www.barracloughs.uk | Spring 2023 | Issue 11

Barracloughs Bulletin

2023 is full steam ahead!

Is spring in the air?

It might still feel a little wintry out there lately, but brighter days are on the horizon, we're sure!

It's been a busy time at all Barracloughs stores lately, and many of the team have been attending various conferences and trade shows - as a result there are some amazing new eyewear collections arriving in-store!

We're excited about the launch of MyCon, a groundbreaking new lens which can slow down the progression of myopia (short-sightedness) in children, improving their long-term vision and providing better eye health in later years.

Keep scrolling for more on what's been going on here, we hope you enjoy our spring newsletter!





Welcome, baby Miriam!

Baby news at Barracloughs!

Just look at that little bundle of joy! Back in February, Ellie from your Eastbourne store gave birth to beautiful Miriam! Both mum and baby are doing great.

DID YOU KNOW?

Newborn babies cannot cry tears! They're born with working tear ducts and glands, but they can only produce enough tears to lubricate and protect the eye.

It takes around 2-4 weeks before more tears begin to be produced, and that's when you'll see the tears rolling down their chubby little cheeks when they cry!

NATALIE: OUR NEWEST DISPENSING OPTICIAN!

You may remember from our autumn 2022 issue, we talked to Natalie about her journey to becoming a fully qualified Dispensing Optician. We're now thrilled to announce that **Natalie has passed her final exams with flying colours!**

Natalie is obviously over the moon that all her hard work has paid off and she now has the letters F.B.D.O. after her name!

"I feel very proud of all the hard work I have put in and I'm grateful for my supervisor, Gill, who helped me through each exam. I am relieved that it has all paid off."

Gill (pictured, left) was supervisor throughout the entire journey which has taken over three years due to Covid. A fantastic effort from both Natalie and Gill!



HALF PRICE *extra pairs*

As an independent opticians, we really do appreciate your custom and value your loyalty. As a thank you - and to make it affordable to own extra pairs of glasses - **we always offer extra pairs at half price**. You can buy as many extra pairs as you like at half price* as long as they are bought within 1 month of buying the first pair at full price. We always recommend having a spare pair - what if yours imagine suddenly finding yourself with no glasses, life can become much trickier!

Value iPlan members have a whole three months to take advantage of our extra pairs half price offer!

You can choose different frame styles from any collection for an alternative look or even use your own frame if suitable. Lens upgrades can be included (i.e. anti-reflection coatings, thinner and lighter lenses etc.)

*This offer applies to the least expensive pair and the same prescription power must be incorporated in the additional pairs. Cannot be used in conjunction with any other discount, offer, promotion or "all-in-one" spectacle package





ViP
Value iPlan

THE BENEFITS KEEP STACKING UP...

Many of you are choosing to join our Value iPlan, giving you peace of mind that all aspects of your vision care are covered. As a ViP member you will benefit from a host of exclusive benefits and savings, all for the low cost of £9 per month.

EXCLUSIVE APPOINTMENT BENEFITS

- ✓ Regular eye examination including OCT where recommended
- ✓ Intermediary eye health checks as required or recommended
- ✓ Additional short consultations including telephone/video calls as required

EXCLUSIVE DISCOUNTS AND PAYMENT TERMS

- ✓ 10% discount on spectacles and prescription sunglasses
- ✓ 50% discount on extra pairs extended to 3 months from purchase of first pair
- ✓ 50% accidental damage discount within one year
- ✓ 10% discount on non-prescription sunglasses, accessories, solutions and supplements
- ✓ 10% discount on hearing aids
- ✓ Interest-free payment option over up to 10 months

ADDITIONAL MEMBER BENEFITS

- ✓ Free spectacle check-up: servicing/minor repairs/cleaning
- ✓ Free occupational reports and referrals
- ✓ Exclusive offers and invites
- ✓ In addition, ViP members with dependants under 16 can benefit from free enhanced retinal imaging for the dependant.

Your eye care, covered...

LEARN MORE

Smokers are blind to the risk of sight loss!

March 8th 2023 was National No Smoking Day in the UK. We all know the intention of the day is to help smokers who would like to quit smoking to improve their overall health, but many are unaware of the impact that smoking can have on your eye health. Nigel Barraclough talks us through some of the dangers to your sight - including blindness.



