



# Unique Lenses Help Dyslexia



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## In This Issue

### LENSES FOR DYSLEXIA

- a unique system of filters that can help with reading problems.

### CONTACT LENSES

- why multifocal disposable lenses are so popular.

### WHAT'S NEW

- new products and advances in spectacles lenses

### UNDERSTANDING SQUINTS

- information about squints and how they affect you.

What do Albert Einstein, Winston Churchill, Richard Branson, Anthea Turner, Toyah Wilcox and 10% of the population have in common? They are (or were) all dyslexic and could benefit from a system of coloured filters called ChromaGen.

These filters are a unique range of specially tinted lenses that are worn as either spectacles or contact lenses. They were originally developed to help people with colour "blindness" (colour deficiency) but the lenses also seemed to help people with their reading. To confirm this, careful tests were carried out. The results showed that ChromaGen made reading significantly easier for many people with reading difficulty. The lenses are prescribed individually for each person following a consultation with a ChromaGen specialist.

Not only can ChromaGen ease reading in dyslexia but research has shown that even those who are not dyslexic can benefit from the filters. There are even reports of dyspraxia (clumsiness) being helped with the lenses and of course, handwriting and spelling can improve too, as the reading becomes easier.

The special ChromaGen lenses work by changing the way that information is presented to the brain by the eyes - and each person needs a different combination of lenses to get



the correct effect. When the lenses are worn, print can become easier to read. This occurs because distortions, which the sufferer may not even be aware of, are dramatically reduced. Even where an existing reading programme is in place, ChromaGen can accelerate results, helping to fully release potential.

Anybody who has a reading difficulty could benefit from the ChromaGen system and the assessment procedures allow everyone an opportunity to see the benefits for themselves before purchasing lenses. You do not have to wear glasses already to benefit but ChromaGen filters can be combined with a lens prescription if required.

It is important to see children as young as possible because the older a child with dyslexia gets, the more they learn their own ways of coping with the problem, so they cannot be helped as much. If they are assisted early enough there can be a dramatic difference



## Focus On ...

Within our practices we stock a wide range of different frames including designer names.

Calvin Klein  
 Gianni Versace & Versus  
 Nautica  
 SEIKO  
 Flexon  
 Laura Ashley  
 Oliver by Valentino  
 ELLE  
 Alexander McQueen  
 Beano, Barbie & Action Man  
 Jean-Paul Gautier & JPG  
 Gucci  
 DKNY



### WINTER DRIVING

As winter nights become longer and driving conditions worsen due to poor weather it is more important than ever to consider your visual needs. Recent surveys suggest as many as 1 in 7 people are below the legal visual standard for driving and that if these people knew of the importance of clear vision, then accidents could be cut by a tenth.

During the day the low sun in the sky can cause glare which is best solved with the use of a pair of polarised sunglasses. This is a much overlooked product but is undoubtedly one of the best sun/glare beaters available. At night a different set of problems can cause glare and this is best resolved with the application of an anti-reflection coating to a clear lens (tinted lenses should never be worn at night). This helps improve the quality of light reaching the eye, reducing discomfort and eye strain.



# Spectacle Lenses

# What's



Seiko means precision in time keeping, in technology and in vision. Seiko Eyewear lives up to its name with its range of products and leads the field in spectacle lens technology. If you asked for the thinnest, flattest, most durable lenses, the chances are that we will say... Seiko. Made to the highest standards, Seiko frames are strong because they are made from pure titanium, the finest metal for spectacle frames. And they are 100% hypoallergenic and will not irritate the most sensitive skins. Male, feminine eye shapes, designed to take Seiko's lightweight lenses. The lightest frames should be made of titanium. Seiko has the options for every visual need. Using the highest index, most advanced materials, lenses are thinner and lighter than they have ever been before. High prescriptions no longer mean thick, chunky frames. Seiko stands above ordinary glass and plastic lenses. Thanks to the anti-reflection coating feature of Seiko lenses, a more natural vision that is clearer, sharper and easier on the eyes. The result is reduced dazzle from approaching headlights and day time wear cuts tiring reflections from

Offering exceptional comfort and ease of use, Acuvue 2 contact lenses are preferred overall to other leading brands. Now this advanced lens design, that holds its shape on your fingertip making it extremely easy to insert and remove, has been used to create a new range of coloured contact lenses, the Acuvue 2 Colours. Designed to be worn as a two-week daily wear lens (which means you take the lenses out each night) the colour is embedded within the lens making it extremely comfortable to wear. With a choice of Blue, Aqua, Green, Honey and Grey every day can be a different colour. Added features include UV-blocking and an inside-out mark to aid in correct insertion.



Although not held in stock we now also supply a range of cameras (including Minolta, Nikon, Pentax etc). We simply ask you to pay them a price (often below other retailers prices). One of the best cameras is the Canon EOS range with superb image quality. For both the amateur and serious photographer the Canon Advanced Photo System (APS) cameras that include a range of their wealth of easy to use features, like different lenses, make a great time taking them. To maintain this interest in photography we also stock 35mm and Advantix in several sizes and speeds. Kodak Ultra film is available in 35mm pictures. Stylish, compact and robust, the cameras can be taken anywhere. The Kodak Ultra camera range fits your lifestyle. They are easy to use and

# New Contact Lenses

## Focus On ...

to the reputation for producing the finest st, highest performance lenses available, not only exceptionally light, but also very dded appeal of this is the knowledge that nd unisex looks include modern shallower ched with the finest lenses available and l, Seiko produces lenses that are thinner enses that can only be glazed into heavy lens enhancements that are a standard can be enjoyed. Night time drivers see nit surfaces.



