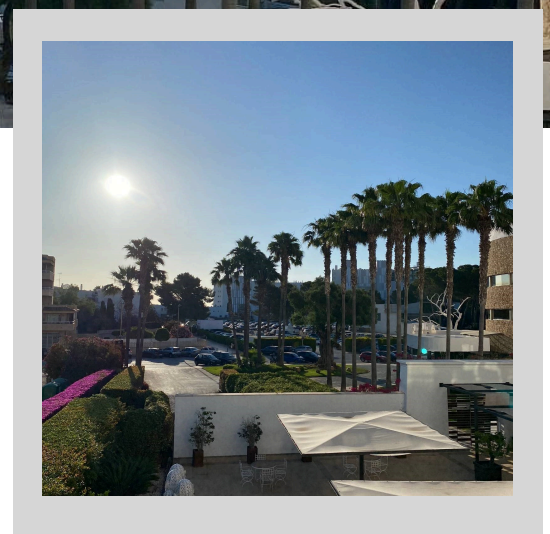
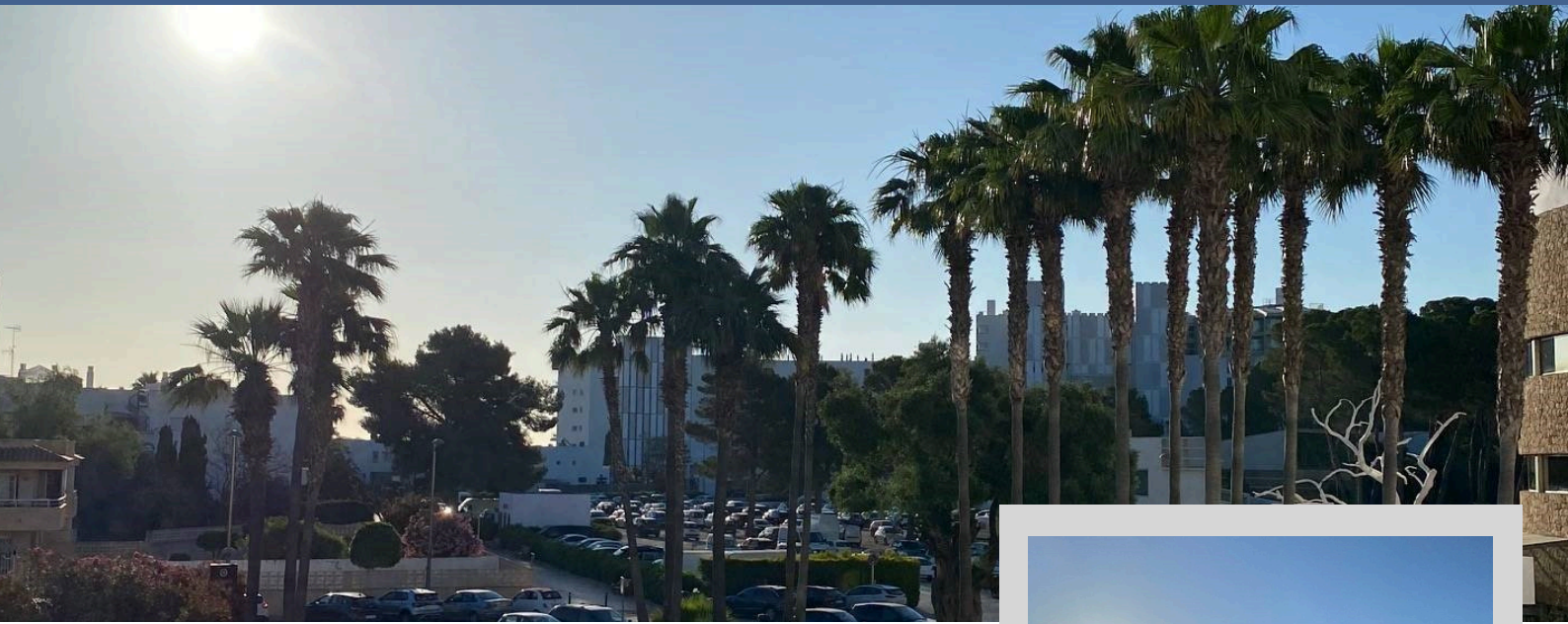




