

Winter 2006

Major Opticians Newsletter

Welcome to our first newsletter.

Macuscope, Macushield and Age-Related Macular Degeneration

The Macuscope will receive its Irish launch early in 2007. Major Opticians are proud to be selected as the practice to be first with this exciting new instrument. Always early adopters of new technology, Major Opticians, in conjunction with renowned ophthalmologist Mr Stephen Beatty and Fulbright Scholar, Dr John Nolan, will introduce the Macuscope to Ireland.



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.

There are factors that make us more at risk of contracting this condition that we cannot do anything about—age and family history of the condition. There are also factors that we can do something about—if you smoke, you are significantly more likely to get AMD. The density of pigment at the macula being low would also be a risk factor.

If macular pigment is low, there is a large body of evidence to suggest that you are more at risk from AMD. And now, for the first time, we have a commercially available instrument that can measure this for us—the Macuscope.

This cutting edge instrument allows us to measure the density of the pigment at the macula **before** things go wrong. A good level of macular pigment early in life can help to prevent the cumulative signs of aging and keep the macula healthy.

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Macula Pigment Research Group

Philip Major, owner of Major Opticians, is proud to have been asked to join the Macular Pigment Research Group.

Founded in 2002 by Mr Stephen Beatty, consultant ophthalmologist at Waterford Regional Hospital and Dr Orla O'Donovan, head of Life Sciences at Waterford Institute of Technology, this group has done ground-breaking research on Age-Related Macular Degeneration (AMD) and continues to make advances in this very important field. As well as Mr Beatty and Doctor O'Donovan, Dr John Nolan, Fulbright scholar and many other gifted people make up the group.

Philip's contribution will be to assist in a project to ascertain whether eye colour may be a factor in contracting AMD.

Macuscope, Macushield and Age-Related Macular Degeneration

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This means that people can be assessed for macular pigment density and can take supplements and/or improve their diet.

There are three pigments at the macula which help to protect us from aging. While the pigments lutein and zeaxanthin are fairly readily available in green leafy vegetables, sweetcorn, egg yolk and so on, meso-zeaxanthin is found much more rarely in our diet—for example, in oysters. And of the three pigments, it seems to be the meso-zeaxanthin that protects us best from macular degeneration—so much so, the body locates the meso-zeaxanthin to the centre of the macula to afford us maximum protection at the most sensitive parts of our eyes.

Macushield is a new oral supplement which is unique in containing all three pigments. Other supplements contain either lutein or zeaxanthin or both. Only Macushield has all three of these potentially sight-saving pigments.

We are very excited to stock Macushield. It is only available through opticians. Available in bottles of thirty tablets (eighteen euro) and ninety tablets (just forty-nine euro and fifty cent), we feel that people of all ages may well benefit from taking this new natural supple-



Macushield

Contact lens pricing

We have introduced a new model of pricing for our contact lenses. In the past, we have always 'bundled' our contact lenses and solutions and aftercare into one price. This also included (within reason, and open to our discretion) as many visits as were necessary in a given time period and also extra lenses at no cost for our standard lenses.

We have now introduced a new pricing structure, in addition to our current and continuing 'bundle pricing'. This separates our prices out into lens cost, solution cost and aftercare cost. The advantage of this method of pricing is that your costs can be less if you choose not to avail of aftercare. However, if you lose or damage lenses or if you need aftercare, these will be charged separately.

Our preference is still the bundle price method, because it means you get the best service at the best price, but it does make it more expensive for those who only wish to have their aftercare on a less frequent basis.

Bundle pricing : Standard monthly lenses

€80.00 including three pairs of standard monthly contact lenses, three months contact lens solutions and aftercare.

Alternate pricing : Standard monthly lenses

€25.00 for three pairs of lenses, €25.00 for three months supply of contact lens solutions and €30.00 for aftercare.

It must be stressed that contact lens wearers, by law, cannot be dispensed more contact lenses without a recent contact lens check up. At least every year. And lenses may not be dispensed that would extend a supply longer than a year. For example, if your last contact lens aftercare was eleven months ago, we cannot supply lenses that would take you to more than a year— i.e. we could only give you a one month's supply.

We have also, in effect, reduced our daily wear lens prices—we used to bundle those too, but now we have separated them, so our standard dailies are just €35.00 for thirty pairs.

We have introduced an alternative pricing structure for our contact lenses and also reduced the price of our daily wear lenses.



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.

Modo, Saki and M+

We are pleased to announce exclusive access to Modo and Saki and M+ frames in the Waterford area. M+ are fashionable styles at reasonable prices. Modo frames are special, being made mainly from either titanium or hand-made from acetate. Saki frames are unusual in that parts of the frames are made of natural wood! All of these frames are at the cutting edge of fashion and technology.



Student and senior citizen discounts—25% off!!



Anti-reflection coated lenses from just €10.00 extra!

New ranges of frames exclusive to Major Opticians!

Major Opticians Newsletter

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Vision of the future



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.
