

IN THE FRAME

Newsletter: April 2022



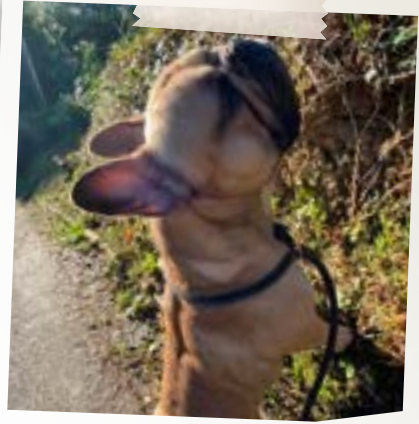
1/2 PRICE
Sunglasses offer

Introduction

Welcome to this edition of In the Frame. I hope it finds you well.

Spring has sprung and the bluebells are blooming on our lane. I took this picture one morning when Claude the French Bulldog and I were taking out morning perambulation. I love to see the first snow drops but there is something really special about bluebells. I have tried many times to grow them in the garden, but they resolutely refuse although they thrive just a couple of hundred yards away – more evidence of my brown fingers!

“There is something really special about bluebells”



Claude enjoying the sea air

Sign of the times?

During the summer we will be closing for a couple of weeks while the practice is rewired. We will also be converting our upstairs rear office into an additional frame styling room where we can help our patients find their perfect pair of specs.

In preparation we have been doing a lot of (probably long overdue) sorting through cupboards and filing cabinets. This was something we found in with a sheaf of documents that dated back to the time when Mr. Jackson senior (SW) owned and ran the practice when it was in Eddleston Road, Crewe. This sign I imagine would have been placed in the window to inform patients about the Wartime reduced opening hours.

1/2 price sunglasses offer!

I was curious to know what Five Shillings equated to in 2022 money. Today, a shilling from Churchill's England has the purchasing equivalent of 5 pence, but what buying power did a shilling have then? The pound has had an average inflation rate of 5.11% per year between 1940 and today. A pound today only buys 1.677% of what it could buy back then. One thing is for sure, I would not like to practice with the very limited pathology detection technologies that SW Jackson had available to him. Our Optomap Widefield camera and OCT laser scanner can tell me so much that without them, I truly would feel like I was working in the dark!

It looks like more of us will be jetting off to warmer climes this year - I am already hearing stories of 2 months in Australia and 6 weeks on the Algarve from some of my patients and whilst I will be reminding them to pack their sunnies, in truth we should all wear sunglasses when out and about. UV protection is vitally important to reduce the chance of developing cataract or macula degeneration, so why not update your sunglasses with our fantastic 1/2 price offer. Buy a complete new pair of spectacles and get a pair of complete polarized prescription sunglasses 1/2 price!

This offer is brought to us by the generosity of lens manufacturers Essilor who are sponsoring this promotion. The t's & c's are very simple

1. the offer applies to complete pairs of glasses made with Essilor's Crizal UV lenses
2. The lens design of the sunglasses can match that of the main pair but not exceed it. In other words, if your main glasses were varifocals, your sunglasses could be either varifocal or single vision but if your main glasses were for distance only than your sunglasses would be distance only also.

PLEASE NOTE
Due to War conditions and the need for devoting more time in the workshop to the manufacture of lenses and frames, hours available for Sight Testing are as follows:
10 a.m. to 12 noon
2 p.m. to 4.30 p.m.
5.30 p.m. to 7 p.m.
Special appointments can be arranged where above times are not convenient.
Sight Testing Fee - Five Shillings.



Happening locally – the Old Piggery Café

The Covid Lockdowns brought many changes at Jacksons, and one was the decision of receptionist Millie to step down in the pursuit of a quieter life. Recently however she has returned to the workplace to help friends Claudia and Jon who have opened a café at Combermere. From what she tells me the home cooked food is delicious and I am very much looking forward to popping over at some point.

Millie shared this picture recently of a recent guest Mr. Johnny Vegas – obviously word has got out about their tasty Piggy Pasties!

Find the Old Piggery Café on Facebook at <https://www.facebook.com/The-Old-Piggery-Cafe-at-Combermere>



Exam households

So, as we move towards the summer, things at home for myself and Jo are a little strained as we both have offspring about to sit their A levels. This is always a difficult, anxious time but made more so by the strange times Covid has brought us over the past two years.

I feel like a cross between an old fashioned circus lion tamer with a ribbon covered goad - “No! you are not going out! Get back in your room and study!” and a Samaritans worker trying to persuade him that the world will not end if he does not get the grades.

In truth, and joking aside, it really is now all down to him. He is on his final approach and flying solo. We have had all the conversations about the benefits of good grades and how it offers options, but now it really is all down to him.

