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# Rawlings Opticians

Your local independent opticians

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FEEDBACK



ORDER CONTACT LENSES

Newsletter – Spring/Summer 2019

## We have won an award!

Enhanced Optical  
Service Award

*Winner 2019*

### STOP PRESS!

We are thrilled and honoured to have been recognised by the optical profession at the 2019 Optician Awards where our Croydon practice was given the Optician Award for Enhanced Optical Services at the prestigious award ceremony on 30th March.

The judges were impressed by our commitment to caring for our local community through our investment in the latest technology and further education for our Optometrists in order to be able to offer enhanced services which would previously have been handled by the local hospital eye units. Working with Moorfields to offer these extended services has helped patients achieve a swifter resolution to their eye problems and reduce the pressure on hospital eye units. We are also involved in developing a trial of telemedicine Optometry with leading ophthalmologist Dawn Sim which we hope will help to improve patient outcomes nationally.

Director and lead Optometrist at Croydon David Barker said "I was very proud to receive the award on behalf of the team at Croydon who deserve the recognition for the hard work that has gone in to making the practice the best it can be to support our local community"





## Sensity Light Reactive Lenses



Whether you have worn photochromic / light reactive lenses before or never tried them, Hoya's latest innovations deliver more than just exceptional comfort and with £50 off for newsletter readers you can give them a try.

The latest Sensity Dark and Sensity Shine are the next generation in photochromic lenses; lenses that go extra dark outside, darken behind the windscreen, give 100% UV protection and reduce glare.

Sensity Dark – These have an enhanced performance over previous Sensity lenses, achieving greater darkness outside and activating behind the car windscreen. The latest technology also ensures the best visual comfort in all climates, seasons and circumstances. Available in 3 natural colours, green, brown and grey makes sure there is no compromise on contrast or colour perception.

Sensity Shine – These utilise the technology of Sensity Dark, with an additional light mirror coating that is more intense in the light yet subtle indoors, you get an exclusive look with added flair. Each colour also comes with its own matching Shine, Bronze Brown for extra contrast, Silver Grey for intense light conditions and Emerald Green for reducing blue light for heavy digital users.

Discover the latest innovations in reactive lenses, Sensity Dark and Sensity Shine, now available with £50 off for newsletter readers until the 1st June 2019, just mention "NewsletterSS19" at your next visit.

To find out more or book an appointment pop in to one of our branches or [click here to arrange an appointment online](#)

## What happens when you try contact lenses at Rawlings?



## When you come into Rawlings Opticians for a contact lens trial, the appointment will usually start with a conversation to establish the best type of contact lenses for you and your lifestyle

Our Optometrist or Contact Lens Optician will then be able to select the trial lenses ready for fitting.

An examination of the front surface of the eye using a non-invasive slit-lamp bio-microscope will then take place to ensure that your eyes are healthy and ready for contact lens wear. Measurements of the surface of your eye will also be taken – but don't worry this just uses reflections from the surface so you won't feel a thing.

Next it is time to try the contact lenses on your eyes. People often worry unnecessarily about this stage, and it really is much easier than you think. Contact lenses are so comfortable that you can almost forget you are wearing them – they certainly are not painful and some people describe the feeling as similar to a drop of rain on the eye.

Once the contact lenses have been applied to your eyes, we will then check to see how they are fitting and test your vision. Sometimes we need to swap lenses if the vision isn't perfect with the first pair but this is quite normal and is simply fine tuning them to get the best for you.

Now it is time to teach you how to put the contact lenses on and remove them for yourself. At Rawlings Opticians we like our patients to be able to apply and remove their lenses at least three times before we would let you take them home, that way you will feel more confident in your own environment. There is no rush for this to be achieved in the first appointment; we can always provide a further lesson if required and ensure you get the support to be able to wear your lenses successfully.

Finally, we will talk you through the best methods for handling and hygiene of your lenses, how long you should wear them for and give you all of the information you need to know about your lenses as well as answering any questions that you have about them.

Once this is all completed you will be able to take your lenses home to undertake a trial at home. We will see you for a follow up appointment about one week later to make sure you are completely happy with them.

If you are a member of our Rawlings Vision Plan Plus eye care scheme then you are entitled to a free contact lens trial. Otherwise there is a charge of only £30 to get you fitted with contact lenses which includes all of the above

[Book an appointment at your local branch.](#)

## Alton Branch Profile



Rawlings Opticians has been proudly serving the Alton high street for more than 58 years. For the first 48 years we were opposite our current location but moved to more spacious premises in November 2008.

We are a friendly bubbly bunch that can't wait to help you find your next look and in our team there are many long standing members of staff. Our qualified Dispensing Opticians Tracy Robinson & Bridget Harding have been with us for a combined total of over 60 years; Tracy has been part of the Alton team since 1982 and Bridget since 1995 when she started at Alresford branch before coming here in 2001. Our Optical Assistant Samantha James has been manning our front desk for 4 years and Optometrist Ramsay has been with the branch since 2008 and is also the only Independent Prescribing Optometrist in Alton. This means he is able to prescribe drugs for the treatment of many eye conditions without necessitating a trip to the doctors.

