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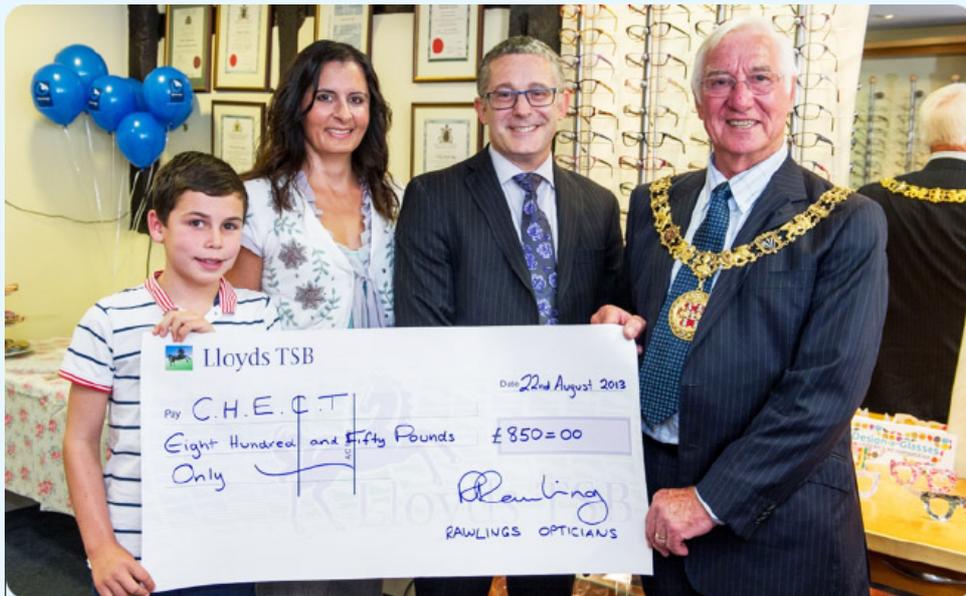
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## Winchester Branch 90<sup>th</sup>



Winchester branch celebrated its 90th anniversary in August. Our children's spectacle design competition had two lucky winners selected by the Mayor of Winchester who presented them with their prizes at our 90th birthday party.

Other lucky prize winners had entered our Grand Prize Draw over the summer which raised money for the Childhood Eye Cancer Trust (CHECT). This is a charity close to our hearts our Optometrist Rachael Smith discovered her nephew has this eye cancer when he came for his routine eye examination. Lawrence was on hand to receive the cheque on behalf of CHECT from Richard Rawling. Prizes ranged from free spectacles to a meal at Brassiere Blanc and a sum of £850 was raised for the charity. Our practice was full of glasses decorated by children, cakes, prizes, patients and staff old and new, and not forgetting the Mayor and Lady Mayoress - a great day was had by all!"



From left; Lawrence and his mother, Richard Rawling and the Mayor of Winchester Ernie Jeffs

## Contact Lenses at Christmas



Fancy being glasses free for that Christmas party? Contact lenses can give you the freedom from spectacles.

Now is the time to try contact lenses if you haven't yet. Soft contact lenses are now so comfortable that most people can't feel them after a few seconds. Lens technology has advanced so much recently that has made lenses more comfortable than ever. Almost all prescriptions are suitable including Astigmatism and even Varifocals!

Make an appointment with one of our contact lens opticians and we can take you through the process. We will take the time to select the best choice for you and make sure you are entirely happy with your lenses before you leave us.

Lots of people now enjoy wearing their lenses as well as spectacles and with 1 Day lenses this has never been easier. You can go to the party and when you get home just throw them away.

Why not make an appointment today. Our comprehensive assessment and trial is now only £30 and let us get you spec free for the party season.

## Hobbies



Do you play music, enjoy sewing, crafts or art? Perhaps you play bridge, use a computer in your spare time or simply read. Whatever you do, there are improved options available thanks to enhanced reading lenses.

You may have heard of enhanced reading lenses or occupational lenses and assumed they are just for office workers or people who use the computer all the time. In fact they are a significant improvement for most people who need glasses as they offer a much more flexible area of clear vision. Simply put, they are reading glasses that have a decrease in strength which weakens gradually to the top of the frame. This means you can see clearly at close-up and still see clearly at middle or intermediate distance. There are many instances and hobbies where these lenses really come into their own.

**Bridge** – these lenses will be fantastic for bridge players as they enable clear vision of your own cards, see your partners face as well as your opposition's, the auction and the score card.

**Music** – If you are playing the piano, reading music, or need clear vision to see the conductor, all these can be seen very easy, so you won't miss a beat.

**Sewing and crafts** – Tasks such as threading needles, knitting and dressmaking all become easier and quicker, and less frustrating.

**Art** – giving you clear vision from your canvas to your subject, whether it's a bowl of fruit or a nude model!

**Computer use** – desktop PCs, laptops, notebooks and tablets such as iPads – so whether it's a bit of shopping, looking for the next holiday or just a bit of research, these lenses will help improve posture, vision and are so convenient.

Reading of course! Any reading, so whether it's cooking whilst reading the recipe book, instructions on food packaging, reading a book, kindle or broadsheet newspaper, all become much easier due to the flexibility of vision offered by enhanced reading lenses.