So, I will sit quietly until the exams are over, supporting with favorite food and small treats, not

On my way home

I thought you may like to see this lovely picture I took recently as I walked back to my car after work – no filters – this is just as nature designed.



Boosted lenses explained

Lens technology has come on in recent years in leaps and bounds. We have lenses that change colour in the sun and variants that will even go dark in the car. We have varifocals that help the over 50s see clearly at all distances with no ugly demarcating line on the lens. We also have boosted lenses which are often overlooked as they are not as flamboyant as varis and photochromic lenses, but which can be a real boon to those using reading glasses

Reading glasses are a fixed focus lens that helps people of a certain age with their near focus. They offer great clarity but only at one focal length. Move the visual target in or out a bit and it goes out of focus.

Boosted lenses use varifocal technology to give a bit more flexibility to the traditional reader. Want to be able to read a book on your lap but also see the text on your iPhone at a closer distance? - the boosted lens will let you. Want to be able to work at a bench but be able to take fine measurements using a ruler? Again, the boosted lens will help.

The main part of the lens is like a traditional reading lens – fixed for one working distance. The clever bit is that as you move towards the lower parts of a boosted lens, the power increases bringing the focal distance in, allowing you to see closer objects more clearly. The boost power can be varied according to what it is you want the lens to do for you.

The lenses are underwritten by Essilor's non tolerance warrantee so if for some reason you do not like them, we can exchange them for something else. In truth however this does not happen much even with people who have previously not liked traditional varifocals. This is because the power change from the top of the lens to the bottom is much smaller than on a traditional varifocal and they are designed, being a reader, to be used sitting down.

They are only a little more expensive than a regular reading lens, so if you use reading glasses, it may be worth considering when you next update.



From my fathers Pen

There are some who enquired if I was going to continue my rambling reflections on life of a very ordinary person. Well, the answer is, (and suppress the groans), why not.

In April 1958 I was returned to civilian life via the "Waldorf Astoria" of the RAF Insworth, Gloucestershire. I found myself as "Billy No Mates" having become an alien in my home community as my chums of school days and early work were scattered to the winds.

The biggest adjustment however was returning to my home - I had grown up and been changed by my experiences of the previous two years. My Mother and Father however remained as they were on the day I left. I had undertaken the first part of my degree from the University of Life and had learned to be self-sufficient.

My new life soon fell into a routine. Work was no different from when I left and in my employers' eyes, I was still a "Junior".

By fortune, (and I must emphasise luck has played a great part in my journey), I became a part of the "Flying Squad".

Designed to help Branch Offices who had "Admin" problems. I was dispatched to Leeds on a 3 month secondment which in total lasted 18 months and was instrumental in changing my life as in this time, I met my wife to be, (but more later) and I met Brian - best mate of over 60 years and who would be my Best Man when I married. I was also to meet and enjoy the company of some truly amazing people. The was "Phoebe" who kept all the young office know-it-all's in place and who kept her handkerchief stuffed up her knicker leg! "Steady", who was senior shorthand typist. Yes! in those day's electronic communication was limited to the telephone with not a mobile in sight. One could safely walk down the street without fear of collision with a person engrossed in their own world!

Her favorite trick was to pull the bottom draw of her desk out and rest her feet

on same and rock back and forth on her chair while taking dictation. The inevitable happened when one day she overbalanced and went backwards, legs akimbo: not a pretty sight!

"Lew" was Chief Clerk who had served on submarines in WW11 and who continued his battles by attacking office juniors, mainly me, who could do no right.

"David" a dour Scot used to recite the works of Robert Burns, so at least I filled the gaps of my education so far as poetry was concerned.

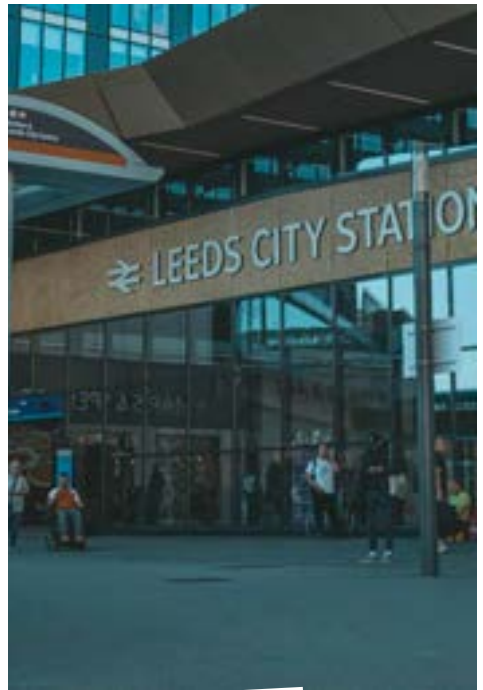
"Gordon." Larger than life, he became CEO of the company and another lifelong friend. Our paths crossed continually long after I had transferred my allegiance to another company. Two episodes stick in my mind - going out for a drink with him and his wife "Jenny", in a bit of horseplay, he picked her up and threw her headfirst into a wall rendering her senseless. He nearly did the same with me! We were out for lunch and while transiting a Revolving Door, he suddenly stopped it and I crashed into the glass, nose first. First problem - much blood that would not stop. Second problem - no lunch. On returning to the office, he suggested I lie on the counter at the entrance to the office with my head over the end to stop the bleeding.

