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FEEDBACK

NEWSLETTER – SUMMER 2021

Short-sighted Children? Don't limit their future – Think MiYOSMART!

## Managing children's myopia (short-sightedness) is an important part of our clinical offering at Rawlings Opticians

With every increase in myopia there is an increase in the risk of eye diseases in later life, including retinal detachment, glaucoma, macular disease and cataract. Laser or other treatments available to correct myopia in adulthood do not reduce the risk of disease – a lasered eye is still a structurally myopic eye. As myopia is increasing world-wide due to a mix of environmental and hereditary factors, the incidence of these conditions is also set to rise as these short-sighted children become adults.

Additionally, children who are short sighted will be limited when the time comes to choose a career – many occupations require good uncorrected vision not just good vision with glasses or contact lenses, particularly in the armed forces.

Contact lens treatments such as Misight soft contact lenses or overnight orthokeratology can be used to slow down the progression of myopia, and at Rawlings Opticians we have offered these for years. But until now, there was no option outside of contact lenses.

We are therefore thrilled to announce that a revolutionary new glasses treatment is now available at Rawlings Opticians: MiYOSMART lenses from HOYA, which use new D.I.M.S technology to help



manage the development of myopia. On the lens surface there is a “treatment zone” that consists of hundreds of miniscule ‘lenslets’ in the periphery, which surrounds the visual correction zone allowing totally clear vision. They are clinically proven to be an effective solution to slow down the progression of myopia and are as easy to wear as any pair of children’s glasses. Based on a two-year clinical trial results, MiYOSMART is proven to curb myopia progression in children on average by 60%\*.

[Click here to find out about myopia management](#) or [here to find out more about these lenses](#). Call us today to book an appointment and start to manage your child’s myopia!

## Working From Home – Optimise your vision

Everyone is now aware that working from home (maybe even in your pyjamas!) is set to continue as a choice for many people long after the Covid-19 enforced situation ceases.

Without a long commute at the start and end of the day many of us have realised the improved work/life balance that this can bring, even if it is just for part of your working week. However, home working invariably means online meetings and longer time looking at screens which for some people can lead to not only neck and back issues, but eye comfort or vision issues too.

In our blog in April, we explored ‘[eye health tips for home working](#)’ giving valuable advice for home workers. When we wrote that, investing in specialised glasses for the best and most comfortable vision may have been secondary to investing in your home office with a comfortable chair, larger screen and suitable desk, to help improve posture. However, you may not realise that your vision can also affect your posture: for people wearing standard varifocals, prolonged screen use can mean you have to tilt your head by a few degrees to access the best part of the lens for your screen distance – and you may not even realise you are doing this. This can lead to discomfort, neck ache, headaches and loss of concentration, not to mention appearing to look down your nose at your colleagues. Younger people not wearing varifocals may get eye strain due to microfluctuations in focusing that occur with screen viewing.

A great solution to these problems are Hoya WorkStyle lenses, which are optimised to give a wide and deep area for viewing your screen at a natural head position, instead of varifocals, and Hoya Sync III lenses for a focussing boost for younger computer users.

Workstyle lenses can also be tailored for your specific needs, whether that be needing an area of distance vision to see far away when required, utilising the mid-range to the back of your desk if your personal ‘work style’ is more immersive or maximising your close work if you work at close ranges a great deal as well as at your screen. The area of clear vision for your screen in these lenses far exceeds that of standard varifocals which are optimised for a mix of tasks including the best distance vision for driving or long distance. Whilst these modern varifocals are great ‘all-rounders’, if much of your waking day is spent looking at a screen it makes sense to treat your eyes to the most comfortable solution for that environment. Sync III lenses have three levels of focussing support & our optometrist will identify your requirement according to your individual measurements during the eye examination.

For further information, call us or [book online for an eye examination](#).

Don't let your face mask hide your personality!

It is well known that first opinions are formed about someone you meet in a matter of seconds – our subconscious uses almost invisible cues to establish an initial impression about someone before they have uttered a single word.

In fact, research in the USA has shown that it takes just a tenth of a second for an impression to be formed simply from looking at someone's face. You can therefore shape the first impression you make by altering your image, behaviour and movement and one way to do this is to have a think about what kind of image you would like to portray by your choice of eyewear.

We are all coming to realise that the use of facemasks is going to continue to be a part of life for the foreseeable future. With two-thirds of your face concealed, your glasses make an even more important statement about you than they ever did before. Not only vital for your vision, but now arguably the most important part of your wardrobe especially if your working day means you colleagues now only see you for the neck up on a screen, the old adage regarding representation of yourself that 'shoes maketh the man' is seriously out of date....'spectacles maketh the person' would be more apt for the current time!

Changing your glasses to reflect your mood or to complement the rest of the outfit you are wearing is now commonplace with many people choosing to have several pairs of glasses to pick from day to day. You may prefer a more business like pair for work days with a more colourful choice for days off – or perhaps in your work environment you would like to have a more memorable look by having an avant-garde spectacle frame? It is well worth taking some time to consider this and with our personal shopping style dispensing appointments our team will help you make the best selection. There are discounts available for second or third pairs and if you want to spread the cost you can pay interest free in up to ten instalments. You can remove your mask to try frames on, and all frames are disinfected before they are returned to the display. You can make an appointment for a dispensing consultation by contacting your local branch.



## Itchy eyes? Take action!

Eye rubbing is a familiar part of life for the allergy sufferers among us, but you may not know that persistent eye rubbing can weaken the outer layers of the eye causing life-long problems.

It is vital to treat the itching that leads to eye-rubbing particularly in children whose eyes are still developing and growing, and who may rub at night in their sleep.

Over the counter tablets from the pharmacist are sometimes enough to alleviate the symptoms of hayfever and other allergies but if the itching persists, products from Rawlings Opticians including cold compresses like the Eye Doctor compress and lubricants such as Optase Allergy drops can help, as well as gentle cleaners to wipe away allergens that build up in the lashes and around the eyes during the day. Blephasol and Blephaclean are ideal for this.



The hayfever season is starting earlier and earlier due to climate change. Working from home (or the garden, or even the shed in the garden!) has led to increasing symptoms for some people. In addition, there is the complication of Covid-19 infection causing runny eyes and sneezing in some people. Luckily, if an antihistamine resolves the symptoms it is an allergy, not Covid!

If you are having problems with itchy eyes, call us at Rawlings Opticians for a consultation which, depending upon your GP surgery, may be a free NHS service. We can give advice can be over the phone through a telemedicine appointment with an Optometrist, or we can examine you face-to-face if required. We can also issue Prescriptions or Prescription Requests for anti-allergy eye drops. You can read our past blog here for further information on this subject.

## Welcome to our new optometrists!

We would like to welcome our new optometrists Priscilla and Lola in our Surrey branches and Katie and Harnam in Hampshire who joined our teams in the last few months.

Moving jobs during a pandemic takes a leap of faith and we are delighted that the chance of working for a successful independent family owned business attracted such excellent new recruits!

Outside of working hours our teams usually meet up socially from time to time as well as attending national and international conferences but naturally this is on hold for the moment - although our



Whatsapp groups have been red hot! There has been a deluge of evening webinars in place of conferences and it has been great to see any Rawlings staff attending these. This peer support has organically developed over decades and has always been part of what keeps our long serving staff loyal so we do hope normal face-to-face out of hours activities can be resumed in the not too distant future so that our new optometrists can join the fun!



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