



RawlingsOpticians
Get Better Looking®

Your local independent opticians
Book an appointment or Find a store

[About Us](#) [Get Better Looking](#) [Promotions](#) [Rawlings Vision Plan](#) [Book an Appointment](#) [Glasses](#) [Sunglasses](#) [Contact Lenses](#) [Eye Care](#) [Sports Vision](#) [Find a Store](#)

Newsletter – Winter 2012

Chandlers Ford profile



Our new Chandlers Ford practice opened on 11th October with a big splash on World Sight Day where the branch collected money for the Optometry Giving Sight charity who help programs around the world to help eliminate the causes of avoidable blindness.

In the centre of Chandlers Ford at 14 Fryern Arcade, the new practice features a new larger showroom and has almost doubled the range of frames to choose from, bringing new designer ranges such as Paul Smith, Gucci and Hugo Boss to join the increased popular ranges from Ray Ban, Versace, Prodesign and Oakley.

In addition we are very pleased to be able to offer the latest technology in frame selection and lens advice using the Hoya Vision Centre which brings augmented reality to our iPads enabling you to see how different lenses work in real life situations and helping us to provide you with the very best lenses for your individual needs. It even allows those with the highest prescriptions to see how different frames look on them and send images to friends and family for a second opinion.

The new practice also features two consultation rooms, retinal photography and visual fields assessment in the clinical areas as well as an airy waiting area with air-conditioning throughout.

The long standing professional team of Practice Manager Claire Shipway, Optometrists Alan Steel and Rachael Smith, Dispensing Assistant Pauline Herbert and Optical Assistants Holly and Sue, have been joined by Optometrist Kate Malam and Dispensing Opticians Colin Rance and Janet Bagley who bring their wealth of experience from our Winchester, Alton, Alresford and Hedge End practices.

We look forward to welcoming you to our fantastic modern practice and to continue to serve the local community in Chandlers Ford and the surrounding area.

To see more or contact the team at Chandlers Ford see [our branch page](#) or [book an appointment](#)

Children and contact lenses



More than 3.3 million people in the UK enjoy the many benefits of contact lenses but only a very small proportion of them are children.

In fact, only around one in twelve children who could be wearing contact lenses currently do! Children can wear contact lenses from an early age but many parents don't realise this. Many children begin with contact lenses around the time that they start at secondary school – but some children can take up contact lens wear long before this, particularly if they come from a lens-wearing family.

In this issue

[Our new Chandlers Ford practice is now open](#)

Our new Chandlers Ford practice opened on 11th October with a big splash on World Sight Day where the branch collected money for the Optometry Giving Sight charity...

[Children and contact lenses](#)

More than 3.3 million people in the UK enjoy the many benefits of contact lenses but only a very small proportion of them are children...

[Vision for driving](#)

We all know the hazards of driving in the current weather conditions; Wet roads with the sun low in the sky; Dark wet or foggy nights with bright headlights dazzling you...

[Do your eyes feel itchy?](#)

Allergic conjunctivitis is a common condition. Typically your eyes will get red and itchy but your sight will still be good...

[Enhanced reading lenses](#)

You may already wear varifocal or bifocal glasses, or use spectacles for reading, but you have probably noticed that these still have their limitations...

[Swimming and diving](#)

With sunny and tropical climates being an ever popular destination in the cold winter months swimming, snorkelling and scuba diving are an increasingly popular sport...

Archive



Download
Winter 2012 Newsletter



Download
Summer 2012 Newsletter

There are many advantages of contact lens wear for children, as well as giving greater self-confidence, self-esteem and satisfaction and avoiding frequent breakages of glasses, contact lenses can also be easily updated when eyesight is changing frequently. Some children remove their glasses during sports activities for fear of breaking them and contact lenses will thus offer more convenience and better vision in this situation. Some contact lenses also have UV protection within the lens material which is an added bonus.

