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Newsletter – Spring/Summer 2014

Myopia Control for Short-sighted Children



Parents often ask if there is any way to slow down or stop their children from becoming more short-sighted (myopic). Most cases of myopia are due to the eyeball 'over-growing' – even half a millimetre causes significant myopia.

It is now known that time spent outdoors is an important factor in some cases and studies are now looking at the quality of light that children are exposed to – in the meantime we would encourage adding an hour or two to your child's daily 'outdoor time'. Recent studies have found that wearing special multi focus soft contact lenses can in many cases retard the speed at which the myopia increases and these comfortable monthly replacement lenses only cost a few pounds a month more than standard monthly lenses. The effect of these lenses is to alter the focus in the periphery of vision which has been found to be a factor which stimulates overgrowth of the eye in myopia.

For more information see our [Myopia Control webpage](#), myopiaprevention.org or pop in and ask us about it

Croydon Store Profile



Rawlings Opticians have been in Croydon since 1895 and this year heralds its 100th year on the same spot.

We also have the longest standing member of staff, our Optical Assistant, Jenny Jones who is in her 50th year of working for Rawlings. Alongside Jenny are our Optometrists, David Barker who is also one of the Directors of Rawlings, Cavelle Griffiths and Chetan Haria.

Our dispensing team are made up of Dispensing Opticians Hanna Clinch, who is the Practice Manager, Richard Rawling our Managing Director and grandson of Alfred Rawling who founded the company back in 1895 and Reena Patel alongside Dispensing Assistants Sarah Hancock and Jackie Bulloch. Our practice team is rounded out with Optical Assistants Diane Gillam and Rahila Ahmed.

With our fully qualified Optometrists two of whom are also recognised with the Professional Certificate in Glaucoma, qualified Dispensing Opticians and recognised qualifications for other staff from the Worshipful Company of Spectacle Makers we believe we offer the highest levels of expertise and are able to offer a wide range of services, being registered to able to offer appointments for the Schools Paediatric Screening Service, the Croydon Optical Referral Service (CORS) alongside our regular eye examinations, retinal photography and contact lens care.

In addition we offer the specialist treatments of Myopia Control to prevent the rapid increase of short-sightedness in children and our Dry & Watery Eye Service for people who suffer with this common problem. We have a friendly and professional atmosphere with a vast amount of knowledge and experience that our loyal staff have gained over the many years they have worked with us which we believe is unrivalled by any other opticians in Croydon.

Despite our small shopfront we hold a huge range of over 800 frames which include high fashion designer frames, quirky unusual designs, low cost options and of course contact lenses. We can supply anything from daily contact lenses for occasional wear to full time multifocal wear. We also stock a wide

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range of sunglasses from designers like Gucci, Hugo Boss, Jimmy Choo and Fendi alongside classics such as Ray Ban and sports eyewear from Oakley.

Keep an eye on our website for our centenary events this summer, we are proud to still be part of Croydon's vibrant town centre and we will be celebrating in style!

Sports Vision – Golf



Spring is often the time to get back onto the golf course and with the British Open taking place in July this might well inspire people to get out the golf clubs, or indeed to try golf for the first time.

It is very important to ensure that you have good ultra-violet protection when playing golf, even under grey British skies; and no matter what your handicap, clear vision is crucial for golfing success.

Oakley is one of the best known manufacturers of eyewear for sports vision and are at the forefront of frame and lens design. Their Fast Jacket is perfect for the golfer and can be supplied with their golf specific lens which is designed to protect your eyes from the sun's harmful rays whilst allowing you to read the nuances of the surface. We all have experience of distorted vision caused by poor quality sunglasses causing a missed putt or a ball in the rough.



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.

Prescription Sunglasses



Our 2015 prescription sunglasses range has just arrived and includes some fantastic models from Pierre Cardin, Oxydo, Ocean Blue and Dakota alongside designer and sports sunglasses from Ray Ban, Gucci, Jimmy Choo, Hugo Boss and Oakley.

Priced from just £99 for single vision lenses the range includes full UV400 protection and a choice of tints including advanced [polarised lenses](#) which block out reflected glare giving exceptional clarity of vision and comfort.

If you fancy something more exclusive, many of our ready to wear sunglasses from designers like Gucci, Dior, Mark by Marc Jacobs, Jimmy Choo, Saint Laurent, Ray Ban, Hugo Boss and Fendi can also be fitted with prescription lenses so you don't have to miss out on style and fashion, just because you need a prescription.

If you prefer a sporty wrap-around look or are an active sportsperson then you could also look at our new Oakley range for 2014 which are available to your prescription too, with original Oakley True Digital lenses made to your prescription to the perfect tint for your sport or a general tint for all situations. Some even offer interchangeable lenses so you can change your lens according to the prevailing light conditions. Why compromise when you can have perfect vision, whatever the weather.

All our prescription range are available with standard or polarised tint, UV400 protection and come in a

wide range of lens types which include single vision and varifocal lenses. Bifocals are also available on many models.

Don't delay, pop in to your [local practice](#) and see our latest collections and get your perfect look for summer.

Blepharitis



What is Blepharitis?

Blepharitis refers to inflammation of the eyelids. Oils and other products normally secreted by the eye and eyelids build up on the lid surface and eyelashes resulting in eye irritation and often redness. It's a common disorder and occurs in two forms:

Anterior Blepharitis - this is when the inflammation affects the outside front edge of your eyelids, where your eyelashes are connected.

Posterior Blepharitis - this is when the inflammation affects the inside front edge of your eyelids, where they come into contact with your eye. This is caused when something affects the glands that are found at the rim of your eyelids, for example skin conditions such as seborrhoeic dermatitis or acne rosacea.

Symptoms are common to both types and can be redness, irritation, burning, crusty eye lids and even blurry vision.

How can we help it?

The best way to help this is regular eye lid hygiene. It should be part of your regular routine. Special heat pads such as an Eyebag can help soften the crusts and soften the blocked glands. Then non detergent cleaning solutions such as Blephaclean can be used to gently remove the crusts.



How long does it take?

Most people will notice an improvement within a week but it can take 3-4 weeks to get the full benefit.

Come into the practice to ask us or book a [dry/watery eye assessment](#).

Photochromic Lenses



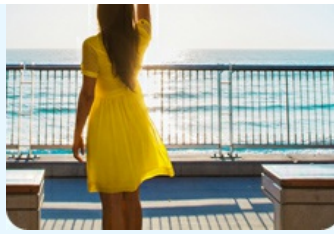
After the wash out of winter, some of us can't wait for the long days of summer to enjoy a holiday or just for a relaxed afternoon reading in the garden with the BBQ sizzling gently.

Some however, dread the glare and discomfort caused by the sun, causing headaches and visual discomfort. There is a solution; lenses that adapt to changing light conditions. Outside in bright sunlight they go as dark as sunglasses and inside they are completely clear. Plus, they always block 100% UVA/UVB rays giving you safe, healthy vision, reduced glare and eye fatigue. So



from dawn to dusk, where ever you are, your world looks more vivid, vibrant and you never miss a moment.

You may have worn these lenses many years ago or tried some of the first photochromic glass lenses in the late 1960s, but they have improved continually since then. From the 1990's plastic photochromic lenses have become widely available and are now more responsive and sensitive to light than ever before, especially with an anti-reflection surface, which allows the lenses to work at their best. Plus you can be assured with 99.0% satisfied wearers. You may have heard many names for photochromic lenses, including, Transitions, Suntech, Reactions, and Colourmatics. All these brands will work but at Rawlings, we only use the quickest, most effective lenses so you can be assured you are always getting the best.



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