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## Newsletter – Autumn/Winter 2015

### Why buy your glasses at Rawlings?



With no shortage of so-called cheap deals on the internet and the high street, what do you get with your glasses when they have been dispensed at Rawlings?

In today's busy life with constant advertising it is often easy to be tempted to save money by buying things from companies who may appear cheaper at first glance rather than those you know and trust. This applies to your eyecare and your glasses, and with no shortage of promises of the cheapest, it's often difficult to know who to trust with the responsibility of putting your prescription in front of your eyes. Most people don't know the difference between cellulose acetate, nylon, TR-90, resin, titanium, aluminium, high-index, progressive or all the other options and you really need an expert to guide you through the maze of frames and lenses available to you.

At Rawlings all our practices have registered Dispensing Opticians to guide you through the choices and options. Their expertise will help you find the perfect frame for your style but more importantly, one that fits comfortably, doesn't slip down and can handle your lifestyle. If fashion is your passion, we are authorised dealers for many exclusive brands including Gucci, Hugo Boss, Dior, Tom Ford, Oakley and Ray-Ban so you have peace of mind you are choosing from the latest ranges and won't get a counterfeit which falls apart after a few weeks. All our glasses come with a two year warranty against defects!

Our Dispensing Opticians are also qualified experts in lenses and can ensure you get the best products for your needs, rather than whatever is today's promotion and has little connection with what's right for your vision. You can also rest assured knowing that they will be measured perfectly using the latest technology alongside skill and experience so you can get the best from your glasses in all situations.

You also have the reassurance of our price promise; if you can find the same product cheaper within 5 miles of our practices we will match the price. However we won't sell you an inferior product as we don't think you should have to make that compromise. We even give you 25% off if you buy a second pair to the same prescription.

Why not come in and find out what makes the Dispensing Opticians in your local branch different and what you might have been missing. Call or visit the branch or [click here to make an appointment](#).

### Contact Lenses in Sport



Give yourself a sporting chance – try contact lenses!!

Contact lenses have many advantages over glasses for sport. Not just from the practical point of view but for visual reasons too. Steaming up and sliding glasses can be a nuisance whilst you are exercising, but there are many other benefits that contact lenses can offer you.

**All-round vision:** When you wear glasses, the lenses and frames can restrict your field of view. A wider field of view provided with contact lenses is beneficial in most sports, and there are no distorting effects in the periphery which can be an issue for some people wearing glasses.

**Eye protection:** For sports such as squash, cycling or cricket where eye protection should be worn,

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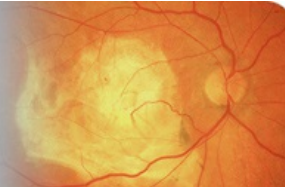
contact lenses offer an affordable solution when teamed up with protective sports goggles or shields – and no risk of broken glasses from a fast moving ball or grit in your eye!

**Depth perception** can also be improved with contact lenses especially where the right eye and left eye differ – this is because everything is seen 'real size' with contact lenses when your glasses can either magnify or minify what you see depending upon the prescription.

**Indoors/outdoors:** For outdoor pursuits, contact lenses are available with UV protection which gives another level of protection for your eyes. For indoor sports such as badminton or bowls, troublesome reflections from the lenses in your glasses are eliminated with contact lenses.

So why not focus on your vision and give yourself the chance to try some contact lenses? [Book in for a contact lens trial appointment now](#)

## Macular Degeneration



Age-related macular degeneration (AMD) is a progressive disease which attacks the very central vision. It usually affects people over 60 but can happen earlier.

AMD is the most common cause of sight loss in the developed world and in the UK there are over 600,000 affected and many are registered visually impaired. There are two types, 'dry' and 'wet'. Unfortunately there is no cure yet although there are some treatments for wet AMD.

AMD destroys the clear detailed, "straight ahead" vision required for reading, driving and other fine tasks we take for granted. It also affects our colour vision.

Dry AMD is a slow gradual change that slowly reduces the clarity of the central vision. Wet is much more sudden and typically results in distortion of vision. This may be noticed by the patient as straight lines such as door frames having a kink in them.

Age is a major risk factor and as we age the cells at the back of the eye don't regenerate as well as when young. Smoking is another major factor and smokers are more than four times more likely to develop it. A good diet and particularly plenty of brightly coloured and dark fruit and vegetables such as kale, spinach, peppers and corn and wearing UV protection are also important.

When we test your eyes we use several techniques to check for AMD. The Optometrist will look directly into the eye to view the macula and can also take a digital photo to give an accurate picture. Use of a grid chart may be needed to check for subtle changes. During the appointment our Optometrist will talk to you and offer advice on ways to reduce your risk and help delay any changes, particularly if you have a family history of macular degeneration. Research into treatments is ongoing and in years to come retinal cell transplants or stem cell therapy, or even implantation of digital devices may offer restoration of vision.

[Contact your local branch](#) if you would like your eyes tested.

## Caterham Store Profile



Here at Rawlings in Caterham our mission is to make sure you receive the best optical care that you could wish for.

You can take comfort in the knowledge that we have been providing eye care services to the Caterham community for over 75 years, giving you confidence in our commitment to you and your family's eye care. With Qualified Optometrists and Dispensing Opticians we can offer you eye care that is second to none.

This starts as soon as you make your appointment with one of our Optical Advisers; Sheena, Yvonne or Jenny who will look after you and make sure that your visit with us is tailored to your needs. They will be able to help you with any queries or requirements. This continues with our Optometrists, Ushma Plummer and Jane Redman with whom you can be assured you will get all the time you need to find the perfect prescription.

After your eye examination the professional care continues as you will be introduced to one of our Dispensing Opticians for advice on the best type of correction for your visual needs and lifestyle. Not everyone realises that spectacles can be dispensed by either qualified Dispensing Opticians or unqualified people and at Rawlings in Caterham you will be assisted by our registered Dispensing Opticians Ian Cope, Lis Hughman or Shirelle Poge.

Have you ever wished to have the perfect fitting pair of spectacles? Have you ever wanted to choose your frame colour and not be dictated by what's on the shelf? Have you found the perfect frame but wanted the sides a different design? Well at Rawlings in Caterham you can! As approved specialists of Tom Davies made to measure spectacle frames we can tailor make you a pair of bespoke frames to your specific requirements using your choices and our skill and knowledge.

One of our other specialities is sports eyewear which can also be made to your prescription if required. We can advise you on the best frame and lens combination for your specific sport whether that is running, shooting, cycling, golf, swimming, scuba, cricket or skiing, not to mention many more. Rawlings are approved Oakley prescription eyewear dealers meaning you can get their amazing lenses to your prescription as well.

We are also specialists in contact lenses too and being Independent means our Optometrists have the freedom to choose from contact lens manufacturers worldwide, making sure you are fitted with the perfect contact lenses for your individual requirements. We are a Centre of Excellence for Johnson & Johnson Acuvue lenses.

**Call 01883 343370 to book an appointment or use our [online appointment system](#).**