



SW&C Jackson
Opticians

Focused on your vision

IN THE FRAME

Newsletter: July 2023

Some of our 2023 Ladies
Sunglass Collection.



RONIT FÜRST



Ronit Furst
page 8



Mum in her new
"Birthday" Sunglasses.

Just returned from my weekend in Llandudno!

I have just returned from a weekend in the Imperial Hotel, Llandudno with my parents and extended family. The meeting of this motley crew was to celebrate my mother's 80th Birthday. These days we live strewn across the country, so we decided to make a weekend of it. I had the good fortune of having the shortest distance to travel!

I have to say that living on Anglesey but holidaying in Llandudno did mess with my head a little! It was an unusual sensation staying overnight where I routinely do my shopping!

The weather was kind, and the food was good, and we all thoroughly enjoyed ourselves – so much so that we have agreed to try and arrange something similar next year. It was lovely to spend time together without having to clock watch. It was nice for them to reconnect with Felix – back from university having almost completed his first year reading Business Studies. As a child he spent a lot of his school holidays with Mum and Dad and now having recovered the powers of speech, (sadly lost in his teens when he appeared only able to grunt the odd monosyllable) they chatted happily for hours, which was lovely to see.

“The weather was kind, and the food was good, and we all thoroughly enjoyed ourselves”



Mum in her new “Birthday” Sunglasses.

Look after your eyes – you only get the one set.

At Jacksons, we know that maintaining good eye health is crucial for a healthy lifestyle. The eyes are a vital part of our body, and taking care of them should be a top priority. Here are some tips to maintain good eye health:

Eat a Healthy Diet

A healthy diet rich in nutrients can help maintain good eye health. Foods that are high in antioxidants, such as leafy green vegetables, fruits, and nuts, can help prevent or slow down age-related eye diseases. Omega-3 fatty acids found in oily fish like salmon and tuna can also benefit your eye health and should be eaten three times per week.



Have Regular Eye Exams

Regular eye exams are an essential part of maintaining good eye health. We recommend having a comprehensive eye exam every two years, even if you don't have any apparent eye problems. During an eye exam, we will examine

your eyes thoroughly, checking for any signs of eye diseases or vision problems, such as glaucoma, cataracts, or macular degeneration. Detecting these conditions early can help prevent vision loss and other complications.

Protect Your Eyes from UV Rays

UV rays from the sun can cause damage to your eyes over time. We recommend wearing sunglasses that block 100% of UVA and UVB rays when you are outside, even on cloudy days. Long-term exposure to UV rays can lead to cataracts, macula degeneration, and other eye diseases. We have an extensive collection of beautiful sunglasses many of which can be glazed with prescription lenses. Ranging from the sedate blacks and tortoiseshell of our Ocean Blue and Land Rover collections through to the brighter hues of our Coco Song and Ronit Furst frames, we have something for everyone.

Avoid Smoking

Smoking is linked to an increased risk of developing age-related macular degeneration, cataracts, and other eye diseases. Quitting smoking or never starting can help reduce your risk of developing these conditions.



Reduce Eye Strain

Eye strain from digital devices is a common problem that can lead to discomfort, headaches, and fatigue. Spending long periods looking at digital screens can cause eye strain, especially if you don't take frequent breaks. We recommend following the 20-20-20 rule, which involves taking a 20-second break every 20 minutes to look at something 20 feet away.

Staring at a computer screen for long periods can cause a condition called Computer Vision Syndrome (CVS), which is characterized by a range of symptoms including eye strain, dry eyes, headaches, blurred vision, and neck and shoulder pain. Following the 20:20:20 rule can help prevent CVS by reducing the strain on your eyes and allowing them to relax and recover.

Wear Your Prescription Glasses!

Wearing prescription glasses can improve your vision and reduce eye strain. If you have a refractive error, such as nearsightedness or farsightedness, prescription glasses can correct your vision and make it easier to see clearly. Also, if you spend a lot of time in front of a computer or digital devices, spectacle lenses which block blue light such as Essilor's Crizal Previncia can help reduce eye strain and improve sleep quality by reducing upset to circadian rhythms.

Easy Readers or Ready Specs should be avoided for sustained concentrated tasks as they will induce eyestrain through both being the wrong prescription and being incorrectly centered over your pupils.



Insider knowledge - Why we use Titanium for spectacle frames.

