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Newsletter – Autumn/Winter 2014

End of Season Sunglasses Sale



STOP PRESS - A SCORCHING 50% OFF DESIGNER SUNGLASSES IN OUR END OF SEASON SALE

From 1st October there will be 50% off **all** our sunglasses stock from Gucci, Dior, Boss, Jimmy Choo, Fendi, Giorgio Armani and Marc by Marc Jacobs.

This is a truly amazing offer and stocks won't last long so [pop to your local branch](#) without delay and pick up a red hot deal.

2014 Practice Celebrations



2014 has been an superb year for Rawlings with not one but two major anniversaries in September. In Chandlers Ford we celebrated 30 years of business in the town and in Croydon, we had our 100th Anniversary of trading from the same address.

Chandlers Ford celebrated with afternoon tea, a raffle and children's competition, with all proceeds donated to the Southampton charity, Gift of Sight, who fund world-class research into the prevention and treatment of blindness. Special guest, Ian Murray, Editor of the Daily Echo held court in his big red sofa right outside our shop, interviewing local people and businesses and is shown in the photo. The Chandlers Ford team have strived to provide excellent, professional eye care to the local community since 1984. In October 2012, they moved to a larger purpose built premises, which has resulted in a bright and fresh atmosphere with a fantastic range of frames including brands like Prodesign, Paul Smith and Ray-Ban, and Oakley.



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Croydon celebrated with a party for longstanding customers, past and present staff and their local charity, Croydon Vision, for whom they raised money through a prize draw and children's competition. Many winners of the draw and children's competition also attended, collecting their prizes and special goody bags. They even had a visit from Alfred the Rawlings sock monkey as you can see on our Facebook page.

Visit our [Facebook page](#) to see what else Alfred is up to.

Alton Store Profile



Rawlings has been present in Alton for over sixty years, moving into our present location in 2008, where we enjoy a very smart and comfortable environment designed to provide modern consulting rooms and spacious frame display areas to encourage the easy browsing of the many and varied ranges that we are now able to display.

Practice Manager Martin Davidson is the great grandson of our founder, Alfred Rawling, and strives to continue the Rawlings tradition of providing top customer service allied to clinical excellence and professional expertise to the local community.

Martin is supported in the practice by Optometrists Ramsay Thow and David Wood, fellow Dispensing Opticians Tracy Robinson and Bridget Harding, and Optical Assistants Sarah Butcher and Charlotte Burgess.

There is a friendly atmosphere within the practice and frame and lens options are available to suit every pocket. David and Ramsay's clinical expertise and reputation attract many contact lens patients and Martin has a keen interest in sports vision dispensing, developed over his 21 years working for Rawlings Opticians. Tracy Robinson, who has worked in our Alton practice for over 30 years, says "during this time I have built many long standing relationships with patients, and helped them with their changing requirements. Equally rewarding is welcoming new patients into the practice."



Why not book an appointment at our Alton practice today by phoning 01420 84230, emailing alton@rawlingsopticians.co.uk or pop in and speak to one of the team.

Sports Vision – Cycling



Cycling is an activity that really demands protective eyewear. With hazards such as insects, grit, dust & fumes in the air, together with wind making your eyes water and changeable weather conditions, keeping your eyes protected is vital. You need the eye protection that a wrap-around pair of glasses can give. It doesn't matter what level you cycle at – there is an option for everyone.

The competitive cyclist will need specialist sports vision designs with interchangeable lens options for different terrains and varying levels of light. They will often be specifically shaped to allow clear vision straight ahead even when you are in the drop position on your road bike. The lenses can also be vented to prevent overheating causing them to steam up and these are even available in prescription options.

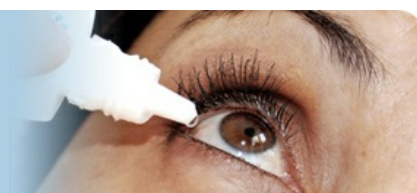
The sports options can also be beneficial to the amateur cyclist and or tourer, as they can significantly improve the enjoyment of cycling by ensuring good levels of vision, full protection from ultra-violet light and avoid the nuisance of dust, debris and insects in the air.

Alternatively, for the more leisurely cyclist, a good quality and well-fitting pair of regular sunglasses can meet many of the above requirements.

For those who need a prescription the costs of various interchangeable options can become prohibitive with multiple tint options, so why not consider trying contact lenses? With the vision corrected by contact lenses you can enjoy excellent all round vision, and different lens options for your cycling at a more affordable price. Alternatively, why not take advantage of our free sports vision assessment to see if we can help your performance and enjoyment with our professional advice and eyewear options.

Why not take advantage of our [free sports vision assessment](#) to see if we can help your performance and enjoyment through the supply of appropriate eyewear.

Dry & Watery Eyes Assessment



Do you have dry, watery, irritated or uncomfortable eyes? You are not alone as these problems consistently affect 1 in 5 people.

Did you know that Rawlings offer a specialist service to diagnose and offer treatment for this common problem? Often referred to as 'dry eye syndrome', tear film deficiency can cause numerous symptoms some of which actually make your eyes feel wet rather than dry. Burning, itching and blurring of vision can also occur along with red eyes or eyelids. Sometimes dry eye is related to other conditions such as arthritis or blepharitis (a very common condition that affects the edge of the eyelids). Some medications can also affect the delicate balance of the tear film.

During a dry & watery eye assessment we will take a detailed history of your symptoms as this can give vital information to help treat your problem. Using a microscope we will examine your eyes, eye lashes and eyelids and conduct specialised tests to determine the specific causes of your symptoms. We will apply diagnostic drops to test your tear film and check for signs of friction, also your blinking will be assessed. Advice and treatment plan will be issued depending on the results of our tests. The cost of this assessment is £65 or just £30 if you are a member of our Rawlings Vision Plan Plus

For more information or a questionnaire to see if you would benefit from a Dry & Watery Eye assessment [click here](#) or call your [nearest branch](#).

Nutrition



Good nutrition is essential for your general health and specifically your eye health. It allows our body to protect against wear and tear, defend us from infections and allow us to function properly.

Research suggests antioxidants such as Vitamins A, C and E reduce the chance of developing cataracts and macula degeneration. These antioxidants are thought to block the damaging effects of free radicals. Free radicals are thought to accelerate the aging process. Essential fatty acids are also thought to alleviate dry eye problems

More recently other antioxidants such as macula pigments lutein and zeaxanthin have thought to be important in blocking the harmful effects of blue light and act like a natural sun block.

Generally you should have a diet which includes lots of fruit and especially green leafy veg and two portions of oily fish a week.

Supplements such as ICaps and Macushield and Hybak capsules can also be beneficial for people who do not manage to incorporate these recommendations into their diet.

Remember not all supplements are suitable for everyone so please don't hesitate to [call into one of our branches](#) if you would like advice specifically for you.