



A Revolution in Eye Care



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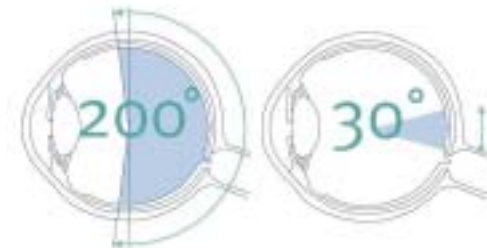
or visit us online at
www.wpsoptometrists.co.uk



We are pleased to announce the arrival of ground-breaking new technology that has revolutionised eye care and our ability to screen for early signs of disease - the Optomap Examination.

We all want to protect our eyesight and that is why it is important to have regular eye examinations. In addition to fine tuning your spectacle or contact lens prescription, we also look at the back of the eye, the retina, to check it is healthy and not damaged or showing signs of disease.

Many eye diseases, such as glaucoma, diabetic retinopathy or retinal tears and detachments, if detected at an early stage, can be treated successfully without total loss of vision. Now with the Optomap retinal examination this vital screening has been dramatically improved.

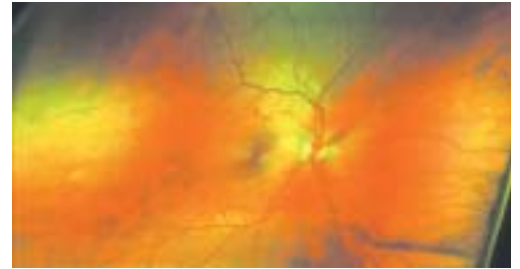


Optomap Examination - the majority of the retina is visible in one single image

Conventional Examination - only a small part of the retina can be seen at one time

Optomap images are so revolutionary because they give us access to areas of the retina which, due to the limits of earlier technology, were previously difficult to see.

Obtaining Optomap retinal images is comfortable, quick and very simple. By looking into an eyepiece, the digital image of the retina



The 200 degree view of a retina with Optomap

is captured in less than a second, with a small flash indicating the image has been taken. Nothing touches your eye during the process, no eye drops need to be used and it is completely painless. Your Optomap image is then immediately displayed for us to review with you.

Your digital Optomap image will be stored electronically giving us a permanent record of the condition of your retina. This is very important in assisting us to detect and measure changes in your eyes next time you attend for a routine eye examination. The images can be e-mailed to a doctor or ophthalmologist for a second opinion.

The system has been ten years in the development phase in Scotland and was only launched in the UK and America in the last couple of years. We are one of only a handful of optical practices across the UK able to offer this service and the only practice in Northamptonshire able to offer it from two different locations.

This is one of the most significant advances in eye care we have seen and are proud to be involved with such a revolution. We believe everyone can benefit, the youngest person imaged so far is only 3 weeks old and the oldest nearly 100. Therefore, we are recommending that everyone has an Optomap examination every time they attend for a routine eye examination.

In This Issue

REVOLUTION IN EYE CARE

- *Optomap retinal imaging and what it will mean for your eye care.*

SUMMER FASHIONS

- *the sunglasses that will get you noticed this summer.*

WHAT'S NEW

- *recent advances in spectacle and contact lens technology explained.*

COLOUR VISION DEFECTS

- *information about colour vision defects and how they can affect you.*



Focus On ...

Within our practices we supply a wide range of different frames and contact lenses including:

Calvin Klein & DKNY
Nautica & Flexon
Jean-Paul Gautier & JPG
Gucci & SEIKO
Laura Ashley
ELLE & Silhouette
Oliver by Valentino
Garfield & Snoopy
Barbie & Action Man
Focus & FreshLook
Bausch & Lomb SofLens
PureVision
Acuvue



SPREAD THE COST OF YOUR GLASSES

We appreciate that glasses can be an expensive item and it may be difficult to pay for the pair you really want all in one go. Therefore, we have introduced a flexible payment scheme. Simply choose the glasses you want, pay a minimum 20% deposit and then the balance is collected by direct debit over the following 3-6 months - what could be simpler?

Remember, now you can afford to look good so choose carefully, this is something you may wear everyday. The shape, colour and style of glasses can change your appearance in an instant.

THE EYECARE PLAN

To help ensure the health of your eyes and reduce the cost of buying spectacles, contact lenses and cleaning solutions we have introduced our Eyecare Plan. Under this scheme people pay an annual/monthly fee and receive the following benefits:

- Free eye examinations
- Free contact lens fitting/aftercare
- 25% off new pairs of glasses
- 30%-50% off new contact lenses
- 20% off the RRP of solutions
- 10% off on all other sundry items
- Other promotional offers

Please ask for more details.

