

IN THE FRAME

Newsletter: December 2023



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Welcome to the December edition of In the Frame.

Welcome to this December edition of our newsletter! Summer started hot but then seemed to ebb into the damp squib that was July and August. At home, our poor lawn was at first baked to extinction and then turned into a quagmire. September was lovely, but now as I write this in November, the nights are getting darker and colder, and we are wondering at what point is appropriate to turn the central heating on!

Our tomato crop was good this year but sadly the same cannot be said for our broccoli which was “slugged” to death. I do not think we will bother again with it next year - our slugs are quite fat enough!

September was a busy month for me with two conferences (one customer service and one clinical skills) and a school reunion (38 years since we left!) I particularly enjoyed the 2 day customer service conference in Manchester, as keeping our customers happy is something we take very seriously at Jacksons. I attend most years and enjoy meeting with other practice owners, but also hearing from speakers from outside the industry. Over the years we have had key notes from people as diverse as the CEO of Brompton Bicycles, to Richard Bransons former right hand woman - famously tasked with “making flying fun” at Virgin Airlines. I always learn something which we can adapt to make things even better at Jacksons.

Whilst in Manchester I got to visit the Manchester Art Gallery and finally got to see one of my favourite paintings, Summer in Cumberland by James Durden. I have a copy on the wall of my home office which my parents bought for me years ago and it was thrilling to see it for real!



Working hard at the conference in Manchester Me with one of my favourite pictures!

Our new bags

In April, Kate came out of our store cupboard looking pale.

“Are you Ok?” I asked.

“Yes!” she replied, “but we only have one box of bags left!”

The last time we ordered bags was a real drama with lots of tooting and froing, and although we were pleased with the result, it was not a process to revisit in a hurry. Also, trying to move with the times, I fancied something reusable rather than single use.

Introducing our new Jute bags!

Our new bags are made from Jute which is 100% biodegradable and highly sustainable and renewable. Robust and stylish with luxury soft handles, we think it's going to be The Bag to be seen with in Nantwich! We have opted for a traditional navy blue for this batch, but I am considering a Limited Edition bright orange one in the future!



Peep behind the scenes!

I thought you might like a peep behind the scenes. Our patients sometimes ask how we choose the frames we hold in stock, and although we sometimes do visit Trade Fairs, generally the brand reps bring their wares to the practice for us to choose from. Here are our lovely I.a Eyeworks rep Jason and Lindberg rep Tim, in action.

Buying frames is one of the fun parts of the job and the whole team get involved – as we are all glasses wearers we are like children in a sweet shop! It's so tempting to have all the styles in all the colours, so we must set a strict budget and then (try) to stick to it in the face of temptation!



Why you might not want to put new lenses into your old spectacle frames.

It's funny how a pair of spectacles become "part of us" in much the same way as a pair of comfy slippers or an old jumper. Patients sometimes ask us therefore if they can use their frame again when they need to update their prescription. There are obviously exceptions to every rule, but we always suggest they consider the following.

1. Do you have a good spare pair? If not, consider keeping your old glasses as a usable second pair.

2. How old is your frame? Nothing lasts for ever and if your frame already has significant miles on the clock, it may be better to start again with a new one which is fully warranted.

3. If your frame fails during the reglazing process, you will still unfortunately be charged for the lenses that have been cut to shape for you and these probably will not fit into any other frame and are therefore redundant.

4. Wouldn't it be nice to have a fresh pair? A new updated look? A chance to try a different style?

Choosing a new style need not be daunting. We know our stock inside out and will be able to help you find a pair perfect for your needs. All our new frames come with a 12 month manufacturers warrantee and payments can be spread interest free over 10 months.



Felix and the Marina

It seems only yesterday that in September 2022, I helped Felix move into his university accommodation in Chester. Robert and I were just getting used to the peace and quiet when in June he returned!

He was fortunate to find work again at our local Marina in Y Felinheli. The work is varied, anything from letting boats in and out of the inner lock to mowing the lawns. Being tidal, boats can only get in and out at certain times so the tides dictated his working hours. Night shifts must be covered, and I have been impressed with the way he set his alarm to leave the house at silly O 'clock in the morning without waking us. Flasks of coffee and chocolate mini rolls were taken to sustain him (still of an age where he seems to need to consume his own body weight each day so as not to waste away!) Sadly, the marina went into Administration at the start of the summer, so its future is uncertain. It has recently be advertised for sale as a going concern, so if you have a spare 2 million pounds, and fancy a challenge.



