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BLACKHEATH EYECARE

Newsletter

SEASONS GREETINGS

We simply cannot believe that it's *that time* again. After a busy year, it's time to put your feet up, be *slightly* indulgent, and enjoy the festivities. At least that's what we'll be doing!

In this newsletter, we are pleased to share this year's updates. We have exciting news about our advanced eyecare services, new eyewear brands, and a much-anticipated update on our Suzy's children taking on this year's London Marathon.

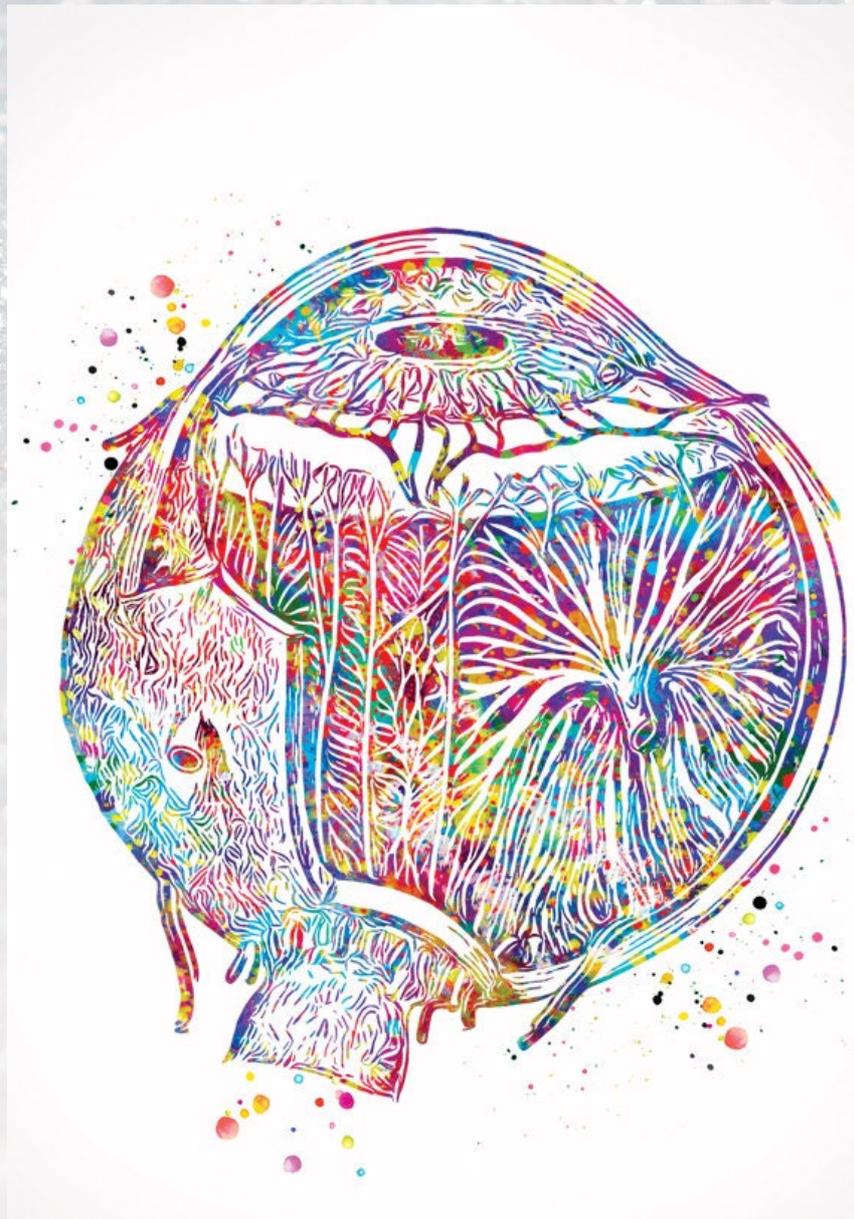
This holiday season offers us a special opportunity to extend our personal thanks to you, our valued patients, and friends. We wish you all a Merry Christmas and a Wonderful New Year.

From all the team here at

Blackheath Eyecare



A NEW STANDARD OF EYE CARE



SEE PAGE 2 FOR MORE DETAILS

Advanced just got more advanced!

OUR SERVICE CHANGES FOR BETTER CARE

At Blackheath Eyecare we strive to provide nothing less than outstanding service. This is why we invest in high quality professionals and the tools needed to do a thorough and good job.

We are excited to now be able to provide our most advanced examinations yet! We have now introduced Optomap imaging; this is available in less than 5% of UK Opticians and allows us to see 82% of your retina. This differs from the traditional imaging camera that only shows 15%. We really can now see things we've never seen before!

Our Advanced Eye Examinations provide us with a much fuller picture of your eye health, and can in some instances eliminate the need for further investigation referrals. This in turn saves many patients unnecessary waits for hospital visits, provides less anxiety and more peace of mind.

The images and scans from your examination can be saved and compared to future results. When you return for your routine examinations, we add these results to your eye health timeline, this gives our professionals a way of tracking and monitoring any changes over time. It's important that we provide these tests to make sure that

any changes to your eyes are naturally occurring and not as a result of underlying problems.

Although very helpful and we love it; it is not sufficient to simply have the newest sparkly tech. We are proud to have a small, highly qualified team that has a comprehensive understanding of our ever improving equipment, what it does and what the benefits are.

