

Barracloughs *Bulletin*

A NOTE FROM THE DIRECTORS

Welcome to our summer newsletter! We hope you're enjoying the warmer weather and the longer days. As we head into the summer months, we wanted to take a moment to remind you of the importance of eye health.

Your eyes are one of your most important senses, and it's vital to protect them from UV rays... all year! Whether it's sunglasses, fitovers or even just a hat, think about how sensitive your eyes are this summer and take steps to look after them.



Jeremy Heynes and Nigel Barraclough

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- Welcome to our new Optical Assistant, Jorgi!
- Fab new eyewear collections across all stores!
- Stroke Awareness Month.
- Victoria celebrates 25 years, wow!
- Advanced dry eye solutions to soothe those eyes.
- 5 common questions our audiologists are asked.
- A delicious recipe to help keep your eyes AND ears healthy!
- The Barracloughs summer party!

**PLUS
MORE!**



FASHIONABLE FRAMES FOR FORWARD THINKING EYEWEAR CONNOISSEURS!

Your **Bexhill store** is proudly now stocking Booth & Bruce eyewear. This striking collection has quickly grown into the globally recognised brand we know and love today, while keeping its roots firmly grounded in the ethos, and ideals that were there from the start. True independent eyewear with a style and colour to match all tastes! **Visit Kate and the team** to see what catches your eye! Bold, colourful and fun, what's not to love? And that's just the team 😊



WELCOME TO

Jorgi!

A big welcome to Jorgi who has joined us as Optical Assistant at your **St. Leonards store!** Jorgi has settled in brilliantly and we're loving her being a part of the team!

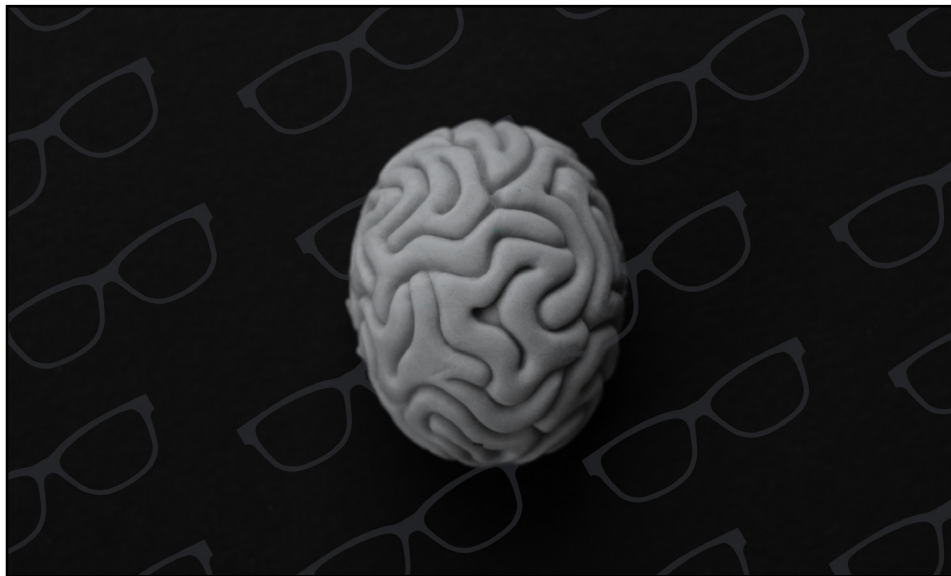
Your sight exam can detect a risk of stroke

May was stroke awareness month, the ideal time to highlight how your routine sight test can be more important than many think.

Many people are unaware that routine sight exams can detect early signs of eye disease. An eye exam can also help identify many other health conditions including high cholesterol, high blood pressure, diabetes and increased risk of stroke.

A study published in the journal Ophthalmology found that people with certain changes in their eyes were more likely to have a stroke in the future.

The changes were seen in the retina, the light-sensitive layer of tissue at the back of the eye. Researchers believe that the changes are caused by damage to the blood vessels in the retina, which can be a sign of damage to blood vessels elsewhere in the body, including the brain.



The changes included:

- Thickening of the blood vessels in the retina
- Narrowing of the blood vessels in the retina
- Leakage of blood from the blood vessels in the retina

The researchers say that the findings could help doctors identify people at risk of stroke and take steps to prevent it. Lead author Dr. Matthew Gardiner, from the University of Oxford says,

"This study provides further evidence that eye tests could be used to identify people at risk of stroke. We believe that this could be a valuable tool for stroke prevention, and we are currently working on developing a simple and affordable test that could be used in primary care settings"

The study was funded by the [Stroke Association](#) and the [Medical Research Council](#).

There are a number of things you can do to reduce your risk of stroke, including...

