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Newsletter – Summer 2012

Sports



2012 promises to be a wonderful year for those who love their sport; whether you are a keen competitor or an avid spectator Rawlings can help you with your sports vision needs.

We are sports vision experts and can give you the same accurate and relevant advice, whatever your sport. Whether you wear glasses or not, your ability can be enhanced with the use of the correct lens type for your sport and we offer the specialist tints to improve their function.

An incredible summer of sport sees England play the West Indies and South Africa at Cricket; Wimbledon Tennis and the Euro 2012 Football Finals in June; and a July that sees the British Grand Prix, The Open Golf Championships, and the Tour de France culminate with the Olympic Games.

Over exposure to the sun can be extremely damaging to the eyes and it, therefore, becomes essential to protect the eyes from ultraviolet light if playing or watching sport outdoors.

A free sports vision assessment with Rawlings Opticians will give you the advice that you need even if you are simply going to watch these marvellous events.

Allergies



Most of us assume allergies cause a runny nose or sneezing but allergies are also capable of significant eye problems. To help this special care and treatment is required.

The two main causes of ocular allergy are seasonal allergic (Hay Fever) and perennial (year round) conjunctivitis. Pollen is the cause of the first of these and house dust is the most common cause of the second.

Whichever type you have the most likely symptom you will have are itchy, red swollen eyes. The first thing to do is to try and avoid the cause. For pollen Sunglasses are good or even daily disposable contact lenses can help. For dust, various strategies are required including non-allergic bedding and well ventilated rooms.

Regular antihistamines can help but if the main symptoms are ocular special drops to reduce the symptoms such as Alomide can help.

If you wish advice on this please feel free to come in and talk to the team at Rawlings.

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Get better looking



At Rawlings Opticians we ensure that every customer gets a 'personal Shopper' experience to help you select the perfect glasses.

We take time to consider everything about you, including face shape, hair and skin tone, eye colour, style and of course keeping you up to date with current fashions. So what do we do? Firstly, we determine your face shape, frame size and width. The right frame shape will enhance your best features. The most basic rule is that the frame top should not be any higher than the line of your eyebrows or the bottom so low that they touch your cheeks when you smile.

Colour can also have a huge impact. We consider whether you have a yellow base or blue base skin tone. This gives us the ability to eliminate unflattering colours. Our dispensing optician will then discuss with you the most suitable lenses for your lifestyle, whether it's just for reading or every day wear.

Now we have the right shape, colour and lens specifications we can measure and fit the glasses to your personal measurements, making them comfortable and a delight to wear.

Are you over 45?



Do you find it difficult to focus on small print close up?

Are you needing to hold your reading material further away to see it clearly, and finding that your arms just aren't long enough!

Have you been told that you need glasses for reading or varifocals?

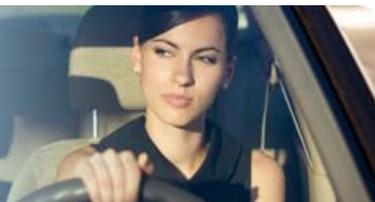
Do you wear reading glasses or varifocals?

Are you an existing contact lens wearer, who needs to wear 'ready reader' glasses over the top for close work?

If your answer is yes to any of these, then contact lenses are another option for you. Nowadays there is a great range of contact lenses that can correct both your far away and close vision, and Rawlings Opticians are very experienced at fitting varifocal contact lenses.

If you would like to try contact lenses, Rawlings Opticians would love to see you. Please [contact us](#) to make an appointment.

Vision for driving



Bright sunlight is a big problem when you are driving and with many different light sources bouncing light towards you such as the road, car windscreens, dappled light through trees and simply the sun, it's a wonder more people don't give more thought about what they are wearing when they get behind the wheel.

Modern technical lenses are available with or without prescription and offer a multitude of options and Rawlings can help you get the best possible vision through them. You can choose from Transitions XtrActive, Polarising, UV400 as well as our ultimate driver's sunglasses with Serengeti or Drivewear

lenses. These combine a tailor made colouring to enhance red and amber, a variable tint which changes according to the light conditions giving you exactly the right depth of colour for cloudy days as well as those sunny ones and polarising which removes all the distracting reflections and glare from flat surfaces.

You can even make them reflection free on the inner surface so you don't get reflections from behind or beside you which can be distracting or dangerous.

There has never been a better time to choose your sunglasses to come in and see us for all the professional advice you need from our fully qualified Dispensing Opticians.

What do your glasses say about you?



You may have heard that it takes just seven seconds for someone to form a first impression of you – but actually research in the USA has shown that it takes just a tenth of a second for an impression to be formed simply from looking at someone's face.

And of course if you are a glasses wearer, your glasses will form an important part of how you look. So it is vital to get your choice of frame just right – and that's where our trained staff at Rawlings can help! We always give a 'personal shopper' experience where our trained staff will help you select from hundreds of frames to ensure you get one that suits your face shape, colouring and image – and if you find it hard to choose: don't worry we will give you 25% off a second pair!

Retinoblastoma



Did you spot Rachael Smith, one of our Winchester Optometrists on TV over Christmas?

She appeared on ITV and BBC local news as well as in The Times and Mirror newspapers raising awareness for a children eye cancer called Retinoblastoma. Rachael's nephew Laurence visited her for his first eye examination and she found a tiny tumour in his eye. Since then he has undergone many rounds of chemotherapy, radiotherapy and laser therapy to try and save his eye.

Retinoblastoma is a very rare cancer and usually develops in babies and toddlers – the most common signs are a white pupil when a flash photo is taken, poor vision, or a squint. Laurence had none of these signs and at nearly 5 was unusually old to develop this cancer. This really goes to show how important eye tests for children are.

For more information on Retinoblastoma go to www.chect.org.uk

The signs to look out for

A white reflex: A white eye, white pupil or white reflection can be seen in a photograph where the flash has been used. Often one eye will have "red eye" which is normal but the other eye may look white, yellow or orange. **This may be seen in just one or many photographs of the child.**

A white 'reflex' or white eye/pupil may also be seen when the child is in artificial light or a darkish room. Some parents say that it looks like a cat's eye caught in light or that they think they can see the back of their child's eye, other parents say it looks like jelly. This white reflex may only be seen every so often but in some cases it is present all the time.



An absence of "red eye" in flash photographs: In a photograph where one eye has "red eye" (which is normal) the other eye may look black or looks "wrong". This can also be a sign that something is not right.



A squint: A squint can be a sign of retinoblastoma, although a squint can also be nothing more than a squint. It is always worth having it checked out quickly just to make sure. Some people call a squint a "lazy eye"; it is where one or both eyes look in or out.



Red, sore or swollen eye without infection: A child's eye may become very red and enflamed for no reason. This sign is usually linked with other signs.



A change in colour to the iris: The iris, the coloured part of the eye, can sometimes change colour in one eye, sometimes only in one area.



Deterioration in vision: A child may have deterioration in their vision or they may have had poor vision from birth. You may notice that your child does not focus or fix & follow as well as other children or babies of the same age.

If you have noticed one or more of the signs above always take your child to have their eyes examined.