After nearly 20 years my son truly embraces his name!

Crizal Drive

Patients frequently mention that although generally happy with their vision, they are somewhat uncomfortable when driving at night. The glare of oncoming headlights can be very off-putting, especially when combined with rain on the windscreen.

Once only available on Essilor's specialized driving lens, RoadPilot, Crizal Drive lens coating is now available on most of the Essilor lens catalogue. Essilor Crizal Drive is designed to provide clearer vision and reduce glare while driving. This lens coating is an excellent option for people who spend a lot of time on the road, as it can help reduce the strain on their eyes and improve their driving experience.

Crizal Drive has several benefits that make it stand out from other lens coatings. Firstly, it reduces glare by minimizing reflections from car headlights, streetlights, and other bright light sources. This reduction in glare can help reduce eye strain and improve visibility, especially when driving at night or in adverse weather conditions.

Secondly, it is scratch-resistant, making it a durable option for people who use their glasses frequently. The coating is designed to protect the lens from scratches caused by everyday wear and tear, such as cleaning and handling.

Crizal Drive is also smudge-resistant, meaning it repels oil, dust, and fingerprints. This feature ensures that the lens stays clean and clear, making it easier to see through and reducing the need for frequent cleaning.



Finally, Crizal Drive coating provides UV protection, which is essential for maintaining good eye health. UV rays from the sun can cause damage to the eyes over time, leading to various eye conditions such as cataracts and macular degeneration. The Crizal Drive coating provides 100% protection against UV rays, keeping the eyes safe while driving.

“The glare of oncoming headlights can be very off-putting, especially when combined with rain on the windscreen.”

Sad News

I am sorry to report that after 34 years at Jacksons, Joanne Hamilton – Fey has left the company. Those of you who know Jo personally will be aware that she has been very unwell since last summer.

Jo first joined Jacksons when the practice was owned by Mr. Cameron Jackson and was split over two sites, Welsh Row Nantwich and Eddleston Road, Crewe. She and Jo Snape stayed on when Cameron retired in 2007 and helped me find my feet running the practice and juggling life as a single parent. Our children are of a similar age and over the years we have shared laughter and tears over their antics!

Jo has always been enthusiastic and encouraging in my efforts to develop Jacksons and particularly embraced the concept of colourful stylish eyewear, herself sporting many flamboyant frames over the years. A keen cook, she was always up for a recipe recommendation and always knew the best places locally to source ingredients.

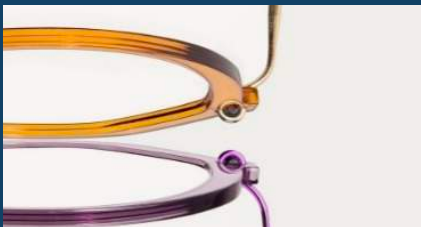
Jo will be missed by both the team and patients alike and we wish her well as she starts this new chapter of life.



Our Lindberg day

In July we held an open day to celebrate Lindberg frames – one of our favourite collections. Thanks to a promotion run by the frames and lens manufacturers we were able to offer significant discounts on the day. We had a lot of fun and so popular was the offer that we extended it over the whole week so that nobody missed out.

We hope to run similar events in the future so be sure to look out for them!



Goodie Bags for visitors on the day!



Who doesn't love balloons?

Why glaucoma is the silent thief of sight.

Glaucoma is a condition that affects the eyes and generally occurs from midlife onwards. It happens when there's a problem with the pressure of the fluid inside your eyes. To understand it better, think of your eye as a balloon. Just like a balloon needs air to stay inflated, your eye needs a clear liquid called "aqueous humor" to maintain its shape and health. This liquid is produced inside your eye and should flow in and out to keep the eye pressure at a safe level.

In glaucoma, this drainage system doesn't work properly or gets blocked. As a result, the fluid can't flow out properly, and the pressure inside your eye goes up. This high eye pressure can damage the optic nerve, which is like a cable that sends signals from your eye to your brain. Generally, all this happens slowly over time, with no remarkable symptoms which is why I consider glaucoma to be a silent thief of sight.