- Get regular eye exams [\[book here\]](#)
- Control your blood pressure
- Control your cholesterol
- Manage your diabetes
- Quit smoking
- Maintain a healthy weight
- Get regular exercise
- Eat a healthy diet
- Limit your alcohol intake
- Know your family history



May was
**STROKE
AWARENESS
MONTH**

The study looked at data from over 100,000 people in the UK.

The researchers found that people with certain changes in their retinas were more likely to have a stroke in the next five years.

**Stroke
strikes
every
FIVE
minutes**



DOUBLE WIN FOR VICTORIA!

Many of you will know Victoria, most likely from visiting **your Eastbourne store**, where she was Store Manager for many, many years and still works today as an Optical Dispenser.



Recently, Victoria celebrated **20 years with Barraclooughs!** We are so thankful for her loyalty over the years as are many of you who often comment on her bubbly and cheerful approach to each day.

The cherry on top, was that Victoria has also been awarded Employee of the Quarter! Again for being so kind and helpful to not only customers but the team as well!

Thank you Victoria, we hope you enjoy your prizes!

ADVANCED DRY EYE DROPS

Prevent your tears from evaporating...

RESTORES THE LIPID LAYER · CAN HELP 86% OF DRY EYE CASES · LONG-TERM SYMPTOM RELIEF



A SOLUTION TO EVAPORATIVE DRY EYE

Now available at all Barraclooughs stores, **Thea Lipid dry eye relief drops**. The brand new formula is designed for those who suffer with Aqueous Deficient Dry Eye (ADDE), Evaporative Dry Eye (EDE) or Mixed Dry Eye (ADDE and EDE).

Thea Lipid is made up of a 3-in-1 preservative-free formula with natural lipids: Soybean Phospholipids, Glycerol and Medium-Chain Triglycerides. It's suitable for contact lens wearers and restores and stabilises the tear film for long-lasting symptom relief.

Burning sensation? Watery eyes? Redness of eyelids? Thea Lipid or our other Thea products could be just what you need for fresher eyes

**MOSCOT**

NEW YORK CITY, SINCE 1915.



WE ARE THRILLED TO ANNOUNCE THAT YOUR **EASTBOURNE STORE** IS NOW STOCKING WORLD-RENOWNED PREMIUM BRAND, MOSCOT EYEWEAR.

MOSCOT is a five-generation family-owned New York City heritage eyewear brand renowned worldwide for its iconic eyewear.

The MOSCOT optical roots were first planted in America by Great Great Grandfather, Hyman Moscot, who arrived from Eastern Europe via Ellis Island in 1899. Hyman began selling ready-made eyeglasses from a pushcart on Orchard Street on Manhattan's famed Lower East Side. Now, over a century later, MOSCOT is a New York City institution that infuses its unmistakably refined, downtown aesthetic with over 100 years of eyewear expertise and unparalleled craftsmanship to create its timeless eyewear.

All MOSCOT eyewear is handmade using the highest quality materials, real hardware, and hinges that are riveted through the temple and frame fronts to ensure the sturdiest construction possible. Every MOSCOT frame is available as ophthalmic eyewear or sunglasses, with or without a prescription, and is customisable in a variety of frame sizes and colours. With over 100 years of eyewear expertise, MOSCOT carefully inspects every frame for quality control in its own labs, housed within its New York City Shops, before dispensing eyewear to customers worldwide.

Visit Emma and the team to take a closer look!

INTERPRETING & TRANSLATION SERVICES

Our teams have recently been offered access to interpreting and translation services, via the NHS and other Government pathways.

Natalie at our Battle store has shown a keen interest as she has served a few patients over the years who are deaf. Natalie is currently looking into enrolling on a British Sign Language course as well.

I really like the idea of being able to communicate better to anybody who is deaf or suffers with some hearing loss. It would be really useful outside of work at times as well - it's not until you think about what life is like for people with partial/no sight or hearing that you really realise how challenging everyday life can be for them. If we can make it a bit easier then that's perfect as not everybody has the luxury of an interpreter being with them everywhere they go.

These extra resources could provide the team with extra skills to communicate with those patients who require alternative methods to help them take in information during their visit to Barraclooughs.





AUDIOLOGY TOP 5 Q&A

ANSWERS TO QUESTIONS MOST COMMONLY ASKED OF OUR AUDIOLOGISTS



Doesn't hearing loss only affect older people?

Hearing loss is a natural part of ageing, but that doesn't mean the younger generations are immune! Age can induce hearing loss due to the wear and tear of sensory hair cells in your ear, however there are many other causes of hearing loss, too. A build-up of ear wax can easily impair your hearing, as it blocks sound waves from reaching the inner ear. Infections or damage to the eardrum can also impact your hearing – and have nothing to do with how old you may be!

Can I wait for my hearing to get worse before I start wearing hearing aids?

Ideally, no. The sooner any form of hearing loss is diagnosed, the more of your natural hearing ability can be preserved. Auditory deprivation is a condition which occurs when the brain lacks stimulation over time, and affects the ability to interpret words. Hearing aids stimulate your the part of your brain which recognises sound, which helps prevent, or sometimes even reverse, auditory deprivation.

