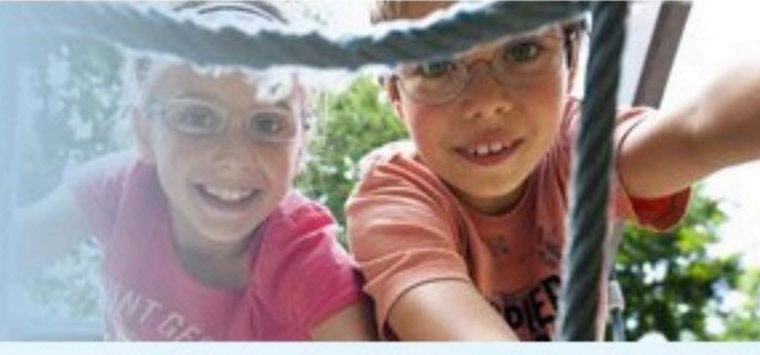


## Newsletter – Spring/Summer 2017

### Myopia Management and MiSight® for Children



Rawlings Opticians have been selected to be among a small number of opticians to be the first in the UK to have access to MiSight® 1 Day - an exciting new product to slow progression of myopia (short sight) in children.

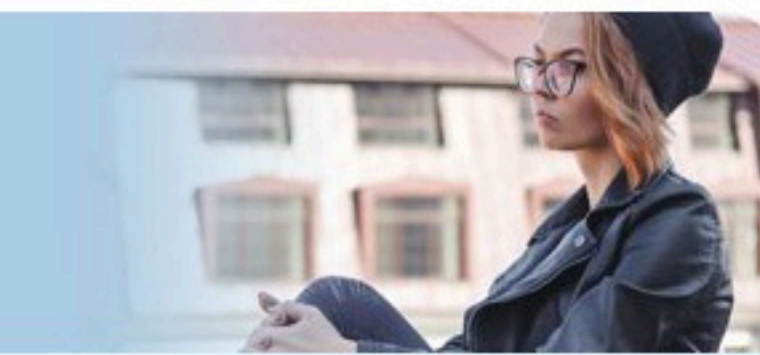
We want to slow myopia because being myopic (short-sighted) increases the risk of some eye diseases in later life including retinal detachment, glaucoma, and macular disease. Myopia develops because the eyeball overgrows. This stretches the tissues within the eye which is what causes the disease processes & the higher the level of myopia the higher the risk of related eye disease. Even at -1.00 there is an increased risk of retinal detachment and at -5.00 there is a 9 times higher risk of retinal detachment than someone who is not myopic. **Our children will live longer than us and we need to do all we can to preserve their vision!**

Levels of myopia are increasing worldwide, faster in some areas than others and in some parts of Asia over 95% of teenagers are myopic. In the UK myopia has doubled in the past 30 years, most of this change in the last ten years. Children are becoming myopic at a younger age and developing higher levels of myopia increasing the lifetime risk of myopic eye disease. Research is continuing into the reasons for this as there appear to be multiple factors causing this myopia 'epidemic'. In some areas of the world myopia-related eye disease is now the main reason for being registered blind.

Myopia Management is offered at Rawlings Opticians using specialist contact lenses but until now no specifically designed product for children has been available. MiSight® 1 day is the first product developed specifically for use in children to reduce progression of myopia to be launched in the UK. It has been available in Asia for 5 years but was only been launched here at the beginning of March 2017 to specialist practitioners who have undergone detailed training. It has been scientifically proven to reduce myopic progression by up to 60% over 2 years. It is a comfortable thin daily disposable therapeutic contact lens with special focussing characteristics which slow overgrowth of the eyeball. These therapeutic lenses are designed to be worn for ten hours a day at least 6 days per week.

Click here for more information about myopia management and MiSight® – or click here to book an appointment for your child to be fitted with this revolutionary new treatment!

### Fashion & Glasses



Nowadays glasses make a real fashion statement just like bags, shoes and clothes. We choose to have a selection of handbags and multiple pairs of shoes, and yet many of us still only have one pair of glasses that we wear every day for at least a year or two.

When you meet someone for the first time, the first thing you will notice them is their eyes, and it is widely known that a first impression is made about someone within 7 seconds of meeting them – 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 form an integral part of how you look.

It is very easy to underestimate the impact glasses can make to your appearance, and this is exactly why the colour and style of a frame is so important, and getting it right can make a real difference. Wouldn't it be great if we could have an Optical Wardrobe to compliment the different outfits that we wear?