Around half of all smokers in England try to quit smoking unaided simply using willpower alone. A staggering 60% of smokers do wish to quit, 10% of those intend to do so within 3 months.

One You East Sussex offer fantastic support if you're seriously looking to quit the habit. Their 'stop smoking advisors' can support you throughout your attempt to quit smoking. They will see you for a maximum of 12 appointments to help you remain on-track to being smoke-free. You are actually **four times more likely to quit for good with support**.

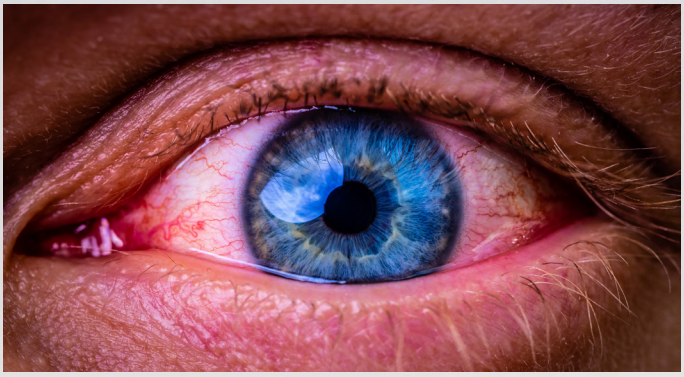
The first stop smoking appointment will last for 30 minutes and the advisor will ask you about any quit attempts you may have had in the past. They'll also look at your current smoking habit.

A simple breath test takes place to look at carbon monoxide levels in your breath. This simply helps to determine your dependency levels and the amount and type of medication you may need. Nicotine Replacement Therapy is available on prescription and these medications will be discussed with you on your first appointment.

One You East Sussex are of course happy for you to attend with another family member or friend if you'd prefer.

Damage caused by toxins in tobacco smoke dramatically increases a smoker's risk of developing a range of sight-threatening eye conditions. Lighting up a cigarette more than doubles your risk of suffering Age Related Macular Degeneration (AMD) - the UK's leading cause of blindness, glaucoma and nuclear cataracts.

And, if you already have a genetic predisposition to it, a smoker's chances of developing AMD are a staggering 100 times greater than that of a non-smoker*.



Smoking can also leave your eyes feeling permanently dry, sore and irritated and chemical poisoning of the optic nerve will impair your colour vision, leaving every day activities such as driving potentially hazardous.

Sadly, all too often smokers don't notice the damage smoking has caused to their eyes until their vision has been irreversibly lost. The NHS offer a useful app to help guide you on your journey. You can track your progress, see how much you're saving and get daily support!



Lose the habit, not your sight!

*Macularsociety.org

Ringing in the ears? Tinnitus can really affect your quality of life...

Last month we participated in Tinnitus Awareness Week (6th - 12th February) to highlight the symptoms and causes of tinnitus, plus we offered some advice on how to help the condition.

Tinnitus is commonly referred to as “ringing in the ears”. It’s the perception of sound within your ears (or your head) that is not coming from any external source. Sometimes it can sound like buzzing or whistling, and these sounds can be heard from one or both ears.



30% of us will suffer from tinnitus at some point during our life, and the severity of tinnitus can vary from individual to individual. Some may experience subtle noises within the ear/headspace, and it might be now and then, whereas others hear noises so loud that it makes it hard to concentrate, and the noises can be persistent. Unfortunately, in many cases, tinnitus sufferers experience the symptoms every day.

The actual noises of tinnitus can vary too, sometimes the pitch can be a low roar or a whooshing sound, other times it can be a high-pitched hiss or squeal.

The sounds can begin to interfere with sleep patterns at night and also lower concentration levels during the daytime, so you can imagine how it would affect quality of life.

What can cause tinnitus?

A number of different factors can contribute towards tinnitus, such as ear infections, hearing loss, blood vessel disorders, some medications and even head or neck injuries.

Your posture can also contribute to how severe the symptoms are, for example, how you hold your head can make a difference as to how severe (or loud) the tinnitus is. Stress and anxiety can also aggravate things and cause the symptoms to worsen.

All of our expert hearing services are provided by **The Hearing Care Partnership**. Hearing health checks and tinnitus consultations are **completely free of charge** with absolutely no obligation to pay for further hearing care.