Eventually it worked, but not before a young lady coming for an interview was confronted by "the corpse". Up piped Gordon. "That's what we do to those who transcribe the shorthand notes incorrectly!" She got and accepted the position. Then there was the battle of "The Keys". I am notorious for losing keys.

One day I was entrusted with opening the office. Getting into the lift, with the day's post in my arms, I stumbled. Whilst I secured the post, I dropped the keys which found the gap between the lift car and the doors and plummeted to the basement. The only other set were with the Manager who

was going to be late in. We stood outside listening to the telephone ring until 10.30am Later that same week, I performed my second key trick. A key had stuck in a filing cabinet and would not turn. Everyone had had a go, so Gordon said, “you try”. So, I did. I simply put my hand on the key, gently turned - and it snapped in the lock. “Lew” went purple. I went red and the office went quiet!

The 18 months flew by. My time was up, and I was recalled to Manchester. I cannot leave this phase however without mention of “Helen” and “Jack”. They ran a small commercial hotel opposite the University. I stayed with them, courtesy of the company, during all my eighteen months and was well looked after, Helen being an excellent cook. They had come by the hotel because of winning the then “Treble Chance”. The cheque for £75,000 was framed in the kitchen.



Lady in Red!

I took this picture yesterday for our Facebook page showing 4 different ladies frames in red (I am not going to confess to how many frames I could have included in the picture!) I was surprised to see later that day that the leading frame was being sent away to be glazed! This lovely Tom Davies frame has been selected by a patient who travels over 80 miles to visit us and loves a brightly coloured statement frame.

For those of you who prefer a different colour, we have plenty to show in blue, green, purple, pink, brown, silver, ivory, mauve, lemon.



Age Related Macula Degeneration (AMD) explained

AMD is the biggest cause of sight loss in the UK, affecting more than 600,000 people.

The older we are, the greater our risk of developing the condition. Around one in every 200 people has AMD at 60. However, by the age of 90 it affects one person in five. We are, on average, living longer so the number of people affected is increasing.

There are two forms of AMD – dry and wet.

Dry AMD is a gradual deterioration of the macula as the retinal cells die off and are not renewed. The term 'dry' does not mean the person has dry eyes, just that the condition is not wet AMD. The progression of dry AMD varies, but people often carry on as normal for some time. Optometrists use photography or other imaging techniques to detect early signs of macular degeneration including optical coherence tomography (OCT) scans which create cross-sectional images of the retina. OCT scanning is particularly useful when trying to predict the risk of dry AMD turning to wet AMD.

There is currently no treatment for dry AMD which means generally patients are not referred to the hospital eye service. Good diet including lots of brightly coloured fruit and veg, oily fish and ultraviolet (UV) protection, are thought to help slow the rate of progression.

Around 10-15 per cent of people with dry AMD go on to develop wet AMD. If you have dry AMD and notice a sudden change in your vision, it is important that you contact your optometrist urgently. If you have AMD in one eye, the other eye may also be affected within a few years.

Wet AMD develops when abnormal blood vessels grow into the macula. These leak blood or fluid which leads to scarring of the macula and rapid loss of central vision. Wet AMD can develop very suddenly, but it can now be treated if caught quickly. Fast referral to a hospital specialist is essential.

Drugs are injected into the eye to stop the growth of the abnormal blood vessels. Following diagnosis people will usually have a loading dose of three injections, once a month for three months.

A patient will then be assessed to see if more injections are required. The injections are not as bad as they might sound. The patient's eye is anaesthetised, and the needle goes into the corner of the eye, so the patient does not see it.

A small number of people may respond better to a combination of injections and form of laser treatment.

Symptoms of AMD

- Gaps or dark spots (like a smudge on glasses) may appear in your vision, especially first thing in the morning. Objects in front of you might change shape, size or colour, or seem to move or disappear.
- Colours can fade.
- You may find bright light glaring and uncomfortable or find it difficult to adapt when moving from dark to light environments.
- Words might disappear when you are reading.
- Straight lines, such as door frames and lampposts may appear distorted or bent.

