



**BLACKHEATH
EYECARE**



Issue 2 Dec 2020



Newsletter

What a Year!

This year has been strange for us all. We seem to have catapulted from the New Year celebrations straight through to Christmas again. With so many changes happening around us at the moment, we wanted to keep you updated with what's happening here at BEC.

A few things have changed since the first lockdown and we have made a few changes with your care in mind. We didn't actually need to change too much, as the way we work is pretty much pandemic proof.

We have found that to provide you with a truly individual service that gets the best results, we need to invest extra time with every client we see. This is why we have now extended our appointment times and they are now more than twice the industry average. We are happy to see fewer people in our day in order to provide you a superior service.

We now offer our clients appointments for absolutely everything, so rather than just turning up and having to wait, we're expecting you when you arrive. This means that when you visit, we can really give you 100% of our attention and who doesn't want their visit to be all about them? Our appointments are literally all about you!

We see around 8 people for examination appointments a day but it's far from a breeze here for us at the practice. We are kept on our toes by looking after every detail for every client in order to provide the best possible experience. It's not something we always succeed at but it is at least what we strive to do every day. This way of working also makes our day more enjoyable and it is the reason that we have such a good relationship with our clients.

We hope to see you all again very soon, in the mean time please stay fit and healthy and of course have a Merry Christmas & Happy New Year.

From all of us at,
Blackheath Eyecare



Cleverly taken photo at a safe social distance



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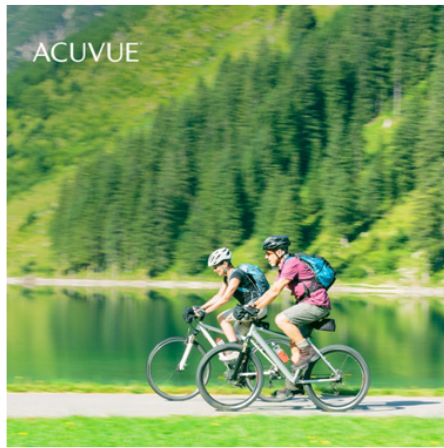
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Contact Lenses, the FAQs

Contact lenses, we know they exist and that there are different types but for one reason or another not all of us opt to try them or we forget to ask about them. To feed your curiosity, below we have put together our more recent FAQs.

Is it safe to wear my lenses while Covid-19 is around?

Yes, providing you are following a care and hygiene regime there is no reason you can't. Always wash your hands first and if you wear daily disposables make sure you use new lenses each time. Further wear and care advice can be found at ACUVUE®: www.acuvue.co.uk/wear-and-care/contact-lens-cleaning-and-care



My glasses fog up due to my face mask!

Contact lenses provide a spectacle free option and do not fog up. Chefs around the country already know this trick, this is also the reason they seem to have super powers while chopping onions (invisible onion vapour barrier!)

Sports

Has lockdown made you think of a new sport? Perhaps you took up running? Disposable lenses are a great option for contact, ball, fencing and athletic sports. Not having to choose between leaving your vision behind or spectacles bouncing down your face can be a real 'game' changer – pun fully intended.

I don't like having to get my reading glasses out to read in a restaurant, could contact lenses help me?

Potentially, yes they could. For many people needing a little more of a



boost when reading, ACUVUE® moist multifocal lenses could be the answer.

If I wear contact lenses do I still need glasses?

Yes, it's important to remember that contact lenses are just one accessory in your eye care wardrobe and are not a permanent replacement for glasses. If something happens and you are unable to wear lenses you need glasses to hand.

My glasses lenses are thick and heavy, will I be allowed contact lenses?

You'd need an initial contact lens consultation to assess your suitability but it's certainly a possibility. We have seen many people with high prescriptions that are happy they gave lenses a chance and with the freedom they provide.

Please call us to learn more about contact lenses or our contact lens plan (020 8305 1060). Or for more facts visit the link below.
<https://www.acuvue.co.uk/why-contact-lenses/life-with-contact-lenses>

Fun Fact

The movie industry loves special effect contact lenses, so it's no surprise some of us often rub shoulders with names like Hugh Grant, Margot Robbie or Antonio Banderas. Most of the time an Optician is on set during filming to help insert and remove hand painted contact lenses that often cover the whole sclera of the eye!

Makeup artists, prosthetic teams and Opticians often work together on this and it's a real team effort. A lot of the time the actors have never worn contact lenses before so it's a real commitment to the role. So the next time you watch a TV show or movie where a character is either blind, galaxy eyed, or has a hemorrhage or suspiciously younger looking, you'll have an interesting fact to share. It's always reassuring to think if they can handle a lens...you can too!



Myth Debunked!

Digital devices aren't actually directly linked to an increased need for spectacles but the increase in recent years of our very close working and learning habits do have a causal relationship.

Studies have found that near work activities (which includes screen time), is connected in some cases to near-sightedness (myopia) and digital eyestrain.

So make sure you and your child take regular breaks to ensure you're doing all you can to care for yourselves around the modern way of life. It's been discovered that 2 hours of outdoor activity a day could also help look after your child's eye health.