So [pop in](#) and ask us about Enhanced Reading Lenses and Get Better Looking at Rawlings

## Skiing



At this time of year many people are planning the start to their ski season and it's the perfect time to come and get professional advice on the right type of skiing eyewear for you with our FREE Sports Eyewear Assessments.

With high levels of UV, reflected light and hopefully lots of winter sun at the top of the mountain, the need for eye protection from the wind, sun and snow cannot be overstated.

Choosing the right combination of lenses for your sunglasses and goggles need not be guesswork with our expert Dispensing Opticians who can give you advice whether you are a beginner, intermediate or expert skier.

Our Sports Eyewear Assessments investigate your needs and provide advice and recommendation on the perfect tints and lenses for skiing in any conditions. Transitions lenses, specialist tints for snow and anti-fogging goggles can be combined with the latest styles and your prescription for the perfect solution whether you wear a helmet or not. Choose from big brands like Oakley, Bolle and Ray-Ban for the best style and get our professional advice for the best vision on the mountain.

Please visit your [local practice](#) and see our huge range of styles or to book a Sports Eyewear Assessment.

## New Releases



Technology is moving fast so find out about the latest releases at Rawlings...

### Blue Control

Digital devices seem to be involved in every moment of our lives. As soon as we wake up to the moment we fall asleep we are using laptops, tablets, smartphones and televisions. All these items emit blue light, also known as high energy visible light. It is present in daylight but excessive amounts may cause an adverse effect, causing eye strain and fatigue. It is therefore not a surprise that many people complain of red and irritated eyes, dry eyes, blurred vision, sleeplessness, back, neck and shoulder pain and headaches.

To neutralise blue light we are pleased to introduce the Hoya BlueControl coating with a blue light inhibitor which is built-in along with anti-reflection and anti-scratch layers thereby reducing glare and enhancing contrast. Now you can have natural colour perception with more comfortable, relaxed vision.

**Ask one of our fully qualified Dispensing Opticians today for a demonstration**

### Dailies Total-1

We also welcome the arrival of the new Dailies Total 1 contact lenses. They are made using a unique breakthrough technology in lens design which has created a new water-gradient contact lens with exceptional breathability and unrivalled comfort. The material changes through the contact lens with the centre made of the most oxygen breathable silicone-hydrogel but with a water content at the surface of over 80 per cent – nearly the same as the surface of your eye. This gives a contact lens so comfortable it is like wearing nothing. Even at the end of a 14 hour day, your eyes still feel fresh and healthy.

**Contact us to discuss your suitability and a free contact lens comfort trial.**

### Transitions Signature lenses

The latest version of the industry leading variable tint lenses from Transitions lenses are designed to quickly adapt from clear indoors to fully dark in brightest sun, offering a distinct advantage over clear lenses every day. Transitions spent a long time looking at how people wear their lenses and the conditions that they are used in to develop their most advanced lenses to date which recognise that sunlight rarely falls straight on the front of glasses as people are always moving around. By developing technology to react to light from all directions Transitions VII Signature lenses continuously adapt to changing light so they're always exactly the shade you need them to be.

They are completely clear indoors and at night, have a fast fade back speed, block 100% of UVA & UVB rays (even when they are completely clear), fit any prescription and frame and are suitable for any age including children.

**Ask one of our fully qualified Dispensing Opticians about Transition VII Signature lenses**

## Sports Eye Injuries



Some sports demand consideration for eye protection from the participant. Few people are aware of the risks they pose and how easily they can protect their eyes from serious injury.

Those who developed the sport of squash, for example, could not have designed a ball to fit more perfectly into the eye socket if they had tried; and for such a high velocity sport this can cause serious eye injury. It is for this reason that the sport's governing association demands all juniors to wear suitable eye protection, and anyone playing doubles.

16% of all eye injuries occur as a result of playing sport so please consider the risks to the eyes before taking up any sport. Dynamic visual acuity can also be improved if the eyewear also incorporates a necessary prescription.



At Rawlings we will be delighted to advise you on any potential risks to the eyes when playing your sport and give advice on any tints that may be required to benefit those who play sport outdoors. We love our sport at Rawlings but we are also keen to do our bit in reducing that 16% statistic by offering good advice when it comes to protecting the eyes.

Drop in and [make an appointment](#) at your [local branch](#) where we can give you further advice about how we can help.

## Focus on Hedge End



**Our Hedge End practice opened in 1994 and since 2005 the branch has been managed by Dispensing Optician Christopher Hobbs.**

Chris has been employed by Rawlings for 20 years and worked at a number of our Hampshire practices before heading up the team.

Chris says his aim is to try and provide you with something different, something you won't experience in the high street multiples and surprising good value for your money. Optometrist Simon Cabell has been serving the local community for the past 14 years and has built up loyal following of patients who come to see us for their eye care and spectacles.

Once you have had your eyes examined you will be introduced to one of our fully qualified Dispensing Opticians Janet Bagley, Joyce Wisby or Debbie Heath, all of whom have many years of optical experience at Rawlings. This collection of qualified professionals are backed up by optical assistant Laura Morrill, who along with her daily responsibilities is also responsible for the eye catching window displays that you may have noticed.

They all believe that coming for your eye exam needn't be a chore and are pleased that so many customers have been coming to us for many, many years.