



SW&C Jackson
Opticians

Focused on your vision

IN THE FRAME

Newsletter: September 2021

eyeplan[®]

**Have you considered
joining EyePlan?**

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**Take part in our
trial and earn £100
to spend in the practice**

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Hello and welcome!

I hope this edition of In The Frame finds you keeping well. As I write, the sun is shining and as I am technically on holiday, I am looking forward to sitting tonight on the terrace with a glass of prosecco, watching the boats on the Straits go by.

This is a far cry from this time last year when there was no activity on the water and all the shops were closed. Anglesey seems to have bounced back from the pandemic. There are tourists here by the thousand, and once again, you cannot get salad in Waitrose after 3pm, because the visitors have beaten you to it. When you look closer though, you see that not everybody has come through. My favorite chocolatiers has closed. We used to love their mince pies at Christmas, and they were always a go to for a tasty birthday gift. A couple of cafes locally have not reopened, and a local hairdresser has called it a day and retired, leaving his staff and customers to move on to pastures new.

When I see things like this, I count my blessings that Jacksons is still open, the team are well and our patients still supportive. Thank you.

“Anglesey seems to have bounced back from the



Jam time!

It's that time of year again and the blackberry jam factory has reopened in my kitchen. There is a lot more fruit to be had on the local hedges than last year, so we have been making gallons of the stuff. And as we can now see our friends – albeit socially distanced, we have started to trade! We have exchanged for homegrown eggs, spring onions, garlic, apples and courgettes. Robert even came home with some kale. I tell my patients to eat this as its good for warding off Age Related Macula Degeneration, but I have to confess to not really being a fan. However, lightly steamed and knowing how much trouble it had taken to grow, it was duly plated up – and tasted really good! Maybe next year I will have a go at growing my own!



Fancy dinner at Romazzino, Nantwich?

It's always lovely when new patients come to us for eye care because we wererecommended 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, if you recommend a friend to us, we will enter you both into a prize draw for a £75 gift certificate for dinner at Romazzino, Nantwich.

We had our Christmas meal there 2 years ago and had a fantastic time. The food was lovely and seemed very authentic and the service was excellent. We had planned a rematch for Christmas 2020, but sadly external events precluded this – fingers and toes crossed for Christmas 2021!

To refer a friend simply put both of your details on a referral card – we will take it from them when they visit us. If you need a card, get in

touch and we can get one to you. We will be making the draw in December so the lucky winners will be able to enjoy a lovely evening out in the New Year.



Have you considered joining EyePlan?

Jackson Opticians is proud to provide the EyePlan® care scheme. Simply put, EyePlan® is a fantastic way of looking after your eyes and receiving great value from your local independent optician.



The Benefits:

In exchange for a small monthly fee, EyePlan® members receive a number of different benefits, based around the EyePlan® core values; care, quality, and value:

- Inclusive Eye Examinations as frequently as a member wishes
- Great value on eye wear
- Accidental Damage Cover for spectacles bought with EyePlan

Moreover, EyePlan® members receive the peace of mind that their eyes and eye wear are under continual care. For more information about EyePlan and the different schemes available to you, please feel free to ask one of the team when you visit.



Eyecare at SW&C Jackson

Eyeplan care schemes in this practice



	FEES	Essentials Essential cover for spectacle wearers	Reward Ultimate cover for spectacle wearers	Contacts Eyecare for contact lens wearers
Comprehensive Eye Examination and Health Check. (Including OCT and Optomap as necessary)	£80	✓	✓	✓
Emergency eye care appointments	£65	✓	✓	✓
Optical Coherence Tomography (OCT) <small>Repeat or when commissioned by ophthalmology.</small>	£40	✓	✓	✓
OCT and Optomap <small>(When done separately or in addition to an NHS eye test.)</small>	£55	✓	✓	✓
Repeat Visual Field testing	£30	✗	✓	✓
Repeat Intraocular Pressure checks	£30	✗	✓	✓
NHS sight test	£21.71 <small>(paid by NHS)</small>	N/A	N/A	N/A
Contact Lens Assessment and Fitting (no trial lenses)	£100- £130	✗	✗	✗
Contact Lens Aftercare Appointment	£45	✗	✗	✓
Eyeplan Accidental Damage Cover for spectacles	£1.50	✓	✓	£1.50
Eyeplan member special pricing on spectacles		Limited to 10%	Full Special Member pricing on all frames, lenses and sunglasses	
Dry Eye Assessment	£90	✗	£50	£50
Contact lenses can be included in Direct Debit amount		✗	✗	✓
MONTHLY FEES*		£9.50	£13.50	£14.50

OCT is included when clinically required and at the discretion of the optometrist.