L^{👁️👁️}king out for our children – screen time

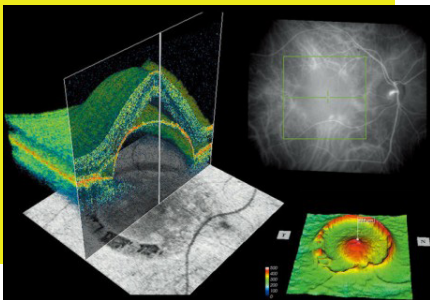
In recent months, our children have spent more time than ever on technological devices. From home schooling to virtual birthday parties, it's no wonder that it's been a struggle to get them away from their screens.

Just as we advise adults to do, we are asking parents to encourage frequent device breaks by following the 20/20/20 rule. This involves looking away from the device every 20 minutes and focusing on something at least 20 feet away, for 20 seconds. For a real eye work out, all you need to do is look out your window as far away as possible.

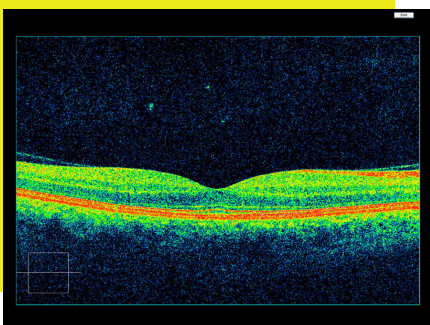
The point of the 20/20/20 rule is to exercise the eye muscles. When we focus on something close for a prolonged time, we use those miniature muscles and often don't relax them.



Remember that experiment back in school when you were asked to hold an item straight out at arm level and see how long you could do it for? Remember how quickly your arm got tired? Now think of this but instead of using your arm, you're using your eyes and the object is now the near task. When we take a break, we recover and this is the same with our eyes. The bottom line is if you don't rest you get fatigue.



"Allowing us to help monitor your health more thoroughly"



The Eye Examination and Why Going Advanced Should be Your Next Choice

Aging is considered a bit of an ugly subject but it's a part of life and not unique to anyone, so it shouldn't be. As we age, things don't move or work as well as they used to, we get tired more often, our near vision starts to go and we're more susceptible to developing health issues. So how do we combat the blues that comes with those hard truths? We start to take care of ourselves more than we probably used to. That's why for everyone over 40 or with any health concerns that can affect your vision (diabetes, glaucoma, macular degeneration, headaches, high myopia and more), we recommend having our advanced eye examination.

We've all heard that the eyes are the window to the soul but actually they're a window to your health. So, even if you don't have any of the above conditions, an advanced examination could help detect health problems that you may not have otherwise known you had and we all know prevention is better than cure. So by booking an advanced examination you're allowing us to help monitor your health more thoroughly and that's all we really want. If you're under 40 and health conscious, you too are welcome to book in for this examination, just let us know when we see you next. We truly believe in fair healthcare for all, that's why we offer these appointments to both our private (£95) and NHS eligible patients (£45).

We haven't forgotten the children though. All of our Children's eye examinations now include digital ocular imaging and again are available for both private (£55) and NHS patients (£20), it requires no contact (great for social distancing), and results are seen instantly on screen. Think of this like a mini advanced test that gives us clearer results that we can monitor throughout your child's most important developmental years.



Online Testimonials Needed!

Now more than ever local businesses like us are asking for your support. One of the best ways you can support us and your favourite local businesses is by leaving an online testimonial. They let others know that we are good folk and put a big smile on our faces knowing that we have made a positive difference.

Thank you for your kind words if you have left us a Google review in the past. If you haven't done one yet, we would greatly appreciate if you could share any of your positive experiences on Google. We do hope you have had one!

Thank you!



Brain Research UK Fundraising Update



In our previous issue we shared the very sad news of our Suzy's husband Geraint's passing. We mentioned that Suzy's family are raising money for Brain Research UK and that her children Alan and Laura were planning to run this year's London Marathon in honour of their father. Unfortunately due to Covid-19 this year's event was postponed, although the good news is that the family has been allocated places in next year's event, so the run will still go ahead. We also mentioned that as a tribute we would be taking donations here at BEC and raise as much as possible at our 20th birthday party.

Suzy and our team would really like to say a heartfelt thank you to all those who have made personal donations and we are extremely grateful for your kindness and generosity. We would also like to thank everyone who attended our birthday party in February and who purchased spectacles on the day.

You may remember that we promised to donate £25 for every complete pair of spectacles purchased and we are very pleased to say that we were able to donate a further £775! Suzy's family has so far raised a whopping £2670 and with our added donation, the total has now reached an outstanding £3445.

Here at BEC we're fond of silver linings, so in our opinion the marathon delay just means extra time to raise more for this good cause. It also means more good things to talk to you about next year and we look forward to updating you then.

Contacting us!

Address

16 Old Dover Road
Blackheath, London, SE3 7BT

T: 020 8305 1060

www.blackheattheyecare.co.uk

newsletter@blackheattheyecare.co.uk



**BLACKHEATH
EYECARE**

Opening Hours

Monday	9.30am - 5.30pm
Tuesday	9.30am - 5.30pm
Wednesday	9.30am - 5.30pm
Thursday	10am - 5.30pm
Friday	9.30am - 5.30pm
Saturday	9.30am - 3.00pm
Sunday	Closed

Your feedback is invaluable. We are always interested in what our customers have to say. Please send any thoughts and comments on what we're talking about to newsletter@blackheattheyecare.co.uk. If we have failed in your eyes to make it interesting enough you can unsubscribe by sending an email to unsubscribe@blackheattheyecare.co.uk