



BLACKHEATH EYECARE

Newsletter

A Chance to
Win!



Hello Outdoors

Why our children
should be spending
more time outdoors

Jo Bradshaw FBDO

An interview with our resident
Dispensing Optician

The Invention of Sunglasses



SUMMER OF 2022 !

It may seem dramatic to say that, this is the year that the world opens us up to what could be viewed as a second chance. Another opportunity to enjoy all that surrounds us and the joys of simple things like socialising. With the globe opening its borders to tourism once more, what has felt so far away for so long, now once again feels close; whether it be a favourite place, your friends or family, everything seems possible.

1969 is famous for being the year that NASA put man on the moon, the Beatles' last performance, Nixon's withdrawal of troops from Vietnam and the fight for LGBTQ civil rights, but let the summer of 2022 be the year that brings hope and possibility to the world.

With that said please enjoy this issue and have the most amazing summer!

Blackheath Eyecare

WHY SHOULD CHILDREN SPEND MORE TIME OUTDOORS?

Outdoor activities could help your child's vision

By Amiee Wheeler FBDO

Myopia is a condition more commonly known as "short-sightedness". This is where long-distance objects present as a blurred image due to the eye being too long, for example, a bus number or board at school appearing unclear. Myopia develops quickest in children and slows considerably by the age of 18. There are varying degrees of Myopia development and genes can present risk factors, however it has become evident that more children are becoming Myopic and progressing more quickly, with lifestyle being a major contributing factor.

As lifestyles and hobbies become digital and years of study involve extended amounts of time indoors with our heads in the books, humans have never been so far away from nature. The eye of nearly all animals is not designed for prolonged inside close work and in the wild natural state, focuses up close only very briefly. Our modern way of life is conflicting with the eyes natural design and encourages the eyes to grow longer. The longer the eye grows the more blurred the image, the higher the prescription and the more at risk we are of developing other eye health conditions later on in life. This is why it is important to spend more time outside. In fact it is recommended that children spend a minimum of 2 hours outdoors every day.

By 2050 it is estimated that 50% of the global population will be myopic. Currently there is no treatment that can reverse or prevent the development of myopia, however, with modern medicine and technology, the rate of progression may be greatly reduced. At BEC we offer an ever-growing range of myopia management services, so please get in touch for more information or advice.

There are some healthy habits we can adopt at home. With two teenage sons myself, I know all too well how difficult it can be to peel children from their devices, however we now limit screen time and go on more family days out. We encourage spending more time outside with their friends and activities such as cycling or skateboarding.

Not only can time away from the screen help your children's eyes but spending time together outdoors can bring many opportunities to get to know the natural world around us whilst creating those all important happy memories.



2 hours of
outside
activity per
day



may reduce
the rate of
Myopia
Progression



Vision Simulation



0.00DS 6/6 20/20 vision



-2.00DS without correction



-5.00DS without correction

An Interview with

JO BRADSHAW FBDO

If you haven't been lucky enough to meet her yet, we would like to introduce you to Jo, Blackheath Eyecare's styling sensation and resident Dispensing Optician.

Why did you choose to become a Dispensing Optician?

I joined my Auntie for work experience at 15 years old and instantly found a real love for the world of optics but most significantly for helping people. I knew exactly what I wanted to do from that point. I decided to dedicate my weekends off from school to work as an Optical Assistant and then went on to qualify as a registered Dispensing Optician in 2006; 23 years later I still have the same love for my role and profession.

What do you like about styling at Blackheath Eyecare?

I love that we really take the time to get to know our clients so that we can offer them the very best eyewear solutions based on their individual needs. We don't like to rush things and enjoy spending time with you, so we offer eyewear consultations by appointment which means we won't be interrupted whilst we try different styles and take the various measurements that are required for the spectacle lens ordering.

How would you describe your approach to frame styling?

I respect how daunting the process of choosing spectacles can be and so I would describe my approach as professional, honest, sensitive and caring. It's important to me that everyone I see feels comfortable, enjoys their frame styling experience and leaves feeling confident and great in the choices we have made together.



What does an Eyewear Consultation involve?

It can be quite overwhelming being faced with hundreds of frames, so we have simplified things and taken the stress away. We only have a small selection of frames on display and instead, guide you to what could work. After having a chat and finding out a little more about what you may have in mind, shapes, colours, likes, dislikes and what you require optically, I then select some frames to try and go from there.

It's all about a journey of trying things and building a selection that will ultimately lead to you choosing something that works perfectly for you and that you love. This part is my favourite! I've styled many clients over the years and it never gets boring! When a frame looks fabulous I am thrilled. To see someone beaming with their new eyewear is just wonderful!

What happens after we have chosen a pair of spectacles?

When your glasses are back from the lab, I'll see you again for your final fitting appointment. This is so that I can check that your vision is great and carry out any fine-tuning that your spectacles frames may need before you take them away. I'm a bit of a perfectionist and hate badly fitting frames, so I spend time with you to make sure they are just right. I like to see my clients regularly to ensure that the glasses continue to fit well and so as part of our service I invite people to come back to see me if and when they need any adjustments.

Call to request your Eyewear Consultation with Jo.



Sunglasses: A Brief History

The very first sun goggles were worn by the Inuit (an indigenous people of the Arctic and subarctic regions of North America), dating back around 2,000 years. They were used to reduce snow blindness, made from walrus ivory, driftwood, bone, or caribou antler with thin slits.

In 12th century China, sunglasses made with smoky quartz lenses were used by magistrates; however these were reportedly not used to protect the eyes but rather to hide the magistrates' expressions whilst passing judgement.

Through the 17th century sunglasses with real emerald and green Venetian glass lenses began to occur. They were used by noblewomen and gentlemen and by those on gondolas to protect the skin and reduce glare.

During the 18th Century, wire glasses that extend over the ear were developed and more lens colours were introduced for the purpose of improving vision for some ocular conditions.

In 1929 Sam Foster sold the very first mass produced sunglasses, A few years later Bausch and Lomb began making the infamous Aviator sunglasses for the US military.

In 1936 Edwin H Land co-founder of the Polaroid Corporation started to use Polaroid materials in sunglasses.

In 1980 Maui Jim started as a small company selling sunglasses on Ka'anapali beach in Maui.

Seeing a need for technology that could combat intense glare and harmful UV while bringing the brilliant colours of the island to life, Maui Jim engineered the revolutionary PolarizedPlus2® lens.

What began as a collection of seven has evolved into over 125 styles of sunglasses, all of which are polarized and protect from 100% of UVA and UVB rays.

We've tried and tested them ourselves and we'd like to give you the opportunity to do so too. If you haven't already tried them we know you'll love them, and if you have we know you'll want more pairs! This is why until the end of July we're running a competition to win your very own pair of Maui Jim sunglasses!

See how to enter by looking at the enclosed competition information leaflet.

Good Luck!



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**BLACKHEATH
EYECARE**



Reception Opening Hours

Monday	09:30 - 17:15
Tuesday	09:30 - 17:15
Wednesday	09:30 - 17:15
Thursday	10:00 - 17:15
Friday	09:30 - 17:15
Saturday	09:30 - 14:00
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