Recent additions to the team are Practice Manager, Val Putterill, who joined the team in August last year and Matthew Hitchon who joined in December. Val has over 14 years of optical experience and is a qualified Dispensing Optician and Matthew is a qualified Optometrist with over 16 years' experience. Even more recently we have just welcomed Brooke Larvan to the team as a new optical assistant although she comes to us with existing optical experience.

We are excited to be welcoming new brands such as Maui Jim sunglasses, Coco Song, and Moscot to our collections to go along side our established brands such as Longchamp, Flexon and Lindberg.

Please come and see our themed windows, and vote for your favourites on Facebook and Instagram!

We have got lots to look forward to this year with sponsored hat days and other charitable events, which we love to participate in. We also have Easter egg hunts, trick-or-treating at Halloween and search for Santa at Christmas time as well as other exciting events throughout the year as well. We look forward to seeing you soon.

[Please contact us to book an appointment.](#)

## Childrens Eyecare



**We are often asked what the best time is for a child to have their first eye test. We recommend that it is a good idea to arrange this when your child is around three years old, or younger if you have concerns about your child's eyes.**

A child does not have to be able to read to be tested for eye defects such as long and short sight, astigmatism (a rugby ball shaped eye which leads to blurred vision), squints or lazy eyes. We provide free NHS sight tests for all children under 16 and for students under 19 in full time education.

It is important to detect squints and lazy eyes early as possible and if these conditions are not treated by the age of eight years then it may be too late to prevent a permanent problem. Squints affect 4%-7% of children and lazy eyes 2%-3%. Your child may not appear to have any problems to you - if one eye is not working properly the other (good) eye will take over. This makes the brain ignore the information from the poorer eye, and it will not develop good vision unless corrected early.

Our children are using screens more and more both for fun and for school work and it is important to ensure they have healthy eyes and good vision to prevent eyestrain and headaches from screen use. Regular breaks

are important for children and adults alike - every 20 minutes, a short break is advised to refocus and refresh the eyes. Break for 20 seconds, blink 20 times and look 20 feet away – the 20/20/20 rule is easy to remember!



Long sight (hypermetropia) can be easily corrected with spectacles and often improves as a child nears adulthood. Short sight (myopia) affects an increasing number of young people and often begins between the ages of eight to ten years old. Again, glasses are the simplest means of correction but contact lenses are available for children – there are even special children's contact lenses designed to slow down or even stop the progression of short sight! See our [Myopia Management](#) page for more information.

Children and teenagers can be fitted with contact lenses even if their prescription is still changing – with disposable lenses this is no problem. You can discuss the best age for your child to begin wearing contact lenses with your Optometrist, as it will vary from child to child. Many children start with contact lenses at around the age of 10; however it is often possible to begin at an earlier age especially if there are other confident contact lens wearers in the household, or in cases of myopia management.

[Visit our website](#) for more information or to [book an appointment](#).

## Did you know how we curate our range of frames?



Choosing your new glasses is a difficult decision. Which colour, which shape and what sort of image do you want to present to the world?

At Rawlings we know how difficult this can be and we work exceptionally hard to find the latest trends, the most interesting product and the best mix of quality and price to make sure we have something for every look. We are constantly updating our ranges to make sure we have the right thing for you.

Our Directors and Dispensing Opticians attend frame fashion shows in the UK and Europe to bring new and unusual ranges to all our branches and 2019 has already been a bumper year for new ranges and we are proud to introduce three new brands which we have added to our collection in 2019.

## COCO★SONG

Handcrafted eyewear designed to highlight the beauty of the woman that wears them. Drawing inspiration from the mystery of the Orient, using the finest materials in the world, Italian brand Coco Song creates women's luxury eyewear delivering an unparalleled artistic masterpiece in every frame. Exquisite elements such as silk, dried flowers, feathers, semi-precious stones, metal accents and enamelling are matched with unique acetates. Each frame is handmade by an expert artisan master taking a minimum of six months to perfect. A magical blend of Italian design and oriental culture.

## MOSCOT

The Moscot optical roots were first planted in America by Hyman Moscot, who arrived in the USA through Ellis Island in 1899 only 4 years after Rawlings were founded. Hyman began selling ready-made eyeglasses from a pushcart on Orchard Street on Manhattan's famed Lower East Side. Five generations on Moscot infuses its unmistakably refined, downtown aesthetic with over 100 years of eyewear expertise and unparalleled craftsmanship to create its timeless eyewear. Loved by celebrities and fashionistas around the world, the vintage designs combined with craftsmanship and heritage are something unique in frames for men and women.

LONGCHAMP  
PARIS



Longchamp was founded in 1946 by Jean Cassegrain and today it is the epitome of Parisian style and allure. Luggage, handbags and accessories bearing the Longchamp label have a worldwide reputation for quality and craftsmanship and the iconic Le Pliage bag has brought the company to international success as a 'must have' since 1993, when it was first launched. It takes inspiration from the Japanese art of origami and has become symbol for understatement and affordable luxury. The eyewear collection takes advantage of French heritage but it also winks at Le Pliage's dynamism. It is the ideal choice for woman with a self-confident and feminine attitude.

We are looking forward to introducing more new brands later in the year and can't wait to tell you all about them. One of the benefits of being an independent optician is that we can offer much more than an average optician and we won't offer you things that we don't believe offer good design and great value.

**Why not come in and try some for yourself? [Click here to contact us and book an appointment.](#)**

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