The cause of AMD is not known but there are several factors associated with the development of the condition.

Age is the main risk factor. As we age, cell regeneration reduces. This increases the risk of developing the condition.

And the winner is...

A poor diet low in fruit and vegetables may increase the risk of AMD. Antioxidants and other substances in fruit and vegetables protect the body against the effects of 'free radicals'. These are unstable molecules that damage cells or prevent cell repair.

Alcohol destroys antioxidants. Obesity and a diet with lots of sugars and hydrogenated or saturated fats also increases the risk of developing AMD.

People with high blood pressure are one and a half times more likely to have AMD than those with normal blood pressure.

AMD affects men and women equally. Women typically live longer than men, so more women are diagnosed with AMD.

If you are concerned that you or a family member may be developing the symptoms of AMD, we would suggest booking an eye examination with OCT scanning to investigate the situation fully.

With thanks to the Macula Society.



Simulation of vision for a person with AMD

Just after Christmas the draw was made, and the winner was Mrs X of Nantwich.

It's always lovely when new patients come to us for eye care because we were recommended to them. The team take a lot of pride in their work, and we know that a personal recommendation is not given lightly. So as a thank you, we ran a competition before Christmas to win a £75 gift certificate towards meal at Romazzino, Nantwich for patients referred and referring to the practice over the Autumn.

Here she is collecting her gift certificate and looking fantastic in her I.a. Eyeworks

We have started the competition again so if you have been happy with the service we have offered, please mention us to all your friends and remind them to mention you when they make their appointment.



Is it a crazy idea to have more than one pair of glasses?

Would you wear jeans and a t-shirt to a board meeting? And to a meal at a fancy restaurant? And to a Wedding? Probably not! We all have different outfits for different occasions. But why do people so often only have glasses that suit one occasion, or hope for one pair to do all things?

Buying more than one pair of glasses is seen as an outrageous thing, but is it really? We frequently advise patients to consider having more than one pair, whether as a spare, for an alternative look or a different need all together (sunglasses, hobbies etc...) Yet sometimes they look at us like we are speaking another language!

"More than one pair? A back up in case something goes wrong with my others? A pair to help with the hours I spend in front of a computer screen? What a crazy notion!!"

Wearing glasses in the UK is seen by many as an inconvenience. We want to change that. Buying glasses should be something to look forward to! A chance to not only correct vision, but to express our own style, to make our hobbies easier to enjoy, to make work a little bit easier! (we're good but we aren't miracle workers!).

A study last year of 300 spectacle wearers looked at where glasses sat in a list of priorities against other items. The survey revealed 38% owned only one pair of glasses and only 8% had three to five pairs - this includes spares, prescription sunglasses, occupational lenses etc...

1 in 12 had multiple pairs, that's all. By comparison 5% of respondents had only one pair of shoes but 33% had three to five pairs.

Bags was the same; 6% had only one bag whilst 20% had three to five bags.

Experience shows us that those most resistant to having spare glasses are usually the ones who need them the most. People with very high prescriptions, who drive for a living or who cannot legally drive without any glasses - often don't have a spare, or if they do it's 6 prescriptions old and the lenses and frames are ruined. We aren't naïve; good glasses are an investment, and we want our clients to have good glasses. A second, third or even fourth pair of glasses does not have to be outrageously expensive. Our Finale collection is a small range of frames bearing significant price reductions that represent excellent value. These are frames where we have only a couple of pieces left from a collection and have discounted to sell them through.

So, if having read this you think a second or maybe third pair of glasses is in order then why not book an appointment to view our Finale collection?



About In The Frame

SW & C Jackson In The Frame is a periodic conversation about life as it looks from the helm of SW & C Jackson... I believe in relationships and we really value having a strong relationship with our customers. This is our way of being open and showing people what we're like. For new customers, this unusual publication is an open dialogue between us so that you can get to know who we are as a company. And painful as it can be, we like to show some of our personality. We're not a faceless company. For regular clients, many of you only come in once a year or once every two years so we can go a long time without seeing you. And a lot can happen in a year or two. Hence, we like to keep in touch. Your feedback is invaluable. I'm extremely interested in what our customers have to say. Please send your thoughts and comments on what we're talking about to

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Follow us on Facebook

If you are on Facebook, why not visit our page @SW&C Jackson Opticians.

We post all sorts including eye health information, special offers, practice news and insights as to what we all get up to when we are not at work. Frequently I will read articles in my professional journals such as the latest thinking on the management of wet age-related macula degeneration or dry eye therapy and I will create a link to the page. If you have 5 minutes, it's worth a look

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