

NEWSLETTER – AUTUMN/WINTER 2022

Feeling the Pinch?

With the headlines warning us of a tough financial winter to come, many of us are assessing where we can adjust our spending to cope with the current economic environment.

Taking care of your health will remain a priority and with eyesight being rated the most important sense in studies looking at quality of life, it is one area where you won't want to compromise.

We can make this easier for you - currently over 7500 of our patients enjoy the benefits of the [Rawlings Vision Plan Plus membership](#). With no appointment fees for eye examinations, OCT scans, contact lens appointments and many more benefits (including exclusive discounts, 25% off frames and up to 40% reduction in spectacle lens costs) the option to join our plan has long been appreciated by our patients. Most importantly for some, the ability to pay by instalments, interest-free for their new glasses is an easy way to avoid having to settle for less when it comes to looking after your vision and your eye health. Contact lens wearers are also catered for with great reductions on both lens and solution costs.

Breaking your glasses is one of those 'heart sink' moments and we recommend you have a second pair to tide you over, especially if you need them to work, drive or play. We have many economical options to choose from if you don't already have this safety net of spare glasses, or if you just fancy a change without breaking the bank!

For all types of glasses, we have a range of lens options too - you can ask our dispensing team to help you make the right decision for not only your visual needs but your pocket too - and don't forget all our glasses are 'satisfaction guaranteed' so you can be assured of being confident in your decision.

[Look after your eyes and don't delay - call us to join the Rawlings Vision Plan or book online for an appointment or advice. If you just want to see our current ranges or try on glasses no appointment is required.](#)



Driving at Night

The dark evenings have drawn in and it is a good time to consider how safe you feel when driving at night. Of course, we all take a little time to get used to driving after dusk but if you feel you are struggling more than last winter there are a few key questions you can ask yourself:

- **Are the car headlights clean?** It is surprising how quickly headlights become dirty, and a regular quick wipe can make a big difference to light output.
- **Are the car headlights functioning and set up correctly?** If you are not sure, you can ask your local garage to check this for you or [look online](#) if you would like to check it yourself.
- **Am I seeing clearly, or do I need an eye examination?** If you think your eyesight may have changed, it's best to book yourself in for an eye examination.
- **Am I dazzled by oncoming headlights?** This can be due to cataracts or other eye conditions, or even simply scratched or worn lenses in your glasses can cause excess light scatter.
- **Am I wearing the best lenses for driving at night?** Wearing glasses with a wide field of view for distance is important and a prescription can be incorporated for comfortable satnav/instrument panel/mirror viewing. Antiglare technology to cut down on dazzle in specialist driving lenses such as Hoya EnRoute can be very helpful.

[Contact us if you would like to arrange an eye examination or come in and ask our team about whether your glasses can be improved for a more confident and safer driving experience](#)



Children's Winter Eye Health

With the winter months approaching and the wetter weather upon us we will all be spending more time indoors than we have for a while.

But it's not just nature we are missing - as well as the other merits of outdoor time there is a good ocular reason to ensure your children still get plenty of fresh air over the next few months. There is a connection between time spent indoors and the development of short sight (myopia). There is a worldwide problem of increasing numbers of children who are becoming myopic and therefore at a higher risk of some serious eye diseases in adulthood. To help protect your children from these problems at Donner Optometrists we offer [Myopia Management](#) treatment strategies and one stalwart piece of advice is to get your kids outdoors as much as possible all year round. Some career choices are restricted for short sighted children, so it is important to try to keep their life options open by myopia management, which can be effective for around 90% of children.

Although the NHS recommends that both adults and children take vitamin D supplements until early April due to the lack of sunshine exposure over the winter, a diet rich in fruit and vegetables is important for the micronutrients and vitamins needed for optimum eye health too. Filthy weather days are the ideal opportunity to get kids cooking, which may lead them to eat things they usually wouldn't try - perhaps start with getting them to make cookies or soup from the inside of the pumpkin they carve at Halloween? We know kids can be a bit picky on occasion but in extreme cases the optic nerves can become damaged without the correct nutrients - children with severe selective eating disorders may be at risk and if you are concerned about your child's eating habits you should speak to your GP.

Screen time will no doubt increase over the winter and it's important to ensure that children take regular breaks from screen viewing, and that they view any screens (including phones) at a distance further than 30cm. Every 20 minutes a 20 second break is advised with 20 blinks looking 20 feet away. In fact, this 20-20-20 advice should be followed by adults as well - prolonged screen viewing without regular breaks can lead to eyestrain and dry eyes, as can wearing out of date glasses or not using glasses when they are needed. Ensure your children maintain good eyesight and good eye health & muscle balance by keeping them up to date with their regular eye examinations - this will help to ensure they perform well at school.