# IN THE FRAME

JACKSON & CO. STYLING OPTICIANS



Hello and welcome to this edition of In the Frame. I write this having just returned from a conference in Ibiza – yes it was about eyes and no I did not go out clubbing! Whilst it made a for a lovely break, and I learned a lot, I must confess to being happy to be back in the country. I like heat but Ibiza was hot hot hot! 10 minutes in the sun was enough to burn my nose and how people managed to lie out in it I will never know! I also missed the lush vegetation of the UK. There were bougainvillea and hibiscus all over the place bearing some amazing bracts and flowers but overall, the countryside was arid.

I have made a mental note to self to stop complaining about the rain – you cannot have it both ways!



## Exciting News: Introducing Anne et Valentin Eyewear!

At Jackson and Co, we are strive to bring you the very best in eyewear fashion and technology. Today, we're delighted to announce the addition of a stunning new eyewear brand to our collection: Anne et Valentin.



Anne et Valentin is synonymous with luxury, creativity, and unparalleled craftsmanship. Hailing from the heart of France, this esteemed brand has been crafting exquisite eyewear pieces since 1984, blending artistic design with innovative technology to create frames that are as unique as the individuals who wear them.

What sets Anne et Valentin apart is their unwavering commitment to pushing the boundaries of traditional eyewear design. Each frame is meticulously crafted with the utmost attention to detail, using premium materials and cutting-edge techniques to ensure both style and durability. From bold, statement-making silhouettes to sleek, understated designs, there is truly something for everyone in the Anne et Valentin collection.

As always, we are here to assist you in finding the perfect pair of glasses to suit your unique style and vision needs. Whether you're due for a comprehensive eye examination or simply looking to update your eyewear wardrobe, we're dedicated to providing you with the highest level of clinical care and personalised service.



Robert enjoying his polarised sunglasses this summer!

## UNLOCKING CLARITY: DISCOVER THE MAGIC OF POLARISED SUN LENSES

As the warmer months approach and we prepare to bask in the sun's golden rays, it's essential to remember the importance of protecting our eyes from harmful UV radiation. At Jacksons, we are committed to not only enhancing your style but also safeguarding your precious vision. That's why we're excited to shine a spotlight on the incredible benefits of polarised sun lenses.

What exactly are polarised lenses, and what sets them apart from standard sunglasses? Allow us to explain.

Polarised lenses feature a special filter that blocks intense reflected light, such as glare from water, snow, or shiny surfaces, while still allowing essential light to pass through.



This means you can enjoy clearer, sharper vision with reduced eye strain and fatigue, even in the brightest outdoor environments. Here are just a few reasons why polarised sun lenses should be an essential part of your eyewear wardrobe:

1. **Enhanced Visual Comfort:** Say goodbye to squinting and straining your eyes in bright sunlight. Polarised lenses provide unparalleled visual comfort by reducing glare and improving contrast, allowing you to see more clearly and comfortably.
2. **Superior UV Protection:** Protecting your eyes from harmful UV radiation is crucial for maintaining long-term eye health. Polarised lenses offer advanced UV protection, shielding your eyes from both UVA and UVB rays to minimize the risk of sun-related eye conditions such as cataract and age-related macula degeneration.
3. **Improved Safety:** Whether you're driving, cycling, or enjoying outdoor activities, clear vision is essential for safety. Polarised lenses help eliminate glare from shiny surfaces, such as wet roads or car bonnets, enhancing your ability to see obstacles and hazards more clearly.
4. **Optimized Performance:** From athletes to outdoor enthusiasts, polarised lenses are a game-changer for anyone who demands peak performance from their eyewear. By reducing glare and improving visual clarity, these lenses allow you to focus on your chosen activity with confidence and precision. Polarised lenses are particularly useful when close to water. Not only do they ensure visual comfort through glare reduction, they also significantly improve one's ability to see below the water – useful for fishing and sailing activities.

