

Summer 2008

Major Opticians

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Patrick Dempsey is wearing Serengeti

Major Opticians Newsletter

Welcome to our newsletter for Summer 2008

The place for sunglasses in the South East

We have been thrilled that our investment in the latest sunglasses from top fashion designers at prices well below their recommended retail prices has been a great success.

Our new stock of fabulous shades are from such top designers as Chanel, Bvlgari, Serengeti, Elle, Esprit, Burberry, Stella McCartney, Gant, Guess, RayBan, Dolce & Gabbana, Bolle and Moschino and are in stock now.

We have probably the largest range of designer sunglasses in the South East at prices that will pleasantly surprise you. Looking for that classic look? Something a little more funky? Come in and see our extensive range of models.

Chanel frames are now in stock and we invite you to view them, exclusively, at Major Opticians in Waterford.



In this newsletter ...

- Sunglasses
- Chanel Is Back In Waterford
- What's New In Contact Lenses
- Current promotions

We are delighted to announce the return of Chanel to Waterford.

This prestigious brand is the epitome of style and luxury and we now stock Chanel sunglasses and ophthalmic frames.

We are very excited about the new collection—unusual materials such as leather combine with gold and acetate to give that extra bit of exclusivity.

Come in and have a look!



Val Kilmer is wearing Serengeti



What's New In Contact Lenses?

Contact lenses are becoming increasingly popular. More and more people are realising that contact lenses can be worn as an alternative to spectacles, for example, they can be worn socially, for that round of golf, for contact sports, even to change the colour of one's eyes.

The vast majority of lenses dispensed today are soft lenses. Broadly speaking, they can be divided into daily disposables and monthly disposables.

Daily lenses are worn once and then thrown away at the end of the day. They are ideal for sports and social wear, and can be used on a full time basis too. They are also convenient as there is no looking after to be done. In addition, they are an healthy choice as each day lenses are worn, the lens is new and clean and sterile.

Monthly lenses are worn for a month at a time. They are taken out at the end of each day and cleaned, disinfected and stored overnight to be worn again the next day. These can be a more cost-effective way of wearing lenses if lenses are worn the majority of the time.

Lenses can also be categorised in terms of the material they are made from.

Standard lenses are made of a material known as Polyhema (or variations thereof) that is soft and pliable which allows for good comfort. The last few years has seen the introduction of a new family of materials known as Silicon Hydrogels. Like their older cousins, they are made from a soft pliable material, but because of their nature, they are more biocompatible than Polyhema lenses and allow a much greater amount of oxygen through to the cornea (the clear part of the front of the eye) which promotes good health. They can also be used for overnight use, due to their high oxygen transmission.

Currently, only Johnson and Johnson have a daily disposable made from a Silicon Hydrogel material. Bausch and Lomb produce Purevision, CooperVision produce Biofinity and Ciba Vision produce Focus Night and Day, and also O2Optix in different varieties of this new material, but currently only in monthly disposable form.

So, are lenses made from this material so much better than other materials? Mostly, the answer is yes. Biocompatibility and oxygen transmission are definitely better than Polyhema. But the lenses made from Silicon, especially the first generation of lenses like Purevision from Bausch and Lomb, tend to be more rigid and can cause some irritation of the lids as they travel over the edge of the lens. In extreme cases, it can cause an allergic reaction, making the lenses less comfortable and even causing rejection.

Why trade up?

Sometimes, people may wish to wear lenses for longer than their eyes can tolerate with normal materials. This can cause such conditions as neovascularisation (new blood vessel formation) at the limbus—the junction of the conjunctiva and cornea, sending new arteries and veins into the cornea. If these are unchecked, they can compromise vision if they extend across the pupil region.

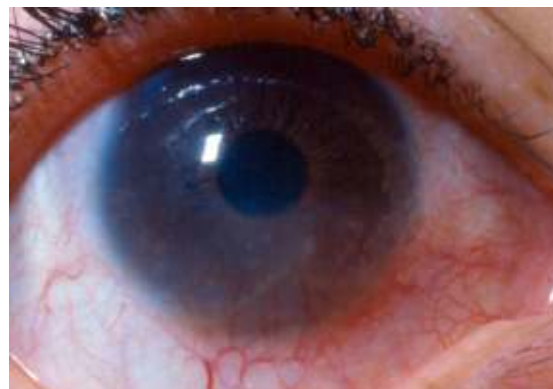


Other lenses are available which can change eye colour or can give the appearance of cat's eyes or blood-red eyes, or white eyes and so on.



Lenses are available in daily disposable or monthly disposable form.

It doesn't have to be either contact lenses or glasses. They can be worn interchangeably depending on activities or mood.



Coloured and fun lenses add a new dimension to contact lens wear

Special Offers and Promotions

We continue to run the following promotions. To avail of these promotions, we need you to bring in either a copy of this newsletter or a current reminder letter.

Second pair half price

We are pleased to say thank you for being a valued client by offering you a complete 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.



Student and senior citizen discounts—25% off!!



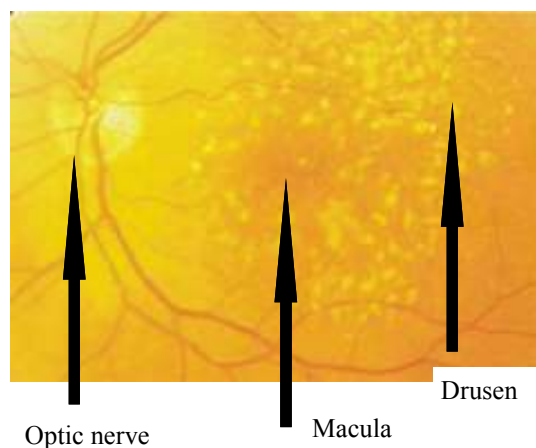
Anti-reflection coated lenses from just €10.00 extra!

Macushield improves a patient with Age-related Macular Degeneration

About to be written up for inclusion in a medical journal, a patient with drusen—an early sign of AMD—who has been taking the macular pigment supplement, Macushield, has recently been 'cured' of her drusen. Of course, not everyone will show such dramatic improvements from taking Macushield, but it is our firm belief that increasing the density of macular pigment is an highly beneficial precaution against Age-related Macular Degeneration, and in other studies shows it to reduce glare in many situations.

As mentioned in previous newsletters, AMD is not a condition that you 'catch' later in life, but is an accumulation of many factors that cause this condition to manifest itself later in life.

A good level of macular pigment, a healthy diet, no smoking, protection for the eyes from blue light, and keeping fit are all part of the way to reduce the risk of onset of this debilitating eye disease.



The image to the left shows drusen—the round photograph is the optic nerve, out of which travel the arteries and veins that help to help the eye healthy. The yellow 'splodges' to the right of the photo which encircle the macula are drusen.

Major Opticians Newsletter

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Vision of the future

Major Opticians have been engaged in family eyecare in the South East of Ireland for more than thirty years.

Our philosophy is to do things properly in a relaxed and un-hurried environment—we never forget that it is the patient that comes first. We hope that you will enjoy your visit to our practices and will tell your friends and family too.



SEE US ONLINE AT
MAJOROPTICIANS.COM

Where we are

Our Waterford practice is at
Clyde House, 107 The Quay, Waterford
T: 051 874 392
F: 051 876 056
E: waterford@majoropticians.com

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
T/F: 062 62162
E: cashel@majoropticians.com

You can find our practice on the Main Street in Cashel opposite the Cashel Palace Hotel and next to Davern's clothes shop.