[If you aren't sure whether your child is due or not, just give us a call and we can check for you.](#)



Bollé Sunglasses

Bollé is our newest sunglasses brand providing both fashion and sports solutions to protect your eyes. Bollé was established in 1888 as a family business (only 7 years before Rawlings!). We are delighted to bring you products from a fantastic brand with a long heritage like ours.

Beginning with sunglasses and later safety goggles, in the 1980's they moved into eyewear for cycling, developing the iconic Chronoshield lens. Using their expertise in the manufacture of high-quality protective nylon sunglasses and goggles, they also began manufacturing helmets, first for skiing and later cycling, and began to collaborate with top athletes.

Constant innovation has led to the launch of the Phantom+ sporting lens, the evolution of the Chronoshield 2.0 and the Volt+ high contrast and polarising lenses. Athlete testing adds real world experience too and has been used to enhance the designs to include things like helmet integration for comfort, and lens vents for good air flow helping to prevent the lenses from steaming-up.

Phantom lens technology brings photochromic performance together with a material that is lightweight, impact resistant and a high contrast filter for optimum clarity, whilst Phantom+ is semi polarised for additional glare protection for reduced eye fatigue and accurate reading of terrain in snow sports.

All Bollé lenses come with oleophobic, hydrophobic, anti-fog and anti-reflective treatments too and you can also up your style with a colourful flash mirror and 99% are available in prescription. With thermopig rubber within the adjustable temples and nosepieces, lightweight, strong nylon materials for durability and comfort, and designs which incorporate helmet compatibility and interchangeable lenses that give you the most comfortable and reliable fitting eyewear there is something for everyone.

[Come in to your local Rawlings Opticians to see what we have to offer - get 10% discount off our Bollé range by mentioning this newsletter!](#)



Stockbridge branch opening

Our new branch opened in July at last having finally succeeded in getting over all the planning hurdles - it's almost inevitable in a listed building with history dating back to 1688 but we weren't expecting it to take quite so long!

We have been bowled over by the lovely welcome we've received. In the months since we opened, members of the local community have brought us cake, flowers and even ice creams! We have had lots of interest and compliments on our wide variety of frames to choose from. There have also been plenty of comments about how nice the interior is - retaining the heritage but with a light and airy feel with plenty of space and lots of mirrors to make choosing glasses a pleasurable experience. Some have said the town really needed an Optician and now it does, Stockbridge has everything!

Thank you to those of you who have taken time to post your reviews on Google and Trustpilot - here are a just a small selection of what people have said:

"I had my annual Contact Lens and Glasses check up in the new Stockbridge branch last week and it was a great experience. The staff were excellent, and the new location is great. Easy to get to and great parking facilities"

"Having been a customer of Rawlings in W inchester for several years, while living in Stockbridge, I was pleased to see them recently open a branch in Stockbridge. I had wondered if they would have the same equipment there plus my previous eye test records, images etc. I did not need to have been concerned - it was all very efficiently organised, and the service was as good as ever. Highly recommended"

"So happy that Rawlings have now come to Stockbridge - they have brilliantly looked after my eyes since 1972 - and now only just over the road!"

These reviews really help us to grow our business and don't forget everyone who leaves a review gets entered into our quarterly draw.



IN THIS ISSUE

Feeling the Pinch?

With the headlines warning us of a tough financial winter to come, many of us are assessing where we can adjust our spending to cope with the current economic environment...

Driving at Night

The dark evenings have drawn in and it is a good time to consider how safe you feel driving at night...

Children's Winter Eye Health

With the winter months approaching and the wetter weather upon us we will all be spending more time indoors than we have for a while...

Bollé Sunglasses

Bollé is our newest sunglasses brand providing both fashion and sports solutions to protect your eyes...

Stockbridge branch opening

Our new branch opened in July at last having finally succeeded in getting over all the planning hurdles - it's almost inevitable in a listed building with history dating back to 1688 but we weren't expecting it to take quite so long!

ARCHIVE

- Download Spring/Summer 2022 Newsletter
- Download Autumn/Winter 2021 Newsletter
- Download Summer 2021 Newsletter
- Download Autumn/Winter 2020 Newsletter
- Download Summer 2020 Newsletter
- Download Autumn/Winter 2019 Newsletter
- Download Spring/Summer 2019 Newsletter
- Download Autumn/Winter 2018 Newsletter
- Download Spring/Summer 2018 Newsletter
- Download Autumn/Winter 2017 Newsletter
- Download Spring/Summer 2017 Newsletter
- Download Autumn/Winter 2016 Newsletter
- Download Spring/Summer 2016 Newsletter
- Download Autumn/Winter 2015 Newsletter
- Download Spring/Summer 2015 Newsletter
- Download Autumn/Winter 2014 Newsletter
- Download Spring/Summer 2014 Newsletter
- Download Autumn/Winter 2013 Newsletter
- Download Spring/Summer 2013 Newsletter
- Download Autumn/Winter 2012 Newsletter
- Download Spring/Summer 2012 Newsletter