*Monthly fees may vary depending on individual eye care needs.

Ask us about Eyeplan – the choice is yours...

All go at Nantwich Museum

Autumn heralds a series of online talks by Nantwich Museum to support its new exhibition, "Ouch! A slightly horrible history of health and disease in Nantwich".

The exhibition is currently running in the Millennium Gallery at the museum until Saturday October 23. The online talks, which start in September, feature subject experts and have been selected to be of interest to a wide audience.

They begin with an action-packed talk on the role of apothecaries, followed by a talk on early medicine and surgery – with the speaker in full period attire!

Tales from Chester Asylum, the impact of cholera, local patent medicine manufacturing, John Gerard (Nantwich-born herbalist), and 17th century midwifery complete the programme.

Talks can be booked at the museum shop or at <https://nantwichmuseum.org.uk/shop/>

The cost is £5 per talk with all proceeds supporting the work of the Museum. Participants are invited to join the talks from 6.50pm for a 7pm start and full instructions for joining will be provided when booking.

Entry to the "Ouch!" exhibition, which includes a special section with activities for children, is free and can be seen at the museum, which has returned to its full opening hours, Tuesday – Saturday 10.30am – 4.30pm.

For further information contact:
Nantwich Museum on
enquiries@nantwichmuseum.org.uk or
telephone 01270 627104.



Apothecary Shop –
Wood, Parmeggiani, Cooke

What is Iritis?

Iritis is an inflammation of the iris – the coloured part of your eye that controls the size of your pupil. Iritis can be painful, make you sensitive to light and potentially threaten your sight if not treated promptly.

Pronounced 'i-RYE-tis', the cause of iritis can be linked with conditions which lead to inflammation elsewhere in the body via autoimmune disease. However, in many cases the underlying cause is unknown, and it may affect otherwise healthy people.

Iritis usually responds very well to treatment (which is usually topical steroid drops) but can often reoccur months or years later. If you have had iritis in the past and think you may be experiencing a recurrence, it is important to get it checked out asap.

In most cases, the symptoms of iritis will develop quickly over a few hours or days – this is known as acute iritis. The inflammation can occur in one eye or both, causing aching.

The signs and symptoms of iritis may include:

- Red eyes
- Light sensitivity / photophobia
- Blurred vision
- Headache
- Watery eyes

There are several causes of iritis, including:

- Eye injury – may result from contact with a blunt or sharp object as well as injuries from chemicals or fire burns.
- Infections - including bacterial and viral infections of the eye. In rare cases, it can be caused by infections elsewhere in the body, such as tuberculosis, HIV or Lyme disease.
- Juvenile rheumatoid arthritis – a common cause of iritis in children. Those with juvenile arthritis should have their eyes checked regularly.
- Genetic autoimmune diseases – disruptions to the immune system from these diseases can cause acute iritis.
- Some medications

In many cases however, an underlying cause cannot be found. If you experience symptoms which could be iritis, we recommend an emergency eye examination to investigate further.



Drive safely in the winter



Many of my patients complain about their night vision. In fact, 17 million drivers in the UK struggle to see at night.

Did you know that lights at night can create reflections and glare on our glasses? These reflections and glare disturb our eyes, creating discomfort and lower visual acuity. They can come from all directions and different sources (headlights, traffic lights, streetlamps), turning the driving experience into an inconvenience more than a pleasure.

There is a solution - Essilor Road Pilot. Paired with Crizal Drive anti-reflective coating, Essilor RoadPilot offers:

- Up to 90% less reflections off spectacle lenses at night, leading to a decrease in glare
- Optimal clarity of vision during the day and night
- Complete protection against scratches, smudges, dust, water, harmful UV, and blue-violet light

When wearing RoadPilot, it is quickly apparent that details look sharper in every direction. Peripheral aberrations, often found on high powered standard single vision lenses, are a thing of the past thanks to high resolution vision over the entire surface of the lens. Essilor RoadPilot wearers will gain a better perception of detailed objects that are around them. Textures and visual details will

be clearer and colour perception stronger. This improves the wearer's ability to react to changes on the road, and see in lower light conditions.

Essilor RoadPilot is available as a clear lens, and also, in Transitions XtraActive. Standard Transitions lenses react to Ultraviolet (UV), which is filtered out by car windscreens, stopping them from going dark in cars. XtraActive Transitions reacts to different wavelengths of light that are not blocked by the windscreen, allowing it to change colour while you are driving.