Parents are usually surprised how quickly their child adapts to contact lenses – with modern soft materials comfort is almost instantaneous and little fingers are remarkably adept at applying and removing the contact lens from the surface of the eye!

[Book an appointment for your child now](#)

Vision for driving



We all know the hazards of driving in the current weather conditions; Wet roads with the sun low in the sky; Dark wet or foggy nights with bright headlights dazzling you; Frosty mornings with reflected glare everywhere you look.

You keep your car windows and headlights clean but are you doing everything you can with your glasses to give yourself the clearest and safest vision. Most people don't think about the lenses in their glasses and the effect this has on vision in these situations.

Standard lenses in glasses cause around 9% of the light travelling through them to scatter. This reduces clarity and causes glare and discomfort which can be easily solved. In fact, the 'halo' and starring effect of headlights and brake lights is one of the most common complaints about driving glasses that we hear.

Modern lenses have a reflection-free option which allows 99.5% of light through without scattering and gives you the clearest possible vision through your glasses. Reflection free lenses can cost as little as £15 more than standard lenses so make sure you ask about them when you are ordering your new glasses. For more information see our website at www.getbetterlooking.co.uk, our [Facebook page](#) or follow us on Twitter on [@RawlingsOptic](#)

Do your eyes feel itchy?



Allergic conjunctivitis is a common condition. Typically your eyes will get red and itchy but your sight will still be good. You may also get other symptoms such as a runny nose.

If you experience this in the spring and summer it is probably hay fever and called 'seasonal allergic conjunctivitis'. However if it occurs all year round it is most likely dust you are allergic to and is termed 'perennial'.

Antihistamine tablets can be a great help and will also help with any runny nose symptoms. It is probably best to start these early before it takes hold. There are several types and some can make you drowsy so your Doctor or pharmacist can give advice.

Drops can also be a great help and many of these can be purchased over the counter. Your Optometrist would be a good person to ask for advice as there are several kinds of drops and some are much quicker acting than others.

It is also common for people suffering allergies to have other conditions such as dry eyes or blepharitis. Again your Optometrist is an expert in this and there are many new products available to help these.

To arrange a dry-eye assessment contact your local branch or book an appointment online.

Enhanced reading glasses



You may already wear varifocal or bifocal glasses, or use spectacles for reading, but you have probably noticed that these still have their limitations when it comes to many of today's demanding close vision tasks i.e. laptop use.

A whole range of spectacle lenses are now available that specifically target close-up and middle distance vision and these are known as 'Enhanced Reading Lenses'. There are designs to suit all needs from advanced 'single vision' reading lenses which enable an extra working distance of up to 60cm to lenses that can satisfy all of the visual requirements needed for the boardroom.

Rawlings Opticians are experts in recommending the best type of Enhanced Reading Lens to suit your individual needs.

More information can be found on our website or alternatively feel free to pop in to any of our branches and talk to one of our qualified Dispensing Opticians.

Swimming and diving



With sunny and tropical climates being an ever popular destination in the cold winter months swimming, snorkelling and scuba diving are an increasingly popular sport.

Whether you are a serious swimmer or diving enthusiast or very much a recreational participant then Rawlings can help you get the best out of this activity.

Swimming goggles and diving masks can be tailor made to your prescription, or for most people's needs a more affordable solution is what we call a "best sphere" option which gives an "off the peg" version which most swimmers find perfectly satisfactory, and more affordable.

A modular swimming goggle allows for replacement parts to be purchased cheaply rather than having to replace the whole goggle, and these are available to suit a wide range of prescriptions.

If you swim regularly or are simply planning a holiday that might involve some snorkelling or diving, why not enhance the experience and benefit by improving your visual experience.

A free sports eyewear assessment at Rawlings Opticians will ascertain the best solution for your needs and many are pleasantly surprised at just how affordable our sports vision eyewear can be.

Contact your local branch to arrange for your free sports eyewear assessment.