### EYE CARE COSMETICS

Created in 1984, Eye Care Cosmetics are now distributed in 35 countries and have been specially designed for contact lens wearers and those with sensitive skin. It is the only make-up range which has been approved by the Swiss Federal Health Authority and the Swedish Pharmaceutical Organisation with the claim for sensitive eyes, sensitive skin and contact lenses. The range is extensive and includes; foundation, mascara, eye shadow, lipstick, lipgloss, facial cleanser, toner and moisturizers. So if you need a new solution to your make-up needs then the answer could be just a click away.

[www.the-optical-store.co.uk](http://www.the-optical-store.co.uk)



### WEARING MAKE-UP WITH CONTACT LENSES

- Put your lenses in before applying make-up.
- After applying moisturiser and foundation, begin your make-up with your eyelids (eye shadow cream or/and eye shadow powder).
- Follow the gradual colours method - dark colours on the mobile eyelids, lighter colours on the arches.
- Make-up your eyelids first and then the bottom of your lashes with the eyeliner or the pencil liner.
- It is not recommended to apply eye liner on the inner edge of the eyelid.
- Finish your make-up with the lashes - dark mascara on all the lashes, clear mascara on the tips as a finishing touch.
- Remove your lenses before applying your make-up remover.
- Remove carefully your eye and face make-up before going to sleep.



If you currently wear glasses for reading but would like an alternative, either regularly or on an occasional basis then help is at hand in the form of Focus Progressive contact lenses. These marvels of modern manufacturing techniques are a testament to how quickly the world of optics develops. Available as either monthly or daily disposable lenses the requirements of presbyopics (i.e. you need a different correction for distance and reading) have been answered. These lenses allow you to see clearly and comfortably from far away to up-close and unlike bifocal glasses, no one else will know. There are no lines or segmentation in your vision, instead you enjoy seamless vision at all distances. If you enjoy an active lifestyle you'll appreciate how Focus Progressive lenses give you more freedom, are exceptionally gentle on your eyes and best of all are very cost effective.



ply cameras from most of the leading manufacturers (Kodak, Canon, hat people give us the details of the model they want and we will give ces) and delivery schedule. For example one of the most popular SLR r optical and technological advancements these cameras are suitable er at an affordable price. Alternatively there is the wide range of orporate several new technologies into one exciting package. With cture formats, you're practically guaranteed high-quality pictures and tography, you also need a plentiful supply of films and we stock both sposable cameras provide an inexpensive way to produce superb quality where. Whether you are a party animal or prefer a walk in the country ready for action.



# Eye Care

## Focus On ...



### A REVOLUTION IN EYE CARE

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 because it gives 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 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.



## Understanding Squints

**A** squint (also known as strabismus) is a condition that arises because of an incorrect balance of the muscles that move the eye, faulty nerve signals to the muscles and some refractive errors. If these are out of balance, the eye may turn in, out or sometimes up. Approximately five to eight percent of children are affected by a squint. If your child appears to have a squint at any age from six weeks onwards, it is important to seek professional advice quickly.

**W**hat causes it? There are several types of squint. The cause is not always known, but some children are more likely to develop it than others.

**Congenital squint** - Sometimes a baby is born with a squint, although it may not be obvious for a few weeks. In about half of such cases, there is a family history of squint or the need for spectacles. The muscles are usually at fault.

**Long sight** - This can sometimes lead to a squint developing as the eyes are over focusing whilst trying to see clearly. In an attempt to avoid double vision the brain suppresses the image from one eye. If left untreated, a 'lazy eye' may result. The most common age for this type of squint to start is between 10 months and two years, but it can also occur up to the age of five.

**Childhood illnesses** - Following an illness such as measles or chickenpox, a squint may develop. This may mean that a tendency to squint has always been present but, prior to the illness, the child was able to keep their eyes straight.

**Nerve damage** - In some cases a difficult delivery of the baby or illness damaging a nerve can lead to a squint.

**I**sn't a squint just a cosmetic problem? - Certainly the appearance can lead to problems for the child, but a squint is NOT merely a cosmetic problem. If left untreated, it can lead to a permanent visual defect in the squinting eye.

**W**hat treatment is available? - Treatment varies according to the type of squint - the main forms of treatment are:

- Spectacles** - to correct any sight problems, especially long sight.
- Occlusion** - this is patching the good eye to encourage use of the weaker eye.
- Eye Drops** - certain types of squint can be treated with the use of eye drops.
- Surgery** - this is used with congenital squints, together with other forms of treatment in older children, if needed. Surgery can be performed as early as a few months of age.

If in doubt, get qualified advice. If you have any questions about your child's treatment, ask the eyecare professionals treating your child. If you think your child may have a squint, seek referral to a specialised eye clinic for assessment as early as possible. The earlier treatment starts, the better the results are likely to be.

