

Summer 2007

Major Opticians Newsletter

Welcome to our newsletter for summer 2007

Macushield is a roaring success. And the Macuscope is to arrive shortly.

Macular pigment helps to protect the macula, a small region at the back of the eye devoted to detailed vision and colour vision, from signs of aging. The most common cause of blindness in later life is age-related macular degeneration—AMD.

The oral supplement Macushield is a great success, with patients realising the benefits of this wonderful new tablet. It contains the pigments Lutein and Zeaxanthin which are proven powerful anti-oxidants and this combination has been available for some time in other formulations.



What is unique about Macushield is that it contains Meso-Zeaxanthin, a newly discovered substance which occurs at the macula, which is thought to be the most important of the three macular pigments at protecting the macular from the signs of aging.

The human body places Meso-Zeaxanthin at the centre of the macula to give greatest protection against the damage caused by aging and blue light. Macushield is currently the only supplement available in Ireland containing all three of these important substances.

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Sunglasses

We have invested in a lot of sunglasses this year. And we are hoping you will like our new ranges and also our new prices too!

Ray Ban sunglasses from less than €90.00—not old models - this is new stock. Other designers such as Elle and Esprit from less than €80.00. We are very excited to announce that we also have Stella McCartney and Kata sunglasses. For the driver, we stock Serengeti sunglasses as worn by Val Kilmer and Peta Wilson.

Fashions this year still include the 'Bug' look, epitomised by Stella McCartney and Moschino.

Sports eyewear, such as Bolle sunglasses, activity lenses such as golf from world famous lens maker Zeiss—it's all here at Major Opticians, at prices that will put other opticians to shame.

Read more about sunglasses later in this newsletter.



New frame range – Kata

We are pleased to introduce another manufacturer called Kata, as worn by such celebrities as Will Smith, Samuel Jackson, Catherine Zeta-Jones, Hale Berry and Val Kilmer.

Sensing the void in the marketplace for uniquely designed, hand-crafted eye wear that was at once artful yet wearable, Kuwahara created KATA Eye wear in '92. "The philosophy of Kata Eye-wear is in part based on the name itself. 'Kata' is the Japanese word for 'shape' and 'form'. All of the collections from Kata Eyewear are based on simple shapes and forms from our everyday surroundings," says Kuwahara.



"Everything has its aesthetic beauty. That has been the underlying theme of my collections so far - taking ordinary shapes and forms, whether it's a seashell or an architectural element, and putting them into a totally different context such as eye-wear." states Blake Kuwahara.



New frames exclusive to Major Opticians

Kata eyewear sculpts these fundamental elements of design to create collections that blur the boundaries of spectacle frame and art. With an integral focus on utilizing groundbreaking technology in elegant ways, Kata defines modernity. Themes of simplicity and unexpected details are employed to create an unparalleled aesthetic. A convergence of influences, from the natural world and the urban landscape, inform Kata's distinctive style.

Elegant details blend seamlessly in fluid frames. A bold emphasis on testing the limits of technology and the possibilities of new materials underlies the essence of Kata design.

Its rare nowadays to have hand-crafted frames made to such high standards of design and quality, rather than frames off the production line in a factory in the orient—we are excited to bring this range to Waterford. Another exclusive to Major Opticians.



"Everything has its aesthetic beauty, taking ordinary shapes and forms, whether it's a seashell or an architectural element, and putting them into a totally different context such as eye-wear"

We are pleased to continue our Special Offers and Promotions

Second pair half price

We are pleased to say thank you for being a valued client by offering you a spare pair of glasses at half price. There is no restriction on the type of frame or lenses, except that the second pair is to the same prescription and of the same lens type as the first pair. The pair of lesser cost will be the pair offered at half price.

25 % off Spectacles for students and senior citizens

We offer a twenty five percent discount to holders of a current student ID card or people still at school and also to senior citizens. Again, there are no restrictions on frame or lens type. Or on the day of the week! Choose the frame and lenses you like, and we'll take a quarter off the price!

Free contact lens trials

Here at major opticians, we have always offered free contact lens trials. We are able to offer this for almost any of our frequent replacement lenses. There may be restrictions on some complex lenses such as bifocals and toric lenses.

Coated lenses for just €10.00

For most single vision lenses, we are pleased to offer you the chance to trade up to an anti-reflection coating.

Anti-reflection coatings can help to reduce glare driving at night or using computers, they allow more light to the eye giving better vision and cosmetically are better than normal lenses looking less 'glassy'.

Call in or telephone us or send us email for more information about these offers, or for any other questions or comments you might have. Of course, terms and conditions apply.

Polarizing and other activity lenses

There are sunglasses and sunglasses.

Polarising lenses excel at not only reducing the amount of light entering the eye, but it also eliminates reflected light, and so cuts down on glare. Ideal for such situations as driving, fishing, surfing, sailing and so on—any occasion where reflected light causes glare.

There are other tints too. The Zeiss ProGolf lenses have a special tint that selectively absorbs different wavelengths, enhancing contrast and reducing glare so that the course and the ball is more easily and more comfortably seen.

RayBan also make a range of sunglasses bearing the name Calloway—a name well-known to golfers—which also enhance vision while playing golf, although these cannot be made to prescription.

Bolle are a company well-known to sports enthusiasts—they make lenses with special tints for watersports, skiing, mountaineering and so on—and many of their sunglasses can be made to prescription too.

Serengeti lenses are world famous. The Sedona™ lens provides superior image definition in all daylight conditions. Golfers, water enthusiasts, and skiers will enjoy Sedona's high-contrast rose-colored lens because of its superior ability to block glare in flat light conditions. The Strata lens combines Serengeti's patented Spectral Control System with optically precise polarisation. This technology is available in its popular grey/green 555nm™ lens and the classic Drivers lens.

All sunglasses absorb 100% of harmful UV light. But there is no standard for optical quality in sunglasses, as there is for normal spectacle lenses. Buy sunglasses for €9.99 and you will get lesser quality, both in lenses and frames. Poor lens quality can cause vision to be degraded and induce headaches and general unease and tiredness.



Student and senior citizen discounts—25% off!!



Anti-reflection coated lenses from just €10.00 extra!



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Vision of the future



SEE US ONLINE AT
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Where we are

Our Waterford practice is at
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We are situated to the left of the GPO on the Quay. We are the only red-brick building on the quay. Clyde House is a building listed as being of architectural and historical importance

Our Carrick on Suir practice is at
68 Main Street, Carrick on Suir, Co. Tipperary
T/F: 051 641 513
E: carrick@majoropticians.com

On the Main Street, opposite the Carraig Hotel and next to the main car park you will find our Carrick on Suir practice.

Our Cashel practice is at
22 Main Street, Cashel, Co Tipperary
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You can find our practice on the Main Street in Cashel opposite the Cashel Palace Hotel and next to Davern's clothes shop.