Concerned about your hearing? Book your appointment today.

CLICK HERE to book your complimentary hearing health check or tinnitus consultation

THE HEARING CARE PARTNERSHIP

OPTIX CONFERENCE

The office team visited Wales recently for the 2023 Optix Conference at Celtic Manor Resort.

The three day event was hosted by **Gyles Brandreth** and saw numerous speakers such as Channel 4's **Fred Sirieix, Jo Fairley** (Co-Founder of Green & Black's chocolate) and **Steven Bartlett** (BBC Dragon, investor and author). Many optical suppliers also attended the event and we got a sneak peek at new features of our CRM software (exciting for the techy members of the team!).

SEE ABILITY
Live. Love. Thrive. Belong.

Over £30,000 was raised for See Ability, a charity which supports people who have sight loss as well as learning disabilities.







FINGERS CROSSED!!

your Seaford store has been entered into the 2023 Seahaven Business Awards!

We are entered for the 'Best Customer Service' category which is sponsored by the Sussex Sign Company. We're hopeful to be at least shortlisted as we strive daily to offer the very best service possible to each and every one of you who visits us!

Trustpilot

The awards ceremony takes place on Friday 12th May 2023, with celebrity host for the evening being BBC presenter John Young.

Wish us luck!!

KRISPY KALE CHIPS

Kale is absolutely packed with lutein and zeaxanthin (a carotenoid molecule found in the cells of your eyes). Your eyes will love those antioxidants alone, but kale also contains vitamin K which helps promote bone health and assists the liver in generating blood-clotting proteins.

INGREDIENTS

- 2 Tbsp olive oil
- 1/2 tsp sea salt
- 1/4 tsp smoked paprika
- 1/4 tsp garlic powder
- 1/4 tsp onion powder
- 1/8 tsp freshly ground black pepper
- Plus of course, 8 cups loosely packed kale, stems removed

RECIPE

Preheat your oven to 150°C. Take the kale and wash, dry and tear into large pieces.

Place the dried kale into a bowl, and toss to coat with oil. Spread it out on a baking sheet. Bake until crispy but not burnt, 20 to 25 minutes.

For the seasoning, combine the remaining ingredients in a small bowl. Sprinkle the seasoning over the kale chips, and serve.



NEW BRAND ALERT!





GIGI Studios

This quality brand was founded in Barcelona by a family that has always been passionate about eyewear. That family spirit has led to partnerships with independent eyewear distributors in more than 45 countries. GIGI Studios transmit knowledge and experience while passionately embracing the future, combining the finest Italian materials with high-quality design.

Take a look at the collection, available at your Seaford store!

100% optical®



A few of the Barracloughs team visited the Excel in London at the end of February for 100% Optical, the UK's largest optical event!

Hundreds of exhibitors of eyewear, equipment and many other optical goods attended the event. 100% Optical has been going for nine years now, with this year's event achieving a record 10,657 visitors, being hailed as the best show yet.

100% Optical heavily focuses on the fashion elements of eyewear, it always carries a vibrant and buzzing atmosphere - it's not your average trade show, that's for sure. This year also saw many brands showcasing their sustainable eyewear collections.

The Barracloughs team looked at some stunning new eyewear collections which have already made their way to our shelves!

The Barracloughs Crossword



Across

4. 3D imaging to see the layers of the back of the eye is called Ocular _____ Tomography (9)
6. The Optic _____ relays messages to our brain (5)
7. The term for short-sightedness (6)
8. A type of damage we should protect our eyes from all year round? (5, 6)
9. Another term for squint (10)
10. These can cause cloudy/blurred central vision (9)
14. The term for long-sightedness (13)
16. What protects our eyes from dust, dirt and debris? (9)
17. At Barracloughs, as well as eye appointments, we offer what appointments? (7)

Down

1. The age when the eyes are usually fully developed (5)
2. Barracloughs founder (5, 11)
3. How many practices do we have? (5)
5. Complete the condition: Age-Related _____ Degeneration (7)
11. Carrots contain Beta _____ which is good for eye health (8)
12. The shape of a goat's pupil (6)
13. There are over two _____ people in the UK living with sight loss (7)
15. What is the name of the coloured part of the eye? (4)