mail reminder and letter outlining how to redeem your reward. Simply attach proof of 3 months purchase to the letter, choose your reward – a £10 music download, £10 HMV voucher or two cinema tickets and post to the address provided.

Your chosen reward will be mailed directly to you, and the whole process can be started again to redeem your next voucher.

CIBA VISION
Shared Passion for Healthy Vision and Better Life

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