What's New

No wonder people are warming more and more towards contact lenses. Since the arrival of daily disposables, they have never been more comfortable and convenient. They are also a much healthier option, as they are designed to be replaced every day - so there is no need to worry about lens care solutions. Best of all, daily disposables give you flexibility in what you do and how you want to look. Instead of having to choose between spectacles and contact lenses, you can wear either - whatever suits you at the time. People just love having the choice.

With their unique design, New 1-Day Acuvue lenses are made to stand up on your fingertips to make handling as easy as possible. And you will love the way they will quickly feel so natural on your eyes. In fact, you'll hardly notice you are wearing them at all. The feeling of comfort can last from morning to night, no matter how long your day turns out to be. Thanks to the New 1-Day Acuvue, contact lenses have never felt better or offered so much before. And yet you may be pleasantly surprised how affordable daily disposables can be - you can have a fresh pair every day for less than the price of a cup of coffee.



Finally, CIBA Vision offers you the ultimate convenience of true extended wear soft contact lenses. Focus Night & Day have been specifically designed to be worn continuously for up to 30 nights and days. Just think - no inserting and removing every day, and no cleaning and disinfecting - ever! Previously, you may have been told that it is not safe to sleep in contact lenses overnight. This is because the eye needs a certain amount of oxygen passing through to the eye while sleeping to ensure it stays healthy. With conventional lenses, oxygen passes through the water in the lens and there is a limit to the amount of water that can be added to current materials. This limits the oxygen getting to the eye - until now! Focus Night & Day is made from a breakthrough material which allows up to six times more oxygen to reach the eye, making sleeping in lenses safe. Furthermore, the low water content of the Focus Night & Day lens also enables it to have other benefits such as durability, excellent handling and deposit resistance.



Rimless frames are currently undergoing something of a revival thanks to the combination of the revolutionary new lens Trilogy and the new Marchon Airlock frame mounting technology. The Trilogy lens offers a unique combination and is the first tri-performance lens material. It offers superior optics, maximum shatter resistance and an ultra-light weight material. The Marchon Airlock system of mounting uses a taper cone at the end of each frame which precisely matches the inner dimensions of the bushing that mounts within the lens. When the two are then pressed together a secure fit is created that far exceeds that of any other screw-less mounting system. The minimal frame components means lighter weight which is optimised using high quality beta-titanium to construct the frames. The combination of Trilogy lenses and Airlock frames make for some of the lightest, toughest and most advanced rimless spectacles currently available.

Summer Sun Care

Focus On ...

You can smell it in the air and see it on the panic-stricken faces at the gym. Yep, spring is here and summer is coming - we hope!!! And while winter weight gain might seem like public enemy number one right now, it's not--it's the sun. What's the big deal with sunglasses anyway? We all know about the danger to our skin from exposure to the sun and ultra-violet (UV) light. However, the same applies to the eyes and excessive exposure can cause permanent damage. Non UV-absorbing lenses can do more harm than not wearing anything at all. Behind a tinted lens, the pupil opens wider allowing in more UV light than usual and thus reduces the eyes' natural protection. Always look for the British Standard - BS2724. This sets performance levels for quality, strength, stability, design and manufacture as well as the amount of UV they let through.



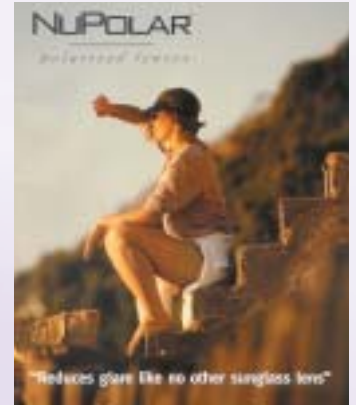
Enough of the science - what will we look fashionable in this year? Styles have a definite retro feel at the moment. Taking us back to the glamorous days of the late sixties, early seventies (anyone want to admit remembering them?). While small is still cool, larger rimless styles are making a come back. Colour is always a matter of choice, but this year more vivid lens colours are popular - shocking pink, sunny yellow and electric blue. However, grey, green and brown are still the most popular. This is because they tend to work with the eyes improving contrast, and reducing glare.

Sunglasses protect your eyes and boost your cool-quotient in one fell swoop. Now it's up to you to find the pair you like best. Think about what you want to use them for, try on several styles and don't let price be your primary concern. Cheaper frames and lenses are prone to distortion which can cause visual problems and eyestrain.



All of us can suffer eyestrain at the end of a long day whether or not we wear glasses. Televisions, computer screens, sunlight, reading and driving can all put eyes under stress and strain causing blurred vision and watery eyes.

Photochromic lenses can help as they react to the different light conditions encountered during the day. Historically, only glass photochromic lenses were available. However, recent innovations have shown that plastic's performance has caught up. Compared to glass, plastic photochromic lenses are lighter with an even tint across the whole lens, while still offering shatter and scratch resistance. The speed at which they change colour, both darkening and lightening, is also much improved. Originally only available in one colour, plastic photochromics now offer a choice of grey, green or brown tints.