Other top tips for staying safe in your car this winter:

- Prepare your car. Have an ice scraper and de-icer in situ. Make sure brake lights and windscreen wipers are working well
- Find the right tyres. Consider investing in some winter or all-season tyres. These retain their softness at lower temperatures and therefore provide a stronger grip on slippery surfaces.
- Pack the essentials. Depending on your journey you may want to consider taking a spade and blanket in case you hit snow. Make sure your phone is fully charged.
- Allow more time for any journey. Slow down and stay safe on slippery dark roads
- Know when to use your fog lights. Colder and wetter conditions lead to fog, which impairs vision when driving. When driving, according to the Highway Code, you must not use your fog lights unless visibility is seriously impaired. Turn them off when visibility improves or else they may dazzle other drivers and overpower your brake lights.

Contact Lens Comfort Clinical Trial at Jacksons

Do you or a friend or family member wear soft contact lenses and have comfort issues? Mr. Andrew Price, our contact lens optician and dry eye consultant, is running a Clinical Trial at the practice. If you know somebody who may be interested in taking part in the trial and can travel to Nantwich, please get in touch at patients@adpeye-care.co.uk

As a thankyou for taking part in the trial, they will receive £100 credit to spend in the practice.

DO YOU or a friend or family member WEAR Soft CONTACT LENSES?

- ✓ Do your lenses cause discomfort?
- ✓ Do your lenses feel dry?
- ✓ Do your lenses blur or fog?

If you have answered YES to one or more questions, you may be suitable for A CONTACT LENS DISCOMFORT STUDY, a clinical study that may reduce contact lens discomfort. On completion you will receive £100 to spend in the practice.



You may find your existing lenses more comfortable



You may find you can wear your existing lenses for longer



You will help others and gain £100



Interested and can travel to Nantwich?

For more information/free-of-charge appointments Email: patients@adpeye-care.co.uk

Felix passes test and gets a job!

Having spent last summer completely grounded (as did we all!) my son has been able to spread his wings since school finished in July. It has been a strange year educationally for all children – in and out of school as bubbles were forced to isolate because of Covid cases. Exams, or no exams? Seeing friends virtually rather than physically. It has been stressful for all concerned but particularly for the children themselves, so I have been glad to see him out and about and making the most of his time before he goes back to school in September.

July saw him pass his driving test and then compete in the WASZP Nationals at Rutland Water. He had only sailed twice the summer before because of the Covid restrictions, so we were pleased when he finished mid fleet. The Bank of Mum, Dad and Grandpa, has helped him acquire a car and he has found gainful employment for the summer working weekends at Y Felinheli Marina (Port Dinorwic Marina in English).

This has been good character building stuff as the shifts are long – up to 12 hours and he is out in all weathers. As well as working the dock gates and rising road bridge, he also has to drive people out to boats moored on the swinging moorings in the Straits, wash boats off, paint antifoul on to boat hulls and cut the grass! He comes home exhausted but with a smile on his face – for him at 17, it is the perfect job!



Against the assault of laughter,
nothing can stand. – Mark Twain

**BOOM
BOOM!**

Question:
What do you call a dinosaur
with no eyes?

Answer:
'Do-you-think-he-saurus?'

Patient: "I keep getting a stabbing pain
in my eye every time I drink coffee"
Optometrist: "Have you tried taking the
spoon out of the cup first?"

Question: What would you
call a deer with no eyes?
Answer: No eye deer!

Meet Buddy!

2020/21 has been tough for us all but harder for some than others. Poor old Jaime has had two children in and out of school as Covid allowed, a cancelled wedding and was feeling a bit out of sorts. Knowing how much she had wanted a Dogue de Bordeaux since watching the Tom Hanks 1989 film Turner and Hooch, her partner arranged for a surprise delivery! Just look what he took her into the garden to see, one evening when she got back from work!

He had managed to arrange the whole thing without her getting the slightest suspicion that something was afoot! – Parcels containing dog beds, bowls, toys, and leads were all hidden in plain sight! I think the first night he gave them little or no sleep, but things sound to be settling down a bit now?!

Jaimes oldest son works from home and so will be fully available for potty training when she is at work- Buddy is so cute and cuddly that I wonder that he will get any work done!

Buddy has now had his first vaccinations so it will not be long before he is able to be that dog about town!



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](https://www.facebook.com/SW&CJacksonOpticians).

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

www.facebook.com/JacksonsOpticiansNantwich/



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