Detecting Glaucoma:

Glaucoma is usually detected through a comprehensive eye examination, which involves some key tests:

Tonometry: This measures the pressure inside your eye. High eye pressure can be a sign of glaucoma. At Jacksons, we measure eye pressure painlessly using an ICare tonometry or Goldmann tonometry where required.

Visual Field Test: This checks your peripheral vision to see if there are any areas of vision loss, which can be a sign of glaucoma.

Optic Nerve Examination: We examine the optic nerve at the back of your eye to look for signs of damage. This is done by looking into the eye using a light and lens system.

Optical Coherence Tomography (OCT): Uses scanning lasers to measure the optic nerve and nerve fibre layer. This can be compared with normative databases to indicate the likelihood of disease and be tracked over time to look for disease progression. OCT forms part of Jacksons Enhanced Eye Examination.

Pachymetry: This measures the thickness of your cornea, as corneal thickness can affect eye pressure readings.

Management of Glaucoma:

There are several ways to manage glaucoma:

Eye Drops: Most often, Ophthalmologists start with prescription eye drops. These drops help lower eye pressure by improving fluid drainage or reducing fluid production.

Surgery: If eye drops aren't effective enough, ophthalmologists might recommend surgery. There are different types of glaucoma surgeries, but the goal is to create a new drainage pathway for the eye fluid.

Regular Check-ups: Regardless of the treatment method, it's essential to have regular follow-up appointments to monitor eye pressure and the health of the optic nerve to ensure treatment is working. Jacksons is part of a shared care program with Leighton Hospital for management of stable glaucoma patients where we take measurements and images which are reviewed by an ophthalmologist from Leighton in a "virtual clinic".

Prognosis:

The prognosis for glaucoma varies from person to person. Early detection and treatment are crucial to help slow or stop the progression of the disease. With proper management, many people with glaucoma can maintain their vision and lead a normal life. If glaucoma is left untreated or undetected for too long, it can however, lead to vision loss, and in severe cases, even blindness. This is why regular eye exams are so important, especially if you have risk factors like a family history of glaucoma.

EyePlan

When you attend your next routine eye examination do consider joining our EyePlan. EyePlan allows you to pay for eyecare monthly and includes.

- Eye Examinations as frequently as a member wishes including OCT and Optomap scanning and emergency eye examinations.
- spread the cost of your glasses over 10 months – no credit checks needed.
- Excellent value on eye wear with up to 20% off the cost of frames and lenses.
- Accidental Damage Cover for spectacles bought (useful as spectacles are not always covered on our household policies.)
- Peace of mind that their eyes and eye wear are under continual care - we are there for you whenever you need us.

eyeplan®

Happy Christmas!

So all that remains is to wish you all a Happy Christmas and a peaceful 2024. We will be closing to spend time with our families at 4pm on Thursday 21st December and will be reopening on Tuesday 2nd January 2024 at 9.00am.



Helens Unbelievably Easy Mince Pies

Ingredients

225g cold butter, diced
350g plain flour
100g golden caster sugar
280g mincemeat
1 small egg, beaten
icing sugar, to dust



Method

Step 1

To make the pastry, rub the butter into the flour, then mix in the golden caster sugar and a pinch of salt.

Step 2

Combine the pastry into a ball – don't add liquid – and knead it briefly. The dough will be fairly firm, like shortbread dough. You can use the dough immediately, or chill for later.

Step 3

Heat the oven to 200C/180C fan/gas 6. Line 18 holes of two 12-hole patty tins, by pressing small walnut-sized balls of pastry into each hole.

Step 4

Spoon the mincemeat into the pies. Take slightly smaller balls of pastry than before and pat them out between your hands to make round lids, big enough to cover the pies.

Step 5

Top the pies with their lids, pressing the edges gently together to seal – you don't need to seal them with milk or egg as they will stick on their own. Will keep frozen for up to one month.

Step 6 Brush the tops of the pies with the beaten egg. Bake for 20 mins until golden. Leave to cool in the tin for 5 mins, then remove to a wire rack. To serve, lightly dust with the icing sugar. Will keep for three to four days in an airtight container.

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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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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