So why not spoil yourself, and treat yourself to a second pair, just for the different look? You could even ask for a personal styling session if you want to, and don't forget, if you join the [Rawlings Vision Plan](#), you will get huge discounts on as many frames as you like!

### Sailing and Polarised lenses



There is no better feeling than being out on the sea, the wind in your hair, the taste of salt in the air, or the exhilaration of tacking or jibbing under pressure, however all that can be ruined by the glare from the sun. Being out on the water with so much reflected light, the sunglasses you wear needs careful consideration.

Did you know that there are a huge number of different lens choices which are specialised for your sport? Things like the colour of your lenses, mirror surfaces, hydrophobic (water repellent) materials, oleophobic (oil repellent) coatings and polarising lenses all have a huge benefit to water sports and are available in the majority of prescriptions too.

Polarised lenses are an absolute must for sailing, as well as many other activities. Polarised lenses eliminate glare from reflective surfaces, like water, snow, grass, concrete, glass and sand but enhance true colours with high contrast and aid a greater depth perception. This creates clearer and more comfortable vision compared to standard tinted lenses.

It is also important to be aware, however, that they are not suitable for a small number of LCD display such as those in older Sat-Navs, phones or equipment and these can be hard to see through polarised lenses. This problem has been addressed by most manufacturers and modern devices can be seen without any difficulty.

UV protection is a major concern when outside, as high levels of UV are present even on cloudy days. Wearing the correct eyewear will protect your eyes from damage and long term health risks. Sunglasses that do not provide UV protection can actually cause more damage than wearing nothing because they shade the eye, causing the pupil to dilate and allow in more UV rays.

Contact your local branch for further information or a sports eyewear assessment.

### Watery Eyes



Watery eyes can be a real nuisance, blurring your vision and running down your cheek in extreme cases. Did you know that there are many different causes? At this time of year, a common cause is allergy, especially if there is some itching involved too.

However watery eyes can also be caused by many other issues: blepharitis, which is an inflammation or infection of the eyelid margin; a poor tear film which isn't adequately lubricating the surface of the eye; a loosening of the eyelid tissue causing the tear duct to be in the wrong position; ingrowing lashes or a blocked tear duct are among the more common causes.

A Dry & Watery Eye appointment at Rawlings Opticians will assess you for all the above issues and will rule out any more serious problems. Advice and treatment will be given to improve the symptoms. For example if signs of allergy are present the use of cold compresses and preservative-free lubricating drops (which will dilute the allergen and help flush it away) will be helpful, in addition gentle cleaning of the eye area with Biotrue wipes will remove the allergens from the lids and skin and will also soothe the eyes. Rawlings Opticians Allergy Packs contain the above (along with a helpful information sheet) and are available at all branches. Combatting the symptoms of allergic eyes is important because inadvertent eye rubbing due to itching and watering can cause long term problems with the surface of the eye.

To book a Dry & Watery Eye appointment to find out what is causing your watery eyes, simply phone your local branch or click here.

### Chandlers Ford branch focus



Rawlings Opticians established a branch in Chandlers Ford over 30 years ago and we have been in our modern surroundings in the Fryern Arcade since 2014. We're sure you'll find our store a bright, contemporary & relaxing environment.

Upon making contact with us you are likely to be greeted by our fantastic front-of-house team, Sue and Debbie who will be able to answer your initial questions & ensure you're booked in for your appointment.

We offer eye examinations and contact lens care every day and even offer early 8:30 appointments if you would like to see us before you start your day. We have three resident Optometrists; Lindsey Higgins who is here almost every day, and Rachael Smith and Kate Malam, who also work at several of our other practices in the area. Whoever you are booked in with you can be assured that you will receive the most professional and thorough of eye exams along with recommendations for all your eye care needs.

Once your examination is complete our qualified Dispensing Opticians Chris Hobbs, Colin Rance, and Janet Bagley, and dispensing assistant Pauline Herbert will discuss your needs and wants and help you find the perfect lenses to benefit you & your lifestyle most. Between them, our dispensing team have worked for Rawlings for over 75 years! We stock a very wide selection of stylish & interesting frames covering all prices & consider it our goal to exceed your expectations. Our aim is for you to leave feeling confident with your purchase and most importantly, looking great!

Whether it is spectacles, sunglasses, contact lenses or advice that you require please feel free to pop in and see us at our Chandlers Ford store.

For more information or to book an appointment please contact the branch at [Chandlersford@rawlingsopticians.co.uk](mailto:Chandlersford@rawlingsopticians.co.uk) by phone on 023 8027 5901 or pop in to discuss it with us.

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