NuPOLAR - THE BEST SUNGLASS LENS?

The NuPolar lens is a much overlooked product, but is undoubtedly one of the best sun lenses available anywhere. Perhaps instead of being termed polarised, if they were termed glare beaters then people would understand their unique advantages. Their ability to sort out disorderly light is the ideal answer to eliminating glare.

The lenses are created using iodine crystals randomly embedded into a translucent film which is then stretched in one direction causing all the crystals to align in parallel rows. This has the effect of cutting out all light not orientated in the same direction as the iodine crystals. Polarised lenses are also very good ultraviolet blockers, cutting out UV up to 390nm.

It is not possible to have clear polarised lenses due to the way the lenses work, but there is a choice of tint levels at either 15% or 35% light transmission.

All of these benefits make polarised lenses the best option for sunglasses. Whether you drive, enjoy water sports, or simply want the most comfortable vision possible - NuPolar lenses are the answer.



Eye Care

Focus On ...

2001 A GOOD YEAR - WILL 2002 BE BETTER

2001 started with complete refurbishments in both Daventry and Northampton. Highlights include improved access for the disabled, air-conditioning, a wider choice of products with enhanced displays and lighting.

Hot on the heels of these changes came success at the year's "Optical Oscars," the National Eyecare Awards. Our Daventry practice was nominated as finalists in three of the six categories open to general practices and won two of them. Not only were we the only practice in the county to be in the finals but were also the only practice in the country to win more than one award.

Can we do better in 2002?



FREE HEARING ASSESSMENT

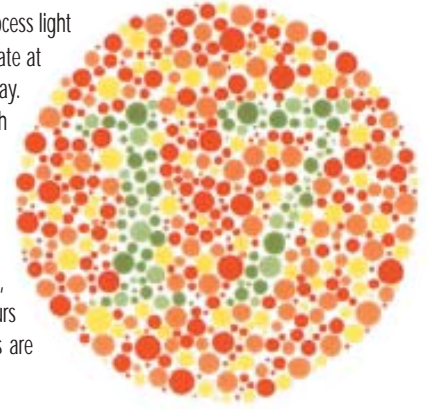
Hearing loss is a natural phenomenon which normally happens so gradually, you are often not even aware of it. You only realise when you are always turning up the television or asking friends to repeat themselves. Several factors can contribute to hearing loss such as:

- Middle ear problems
- Nerve damage/deterioration
- Ageing
- Damage to the ear drum
- Blockage of the ear canal

Our hearing service, which is open to everyone, offers the best in hearing aids including the latest in remote control, programmable and digital aids from all the leading manufacturers. We also offer the benefits of half yearly aftercare where your hearing aid is cleaned and checked - completely free of charge.

Colour Vision Problems

What is colour vision deficiency? The nerve cells which process light at the back of the eye are of two main types: rods, which operate at night and cones, which allow us to see fine detail and colours by day. Three different chemicals can be found within cones, so that each responds best to red, green or blue light (in a similar way to colour television). It is not generally realised that defective colour vision has a range. Most have near-normal appreciation where only pale colours will be confused if the lighting is poor, or the person is tired. Only a third of those with colour vision problems have the more severe form, where one sort of chemical is completely lacking and very strong colours are frequently confused. Complete colour deficiency, where all colours are seen as varying shades of black and white is extremely rare.



Are more men than women colour deficient? Yes. Approximately 8% of males are colour defective from birth, for females the figure is a fraction of 1%. This is due to the way the recessive gene for colour vision is passed down through the x-y chromosome. The pattern of inheritance is simple, so future generations of colour blind individuals can be easily predicted.

Can anyone develop colour deficiency? Yes, but not in the inherited form. A whole range of eye diseases, prescribed drugs and systemic conditions such as diabetes, multiple sclerosis, and high blood pressure can affect colour vision on either a temporary or permanent basis. Women and men are equally at risk and the difficulty in colour discrimination may be noticed with other visual problems.

Can colour deficiency be a handicap? Colour is relevant to many aspects of everyday life and some jobs and careers do involve some degree of colour identification, for example railway drivers. Despite the introduction of instruments for colour matching, the human eye is still the most sensitive instrument of all and many large companies involved with printing inks, paints and electronic components may refuse entry for certain jobs if colour perception is inadequate. Colour also has a special place in the child's world, but studies have failed to show any educational handicap resulting from faulty colour vision.

Can anything be done to correct colour deficiency? Although nothing can replace the faulty mechanism in the eye, with experience, many colour defective people do learn ways of compensating for their difficulty.

How can I have my colour vision tested? As optometrists we can perform straightforward clinical tests to screen for defective colour vision, most taking only a matter of minutes.

