

Winter 2011

# VISION

michael offord

*What's going on at Michael Offord Optometrists*



It is hard to believe but as you read this we have now been in our new premises for a year.

We are delighted with our new home, as we have more space and a new look. We hope you like it too, so do come and have a look.



Our latest exciting news is that, thanks to you good people, I was voted Optometrist of the Year at a recent National awards ceremony.

I am obviously delighted in being honoured and recognised in this way, but have been humbled by the level of support, people like yourselves have given me. Sincere and heartfelt thanks to you all.

On behalf of everybody at the practice we wish you all a Happy Christmas and good wishes for the coming New Year.

*Michael*

**Did You Know?** Our eyes will process as many as 36,000 images in an hour.

**TRUE TO FORM**

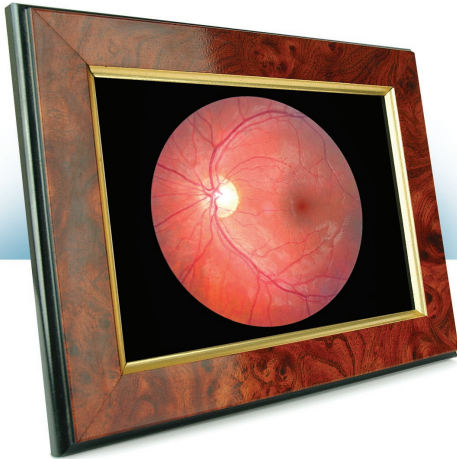


The stresses and demands of modern day living can take their toll on the health of your eyes. Help your eyes cope with 1 Day Acuvue TruEye, a world first in daily disposable contact lenses. Made from a unique silicone hydrogel material it allows nearly 100% of oxygen to pass through the lens to your eyes. Whether you wear your lenses on an occasional basis or everyday, discover healthier, brighter & whiter eyes.

## In the Picture

Following the success of our Retinal Photography promotion where we offered this at a promotional price of £10 we have decided to continue with this offer as it has proved to be invaluable in monitoring the general health of patient's eyes and detecting early signs of disease.

The procedure is quick and painless and involves little more than having a photograph taken, the images are then stored on computer and referred back to and comparisons made at future eye examinations.



## BE DIRECT



In the near future we will be offering all contact lens patients the opportunity to pay for their contact lenses and eye care including eye examinations and contact lens check-ups by monthly Direct Debit. We are hoping to introduce this service in the New Year but will be keeping all our contact lens patients informed of developments.

# SEE THE DIFFERENCE

With darker nights upon us, spectacle wearers can see the benefits from having an Anti-Reflection coating applied to their lenses; this enables safer and clearer vision whilst driving at night or in poor light conditions.



This clear coating acts by allowing more light to pass through the lens, creating greater visual clarity and eliminating troublesome reflections from car headlights.

An uncoated lens reflects 8% of light; this reduces visual clarity and can lead to eyestrain. Anti-reflection coated lenses lose only 1% of light.

During daytime the benefits can also be

seen as it reduces glare from VDU screens and overhead lighting. Cosmetically the lenses are also far more appealing, enabling anyone to see the wearer's eyes clearly rather than reflections in the lens.

In addition, the lenses also have an anti-scratch coating applied to them; this makes lenses more resistant to everyday wear and tear.



Cosmetically the lenses appear less visible and eyes are seen more clearly.



Less scratching means clearer more comfortable vision.

## YOUNG TED

Ted Baker have introduced 'Young Ted', a range designed to offer the stylishness of their adult frames but for young adults and children who want fashionable frames in wearable colours and styles.

The collection offers both modern plastic and metal styles, and are priced at £75.



## 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, Wednesday & Friday 8:30 - 6:00pm  
Tuesday & Thursday 8:30 - 7:00pm  
Saturday 8:30 - 4:30pm

# IT'S SNOW JOKE

To accompany their already very successful ID 2 goggle, adidas eyewear is taking eyewear technology a step further with the launch of the ID2 Pro.

The helmet compatible ID2 Pro now comes with a unique filter change system which allows the wearer to react to changing weather conditions. The design too has been changed and developed with the help of Pro Snowboarder Marko Grilc.

The ID2 basic lens is the LST Bright, this has a brightening effect and makes it ideal for foggy or hazy light conditions. If the conditions then went from dull to bright then a darker filter can be snapped into place on top of the basic filter with one hand.



RRP for the ID2 pro - £150

The wide field of vision provides a consistently clear field of view with high quality filters providing 100% protection from UV rays, snow, wind and dirt.



The new Pinner is perfect for all ski and snowboard activities as well as being ideal for biking enthusiasts.

The durable, flexible frame allows it to mould to the wearer's face with padded foam aiding comfort. The well designed ventilation system prevents fogging and freezing while protecting the eyes from draughts. If the Pinner is your choice for mountain biking or motorcross then its tear-off lens design enables quick clear vision should deep mud be encountered and vision compromised.

Available in five colourways with a choice of lens options.

RRP for the Pinner - £90

## Hit the slopes in style



Stuck for ideas for stocking fillers this Christmas?

Why not treat someone to a new spectacle case, chain or cord.

We also stock a range of spectacle lens care accessories including lens cleaning sprays and lens cleaning tissues.

**Up to the end of December 2011 buy 2 items \*and get the 3rd free!**

\*Cheaper of the 3 items free.

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