Stay safe, stay stylish, and see the world in stunning clarity with polarised sun lenses.



Felix at working at Jacksons

## Five weeks together – and we are both still alive!

Many of you will know that I have a son Felix, who is at Chester University reading Business Studies. Some of you will have had the dubious honour of making his acquaintance over the years when he has accompanied me to the practice.

As part of his second-year assessment, he had to do a 5-week industry placement. Having thrown me a line about the difficulties of securing such a placement and having promised faithfully to be nice to both patients and staff, with a sense of trepidation, I offered him the opportunity of the placement taking place at Jacksons.



**I confess to feeling anxious about the whole 5-week experience. Remember, this is my son we are talking about and believe me, I know what he is capable of! The possibility of a mass walk out by Kate and Sue (if that could be a thing when there are only two of them?) or him being rude to a patient because he was tired or hungry, all seemed like realistic possibilities – after all, I am his mother and I do know him!!!**

In reality I have to say that I have spent the most wonderful five weeks working with a person who is destined to shake the world of Industry till its teeth rattle - but in a really nice way!

We have revisited our processes, picked to pieces our marketing and pondered over our customer journey. But at every step he has been kind, insightful and respectful to all concerned – even his mother!



During the placement, Mr J. visited the practice for his routine eye examination and kindly asked after Felix. Having been a patient for many years, he recalled him as a small boy during a school holidays. Imagine my pride Felix chatted with Mr J with genuine respect and interest in his recollections of how both he and the practice have changed over the years.

Felix now moves on to a yearlong internship with Enterprise Cars before returning to Chester to complete his final year.

## RECOMMEND A FRIEND!

Most of our new patients come to us by word of mouth – we cannot compete with the mega marketing budgets of the likes of Specsavers and Bayfields, and being slightly out of town we do not get that much “passing trade”

We therefore we would like to humbly ask that if you have been happy as a patient at Jacksons that you please help us to spread the word. And as something of an ethical bribe, if you refer a friend, we will enter you into a draw to win a fantastic Nespresso Coffee Maker.

Call in to the practice to collect a referral card or simply ask your friend or family member to mention you when they attend for their eye examination and we will enter you both into the draw.



Recommend a friend to come to Jacksons for a chance to win this fantastic Nespresso coffee maker!



# TOP TIP FOR COMBATING DRY EYE SYNDROME

As we gracefully navigate the journey of life, our bodies undergo changes, and our eyes are no exception. A common problem that affects many people over the age of 21 is dry eye syndrome.

## What is dry eye syndrome?

Dry eye syndrome occurs when the eyes do not produce enough tears or when the tears evaporate too quickly, resulting in symptoms such as:

**Persistent dryness**  
**Irritation or scratchiness**  
**Burning or stinging sensation**  
**Excessive tearing**  
**Redness**  
**Blurred vision**

Several factors contribute to increasing the risk of developing dry eye, including:

1. **Times round the Sun:** As we age, our tear quality and tear production tends to decrease, leading to a higher likelihood of experiencing dry eyes.
2. **Medications:** Many medications commonly used by older adults, such as antihistamines, decongestants, and certain blood pressure medications, can cause or exacerbate dry eye symptoms as a side effect.
3. **Medical Conditions:** Chronic health conditions such as diabetes, thyroid disorders, and autoimmune diseases, can contribute to dry eye syndrome.
4. **Environmental Factors:** Factors such as indoor heating, air conditioning, and decreased blinking while using digital devices can worsen dry eye symptoms.

## Now, the burning question: How can you combat dry eye syndrome and keep your eyes comfortable and healthy?

1. **Stay Hydrated:** Drinking plenty of water helps maintain overall hydration levels in the body, including the eyes. Aim to drink at least eight glasses of water per day to keep dryness at bay.
2. **Use Artificial Tears:** Over-the-counter artificial tear drops can provide temporary relief from dry eye symptoms by lubricating the eyes and restoring moisture. Look for preservative-free options for long-term use – We recommend Hycosan non preserved drops as a good starting point.
3. **Blink Regularly:** Make a conscious effort to blink more frequently, especially when reading, using digital devices, or in dry environments. Blinking helps spread tears evenly across the surface of the eye, reducing dryness and irritation.
4. **Protect Your Eyes:** Wear wraparound sunglasses or eyeglasses with side shields to protect your eyes from wind, dust, and other environmental irritants that can exacerbate dry eye symptoms.