To ensure our knowledge remains up to date, every member of our team actively undergoes weekly continued educational training and also attends extensive offsite training throughout the year. Most visitors don't realise that they speak to a professional from the point of first contact and all the way throughout their visit.

Our proactive approach to education naturally leads to the evolution of our practice and services, which enables us to provide you with the best eye care possible. We now offer our advanced services to all patients as standard and have also extended our appointment durations, so that your optometrist can talk you through your results.

Examination Services

24 Years & Under

£55

25 Years & Over

£95

There are no fees for Eyeplan Members

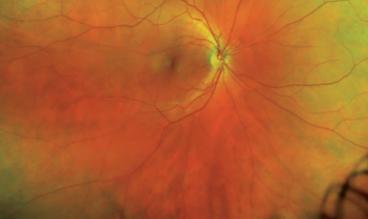
To make your booking for the new year, please send an email to hello@blackheattheyecare.co.uk

Comparison of Fields of View

A single capture optomap® retinal image compared to conventional fields of view.

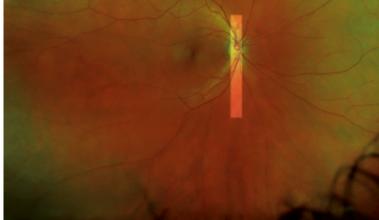
optomap Ultra-widefield Retinal Image (200°)

Fundus Camera (~45°)



Indirect Ophthalmoscope (~30°)

Slit Lamp (with 90° diopter Lens)



The first image in the top left shows how much of your eyes we can see with our new Optomap technology, when compared to all other imaging machinery and methods used in a modern day eye examination.

Jades Words of Wisdom

No.2

You get 2 sets of teeth but only 1 set of eyes. Look after them as much as possible, they need to last a lifetime!





Finding Frames: Liberty Prints & Bold Expectations

Spectacle makers around the world all have one thing in common; their designs begin with the idea of creating a product, with the sole purpose of improving quality of life. I find this commitment to such an ethos admirable, and we must respect the difficult task that designers have in creating something for everyone, as this is no easy task.

Spectacles are not a one size fits all product. Our facial features and structures differ from one another and also change over time.

A designer also needs to consider fashion, function and your prescription into the equation. This results in many different types of spectacles being made. Once a designer has finally created their products, they then get presented to undergo the harshest scrutiny by us Opticians, on your behalf.

"ingenuity, quality manufacturing, and compassion of equal level for both the product and you, the end consumer"

We have a strict list of requirements that must be met for us to consider a brand; such as ingenuity, quality manufacturing, and compassion of equal level for both the product and you, the end consumer.

Despite the halt of trade shows over the last year, we have continued to seek out designers that meet our high expectations. I am delighted to introduce two brands that made it to our shelves this year, Lafont and Dutz eyewear.

Lafont - Superb Parisian optical eyewear with over ninety years of experience and unparalleled expertise with an emphasis on elegance and strong family values.

The frames are handmade in France, and available in many colour combinations and a selection of unique

materials: tartan or Liberty print fabrics (yes that's right Liberty's!) that are sandwiched between two sheets of acetate.

The range displays a subtly rebellious, discreetly avant-garde touch of refinement.

Dutz - Founded in 2005, Dutz is Holland's boldest eyewear brand. Dutz pride themselves on their in house design, and control from the start to the finish of the design and production process. This results in a high quality collection of frames that are comfortable and look and feel good on any face. The Dutz philosophy is that "buying frames should be fun"!

Dutz love simple details. Pure and contemporary lines, vibrant colours; the natural beauty of the eyes are fully revealed through the clean cut design of the frames. A good balance between striking and commercial, matching the current fashion trends.

Written by Amiee Wheeler



2 REASONS THAT BRUSSELS ARE FRIENDS, NOT FOES THIS CHRISTMAS!

Brussels sprouts are considered by some to be a superfood because they are especially rich in nutrients that are vital for eye health.

- Brussels sprouts are loaded with Vitamin A which is fantastic news for your vision, as this helps to maintain the health of your corneas. It's also said to lower the risk of vision loss from age-related macular degeneration (AMD). Finally, it can even help you see in the dark! It's not just carrots that help Rudolf see!
- Lutein and zeaxanthin are really important nutrients for eye health. These are naturally-occurring pigments that are present in high concentrations in the macula (the central part of the retina). They are also present in certain green leafy vegetables, including (you guessed it) Brussel Sprouts! There's evidence to show that these nutrients can slow down or prevent AMD, and possibly also help prevent the development of cataracts.

Update: Marathon Triumph!

At our practice's birthday party in 2020, we raised money for Brain Research UK to support our Suzy's children, Alan and Laura, who were running the London Marathon in honor of their late father Geraint. The pandemic bought a lengthy delay however, on the 3rd October 2021 finally, the Official 41st London Marathon returned and Alan and Laura were excited to take part!

Along with the thousands of cheering spectators that also lined the streets, family members managed to track and watch the pair complete the course, spotting them at various vantage points throughout and most impressively the finishing line!

After completing and exceeding their fundraising target, Alan and Laura have inspired their partners to also take the baton for the 2022 marathon.

Congratulations folks and good luck. You have our full support!

Do you have a positive local story to share with the Blackheath Eyecare community? We'd love to hear it! Email your positivity to, newsletter@blackheattheyecare.co.uk



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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