Once upon a time, spectacle frames were made from steel or silver according to the wealth of the owner. Both materials are heavy but as spectacle lenses could only be manufactured in very small sizes, weight on the nose was not really an issue.

Steel is still used in the manufacture of budget frames. Silver, however, has fallen from favour because it is expensive, soft (and therefore easily bent out of shape) and tarnishes.

Many of the frames we supply today are made from titanium which is an excellent material for manufacturing spectacle frames. Titanium is a strong and durable metal that is resistant to corrosion, making it a long-lasting material for spectacle frames. Unlike other base metals which can rust or corrode over time, titanium frames can withstand daily wear and tear without losing their shape or strength.

Titanium is lightweight, making it comfortable to wear for long periods. Spectacle frames made of heavy materials can cause discomfort or leave marks on the nose and ears. Titanium frames are ideal for people who wear glasses all day and require

a comfortable and lightweight option. Titanium is hypoallergenic, meaning it does not contain any allergenic properties that can cause skin irritation or allergic reactions. People with sensitive skin can benefit from wearing titanium frames, as they are less likely to cause any adverse reactions. Lastly, titanium frames offer a sleek and modern look that many customers find attractive. The material can be easily shaped into different styles and designs, making it a versatile option for luxury eyewear which can be seen in our Lindberg and Orgreen collections.



Say “Hello” to the Jacksons Sunglasses Collection 2023!

Our 2023 sunglasses collection includes a truly unique selection of styles and choices from some of our favourite designers.

Holiday bookings have gone through the roof this year. Whether you're jetting off to some exotic shores, or staycationing in Blighty, there's no better time to update your summer look with new sunglasses!\

The new season sunglasses have arrived and our drawers are bursting at the seams with these brand new and exclusive styles. This is probably the best sunglasses collection we've ever had, and we invite you to get summer-ready with new sunnies!

Get the look at half the price!

Thanks to the generosity of our lens manufacturers, we can offer half price prescription eyewear when you buy a complete new pair of glasses from Jacksons before the end of August. This could represent a saving of over £450 so why not use the opportunity to treat yourself? Book your appointment and be the early bird that catches the worm with the first choice of this season's sunglasses!

T's and C's apply as ever – please call the practice for further information.

Some of our 2023 Ladies Sunglass Collection.



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.”

Enhanced eye examinations

At Jacksons, we offer both NHS sight tests and Private eye examinations. Many of our patients qualify for an NHS funded sight test because they are over 60 and where this is the case, we always recommend upgrading to our enhanced eye health examination. This allows them to benefit from the hospital grade technology which the practice has invested in for the early detection of eye disease.

Our Enhanced Eye Examinations include both OCT and Optos Digital Widefield imaging to provide the highest level of care to our patients.

An OCT scan, or Optical Coherence Tomography, is a non-invasive imaging technique used to visualize the structures of the eye. This imaging technology is a valuable tool in optometry and can provide essential information about a patient's eye health.

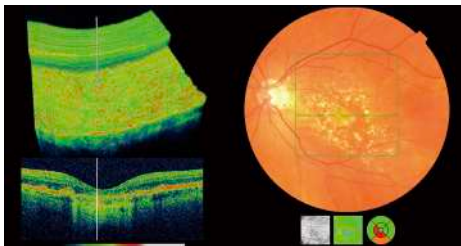
As we age, our eyes undergo changes that increase the risk of developing various eye diseases, such as macular degeneration and glaucoma. OCT scans are particularly useful in detecting these diseases early, enabling timely intervention and management. During an OCT scan, a laser is used to scan the retina, which captures detailed images

of the retinal layers. These images allow optometrists to examine the structure of the retina, optic nerve, and other important parts of the eye. The scan can detect any abnormalities or changes in the eye, which may not be visible during a routine sight test. Moreover, OCT scans are quick and painless, making them a convenient option for patients. They do not require any injections, dilation drops, or other invasive procedures, and the results are available immediately.

Optos Wide-Field Digital Imaging is an advanced imaging technology used to capture a high-resolution image of the retina, providing a detailed view of the back of the eye. The scan captures a wide-angle view of the retina, allowing optometrists to see up to 82% of the retina in a single image. This provides a more extensive view of the retina than traditional imaging technologies, enabling a more accurate diagnosis of any pathology present.