## Sometimes self-help is not sufficient to get dry eye symptoms under control. Why not schedule an appointment with dry eye consultant Mr Andrew Price?

He will work with you to develop personalised recommendations for managing dry eye syndrome which may include prescription eye drops, nutritional supplements, or in-practice Photo Bio Modulation Therapy to alleviate symptoms and improve tear production.

If you're experiencing dry eye symptoms or have concerns about your eye health, don't hesitate to get in touch. Together, we'll work to keep your eyes healthy, hydrated, and happy for years to come.



## WIN A PAIR OF GLASSES WORTH UP TO £1200



**Scan Me!**

You have got to be in it to win it! Scan the QR code below to enter our fabulous competition. Your choice of frames and lenses up to a value of £1200. This is a part of Felix 5-week work placement with Jacksons, so if you could enter I would be grateful.

The draw will take place at the beginning of September and because we are small, you have a genuine chance of being the luck winner!

Please share with friends and family! The QR code can be used as many times as you like and the form it brings you to takes only 2 minutes to complete.



# ROBERTS CHOCOLATE CAKE

My husband Robert has always wanted to learn how to bake. He was off work after Christmas for a couple of months following an unexpected illness (I guess they generally are unexpected?!) and decided to use his convalescence to finesse his skills. Some of his efforts have been extraordinary to say the least and we will never forget the cake he forgot in the oven and nearly burned the house down – but that is another story. Generally, however, his results are yummy and as a result I am currently on a diet!



## INGREDIENTS

### For the cake

200g golden caster sugar  
200g unsalted butter, softened plus extra for the tins  
4 large eggs  
200g self-raising flour  
2 tbsp cocoa powder  
1 tsp baking powder  
½ tsp vanilla extract  
2 tbsp milk

### For the buttercream

100g milk chocolate, chopped  
200g butter, softened  
400g icing sugar  
5 tbsp cocoa powder  
2 tbsp milk

## Method

Heat oven to 190C/170C fan/gas 5. Butter the base and sides of two 20cm round sandwich tins and line the bases with baking parchment.

In a large bowl, beat together 200g golden caster sugar, 200g softened unsalted butter, 4 large eggs, 200g self-raising flour, 2 tbsp cocoa powder, 1 tsp baking powder, ½ tsp vanilla extract, 2 tbsp milk and a pinch of salt until pale.

Divide the mixture between the prepared tins. Bake for 20 mins or until a skewer inserted into the centre of the cake comes out clean.

Leave to cool in the tin for 10 mins, then turn out onto a wire rack to cool completely.



For the buttercream, put 100g chopped milk chocolate in a heatproof bowl and melt in the microwave, stirring every 30 secs. Leave the melted chocolate to cool for 5 mins.

Mash 200g softened butter and 400g icing sugar together with a fork, then switch to a wooden spoon or electric beaters, if you have them.

Sift in 5 tbsp cocoa powder with a pinch of salt and pour in the melted chocolate and 2 tbsp milk. Mix again until smooth. If the butter cream seems a bit involved, you can buy it readymade in Tesco and Waitrose!

On a cake stand or large plate, sandwich the cakes together with half of the buttercream, then spread the rest on top. Decorate chocolate buttons and flake!

## About In The Frame

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 patients, 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](mailto:jacksonsopticiansnantwich@gmail.com)

## Who is Helen?

Originally from Yorkshire, Helen graduated with a First-Class Honours in Vision Sciences from Aston University, Birmingham in 1988. She is the owner of Jackson and Co Styling Opticians, Optometrist, and writer of this newsletter.

She lives on Anglesey with husband Robert, son Felix (when not at university) and Claude the French Bulldog.

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