

Winter 2007

Major Opticians Newsletter

Welcome to our newsletter for Winter 2007

South-East Sunglasses.

Here at Major Opticians, we have decided that we want to be *the* place for sunglasses in the South-East. We currently stock sunglasses from such designers as Bulgari, Moschino, RayBan, Gant, Gant Woman, Guess, Elle, Serengeti, Ralph Lauren, Bolle, Kata, Stella McCartney, Dolce and Gabbana and more.

Instead of people waiting to go to the airport to buy their sunglasses when going on holiday, or worse still, buying them abroad, we want our patients to get the same great service on their sunglasses as they do on their regular glasses from us at amazingly low prices. Get the real thing rather than a cheap imitation that will fall to pieces quickly.

Sunglasses don't have to be just a summer thing. Skiing, snowboarding and such sports also need protection from the sun. Driving in the winter time means that the sun is usually lower in the sky, causing more glare than in the summer.

Some sunglasses are more for fashion than protection, but all sunglasses conform to European Union regulations and protect against UV light. Manufacturers such as Bolle, RayBan and Serengeti are at the forefront of lens technology. PolarMax Serengeti lenses are photochromic (change colour in different lights), polarizing (reduce glare) and polycarbonate (shatter-resistant).

Read inside for more about lens technologies. There's more to lenses than meets the eye!

Val Kilmer wearing Serengeti



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Bulgari ophthalmic frames and sunglasses are the height of fashion. Each one is individually made to order and is designed to complement a piece of Bulgari jewellery. Each frame is a piece of jewellery in its own right.

Sunglass lens technologies

In this issue of our newsletter, we shall concentrate on Serengeti lenses. (As worn by the Pope!)

As mentioned on the previous page, PolarMax lenses are polarizing, photochromic polycarbonate lenses. So what?

Photochromic lenses are lenses that change their colour and/or depth of tint so that they provide more protection from light, the more light there is! Generally, the brighter the light, the darker the lens. The wearer may well not notice any difference looking out of their glasses, because the amount of light that enters their eyes is fairly constant, no matter how bright or dull a day may be.

Polarizing lenses almost completely eliminate reflected light, so that glare is remarkably reduced. In fact, they are so good at reducing glare off water that in certain fishing competitions, they are banned because they give competitors an unfair advantage of seeing the fish below the water.

Polycarbonate lenses are made from one of the lightest, yet toughest, lens materials available. This allows for sunglasses to be made in rimless form (no-frame—just a bridge and sides) reducing the weight further while maintaining strength for active lifestyles, as well as normal frame styles.

Photochromic lenses at work.



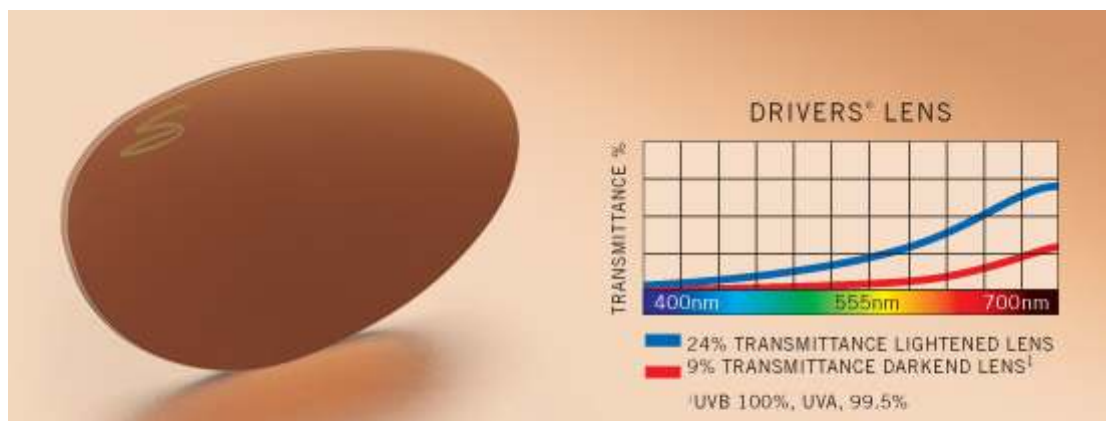
Lenses can be more suited to one purpose than another—some great for skiing, others for watersports, others for driving and so forth.

Lenses can be made especially for driving, or for watersports, or skiing or ...

Different activities require differing properties for the lens. All lenses will absorb the harmful UV rays from the sun, but some will enhance contrast, while others are designed more for glare. Some will be used un-

der the bright white conditions of snow (skiing, snow-boarding etc) while others are used down at the beach. No one pair of sunglasses will be perfect for all occasions, and so the best sunglass manufacturers make different lenses to cope with all the different activities.

And, of course, there are the general purpose sunglasses which will also protect from the harmful UV radiation, which also have varying tints, and are more often than not, a fashion item as well as a protective appliance.



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'.



Student and senior citizen discounts—25% off!!



Anti-reflection coated lenses from just €10.00 extra!

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.

Ralph Lauren, Dolce and Gabbana, and Bulgari.

Three new ranges from some of the top designers in the world. Ralph Lauren, known for classic smartness of design, Dolce & Gabbana, design with bling to make a statement (and not D&G, the cheaper diffusion range—this is the real thing), and Bulgari, from one of the top



R A L P H

The home of new designers sunglasses in the South-East

jewellery designers in the world.



Major Opticians Newsletter

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Vision of the future

SEE US ONLINE AT
MAJOROPTICIANS.COM

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.



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.