As we age, the risk of developing various eye diseases increases, such as diabetic retinopathy, age-related macular degeneration, and glaucoma. The Optos wide-field scan provides a comprehensive view of the retina, enabling the detection of any abnormalities or changes that may indicate the presence of these conditions. Benefit from both technologies when you have an Enhanced Eye Examination at Jacksons Opticians.

T's and C's apply as ever - please call the practice for further information.



Ronit Furst Eyewear

Ronit Furst has become synonymous with exciting and unique eyewear designs. The brand was founded by Ronit Furst, an Israeli artist with a passion for creating distinctive and eye-catching pieces of art. Ronit's background in art led her to explore the possibilities of combining her artistic vision with the functionality of eyewear, resulting in the creation of Ronit Furst eyewear.

What sets Ronit Furst eyewear apart from conventional frames is its distinctive hand-painted designs. Each frame is meticulously hand-painted by a team of skilled artisans, with no two frames being exactly alike. The intricate and colorful designs on each frame make Ronit Furst eyewear a statement piece, adding an element of fun and individuality to any outfit.

With high-quality materials and exceptional craftsmanship, Ronit Furst frames offer both style and comfort. At Jacksons we are proud to offer a range of Ronit Furst frames to our customers, providing them with an opportunity to add a pop of color and individuality to their eyewear collection.



Jokes

Guess who I bumped into on my way to the optician?

- *Everyone!*

A guy walks into an opticians and says: I think I need a new pair of glasses. -

"I think so too sir. You're in a bakery."

Did you hear about the optician who fell into his lens grinding machine -

He made a spectacle of himself.

How many opticians does it take to change a lightbulb ?

Is it 1 or 2 ? 1 or 2 ? 1 or 2 ?

A duck walks into an optician's shop. He says, "I'd like those sunglasses please".

The dispenser asks, "How would you like to pay for them?" The duck replies,

"Just put them on my bill."

Which profession has the worst sense of humour? -

Well, chiroprpodists like *corny* jokes, but opticians like them *cornea*.



Episcleritis: Understanding Symptoms, Causes, and Treatment

Episcleritis is a relatively common eye condition that affects the outer layer of the eye. This condition can cause redness, inflammation, and discomfort. It usually affects people between the ages of 20 and 50 and is more common in women than men.

Symptoms of Episcleritis

Episcleritis can cause a variety of symptoms, including:

- Redness in the affected area
- Mild to moderate discomfort or pain
- Tenderness when touching the affected area
- Sensitivity to light
- Blurred vision
- Swelling of the conjunctiva (the clear membrane that covers the white part of the eye)

Causes of Episcleritis

The exact cause of episcleritis is not known, but it is thought to be related to an immune system reaction. It is often associated with underlying medical conditions, such as rheumatoid arthritis, lupus, or other autoimmune diseases. It can also occur because of an infection, an allergic reaction, or exposure to certain chemicals or irritants.

Diagnosis and Treatment of Episcleritis
If you suspect that you may have episcleritis, it is important to see your optometrist who will examine your eyes

and may perform additional tests to rule out other eye conditions.

Treatment for episcleritis usually involves the use of eye drops or ointments to reduce inflammation and relieve symptoms. In some cases, oral medication may be prescribed. In most cases, the condition will resolve on its own within a few weeks to months, but it may recur in the future.

Preventing Episcleritis

There are several things you can do to reduce your risk of developing episcleritis. These include:

- Protecting your eyes from irritants, such as smoke and dust
- Avoiding exposure to allergens, such as pollen and animal dander



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.



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®

Stop Press!

We have just received a delivery of Outspoken frames for Ladies, and I just had to share. We have 22 new pieces which I am sure will go like hot cakes!



Outspoken! Beautiful handmade Ladies frames for £259

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

jacksonsopticiansnantwich@gmail.com

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

www.facebook.com/JacksonsOpticiansNantwich/



SW&C Jackson
Opticians

Focused on your vision



43 - 45 Welsh Row
Nantwich
Cheshire
CW5 5EW

Telephone for Appointments:
01270 625 889

Telephone for Enquiries:
01270 625 459

Email:
jacksonsopticiansnantwich@gmail.com

Website:
www.jacksonsopticians.com

43 - 45 Welsh Row, Nantwich, Cheshire, CW5 5EW
www.jacksonsopticians.com