Will I be able to tell if my hearing gets worse?

The symptoms of hearing loss are often more noticeable than the hearing itself. You can find yourself feeling tired and fatigued, as your brain is using extra effort trying to understand and listen to what's going on around you. Social isolation can also subconsciously occur, as it's an increasing struggle to follow conversation (especially in bustling social situations) you can feel less obliged to be out and about, even doing what you enjoy. In turn, this can lead to low mood, which when paired with fatigue is more recognisable than hearing impairment.

Does hearing loss affect all of my hearing?

This really depends on the kind of hearing loss you have. Natural hearing loss normally affects the higher frequency sounds first, which can affect your ability to hear conversations and alarms, and gradually increases over time. However, if your ear canal is blocked with wax, or you have a perforated ear drum, this can impact all frequencies of hearing.

I can't do anything about my tinnitus problems, can I?

Although tinnitus doesn't have a 'cure', there are therapies that help ease the symptoms which many people find relief in. One of the most common forms is Sound Enrichment Therapy (SET), which is the method of producing a background noise such as waves and rain to combat tinnitus symptoms. Many hearing aids have this as a setting.

Book your **free** hearing assessment today:

BATTLE

BEXHILL

EASTBOURNE

POLEGATE

SEAFORD

ST. LEONARDS

UCKFIELD

Vegetable Frittata

with orange pepper, spinach and sun-dried tomatoes

Orange peppers, eggs and spinach are great for your eye health! The magnesium in the spinach and the potassium in the eggs is also great for guarding against hearing loss! Not only do you get a delicious dish, you get to boost the health of your eyes and ears!

3 eggs
1 Tbsp milk (1% or skim)
1/2 cup diced orange peppers
1/4 cup sun-dried tomatoes
1/4 cup frozen spinach (chopped)
1 Tbsp olive oil
1 Tbsp parsley salt and pepper

Whisk together eggs, milk, parsley, salt and pepper and set aside.

Sauté pepper and sun-dried tomatoes in 1 tablespoon olive oil for 1 minute over medium-high heat in a non-stick pan.

Add frozen spinach and continue cooking until spinach has thawed and cooked. Reduce heat to low and add egg mixture, ensuring that vegetables and eggs are evenly distributed in the pan.

Cook on low heat until top of frittata begins to cook, approximately 5 minutes. Make sure the bottom does not burn. Flip frittata by placing a plate over top of pan, flip the pan and slide frittata back into pan. Cook on low for another 1-2 minutes. Alternatively, place oven-proof pan in oven and broil on low for 3 minutes or until top of frittata is cooked.

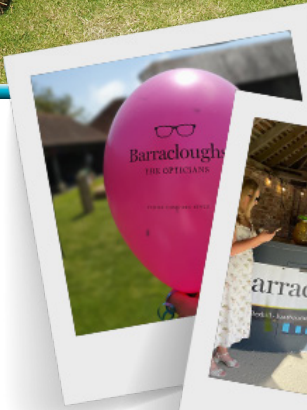
Remove from heat and let sit for 10 minutes.

The frittata can also be enjoyed at room temperature or even cold the next day.

Recipe courtesy of allaboutvision.com

Orange peppers are also a great source of zeaxanthin which we often speak about - it is a protective carotenoid that is concentrated in the macula of the eye. They're also rich in lutein, vitamin C, vitamin E and beta-carotene.





Barraclooughs Summer Party!

At the beginning of June we held our Barraclooughs summer staff party, and what a fantastic afternoon and evening it was! To top it all off, the weather was absolutely beautiful!

It was so nice to get all the teams together which doesn't happen often - aside from some training sessions, which isn't quite the same!

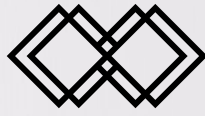
Huge thanks go out to [Peelings Manor Barns](#) where we held the party. They were an absolute pleasure to deal with and we highly recommend them if you're looking for a stunning venue for an event!

Our DJ for the night was the amazing [Neil Povey - DJ & Event MC](#), who lived up to the hype, a truly lovely guy and really added to the event by mingling and getting involved, all the while providing the tunes! The delicious food on the night was courtesy of [The Bajan Jerk Box](#) - simply the type of food that you'll tell your friends about, Andre is an absolute gent too! This was followed by the mouth watering [Crêpes De La Crème](#), perfect food to eat around the fire pit! Bradley and Rosie are both so down to earth and very accommodating. Lovely people.

Last but not least, the fun lawn games were provided by [Rent Event](#) (giant Jenga got a bit competitive!).

All in all, a brilliant night!





BARTON PERREIRA

Independent, hand-made,
committed to environmental sustainability

NOW AVAILABLE
at your **Battle store**

