

Euin Steele & Partners PRACTICE NEWS

www.euinstele.com

Summer 2014

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Refurbishment Finished

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Over the past 6 months we have embarked on a very ambitious restructuring and refurbishment of the Practice. This has been done to allow us to give all our patients the very best in eyecare & eyewear.

- ◆ Newly refitted reception area
- ◆ Optomap / OCT/ Visual Fields all on ground floor
- ◆ Enlarged state of the art spectacle dispensing suite
- ◆ Air conditioned ground floor
- ◆ New sunglasses display area
- ◆ 2 fully refitted consulting rooms, one ground floor and one 1st floor
- ◆ New computer software that allows us to use text messages and emails for reminders
- ◆ New website going on-line May 2014



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Wimbledon 2014

Prescription Sunglasses

COMPLETE SUNGLASS PRICES

Single vision sunglasses from **£119.00** (*EyePlan £89.25*)

Bifocal sunglasses from **£147.00** (*Eyeplan £124.95*)

Quality Varifocal sunglasses from **£183.00** (*EyePlan £155.55*)

Prices include frame, lenses, hard case and cloth.

Polaroid and premium varifocal lens options available at extra cost. Non prescription sunglasses are available at the single vision price. Wimbledon Sunglasses are manufactured by Rodenstock. Official licensees to The All England Lawn Tennis and Croquet Club, Wimbledon, England.



**15% off as
2nd Pair**

Eyeplan Launch

- A GREAT WAY TO LOOK AFTER YOUR EYES!: ask for leaflet!

Eyeplan is an innovative eye care programme specifically designed to provide you with access to the very best of eye care. HOW DOES IT WORK?

- You pay a monthly eye care fee
- Eye Examinations as frequently as you want, and can include Optomap Retinal Examination, OCT Glaucoma screening and OCT Macular Degeneration Screening. (OCT screening on Full Comprehensive Eyeplanonly)
- All Spectacles, Contact Lenses and Sunglasses at EYEPLAN PRICES
- Accidental Damage Cover on Spectacles & Sunglasses
- Special Eyeplan Events throughout the year

CONTACT LENS NEWS

Contact lenses are a very real alternative to spectacle wearing. The advantages offered are many and depend on the type of lens used. Here are some options:

BIFOCAL CONTACT LENSES : These new lenses afford both clear distance and near vision in all areas of gaze as against spectacles which have specific areas to look through. These are available in most prescriptions and a free assessment trial on the day of an eye examination can be undertaken to show you the benefits. The lenses are available as '*soft*' or '*gas-permeable*' lenses. We have detailed brochures on the lens and these can be obtained by calling in to the Practice.

COLOURED LENSES : These '*soft*' lenses can either enhance your own colouring or change your eye colour completely. They come in a large range of colours including blue, brown, green, grey and violet.

They are also available in a large range of regimes including disposable and conventional lenses so can either be worn occasionally for special events or for every day use. A trial can be organised so as to sample the different colours and their effects. **NEW: AVAILABLE NOW IN 'DAILY' LENSES**

ORTHO-K LENSES (CORRECTION OF SHORTSIGHT) : This is strictly a procedure rather than just the supply of lenses but involves the use of special '*Gas Permeable 'rigid*' lenses. These are worn overnight so as to change the shape of the eye and allow clear vision WITHOUT contact lenses or spectacles during all waking hours. This is a very specialised fitting and full brochures on it are available from the Practice, including a fee sheet.

DISPOSABLE LENSES : These '*soft*' lenses have become the most popular form of lens wear. The regimes vary from Monthly, two weekly through to daily disposable and can even allow some extended wear (overnight). **Literature on all these lenses can be obtained from the Practice.**

Contact Lenses for Occasional use

Would you like to be without spectacles for social occasions, sports or other recreational pursuits?

The new '**One day disposable**' **Soft lens** is here. They can be worn once a month, once a week or even more without the inconvenience of cleaning solutions or Contact Lens cases.

For a cost of approx. £ 1.25 a wearing these lenses are both cost efficient and convenient with a supply of lenses bought and more purchased as necessary.

NOW AVAILABLE AS COLOURED COSMETIC LENSES

Contact the Practice for more details.

High Tech Optical Lens Design Here



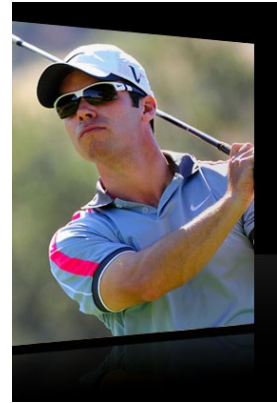
Modern spectacle lenses are precision optical devices.

The new generation of 'Bespoke free-form' lenses

allow a much higher optical quality lens to be made. These lenses need accurate positioning in the frame for optimum performance. We are the first optical Practice in South Essex to measure you for these lenses with the new 'Impressionist 3'. This 3-D image device allows pin-point positioning of the lens within the frame to give you the best all-round vision. These new lenses are available in single-vision or varifocal form. Claire, our registered dispensing optician, will be happy to discuss these options to you.

Nike prescription sunglasses

For those looking for true prescription sunglasses for sports or recreation use, the new range of Nike Frames are your answer. The frames are lightweight, strong and designed for all sports use. They are designed to be used with high performance 'curved' prescription lenses which give the wearer excellent all-round vision.



There are 'impact resistant' options as well as a full range of sports tints including 'contrast enhancement', polarised and normal 'clear' lenses for wind protection. The frames have been designed for running, riding, golf, cricket and all other non-contact sports

Childrens Eye Health

Children's eye health should not be neglected and here at Euin Steele & Partners we will be happy to advise parents on the best way to protect their child's eyesight. All children should have regular eye examinations from the first year of life upwards (standard checks for children are paid for by the NHS). Vision is developed over the first 4 years of life and all children should be screened early.

For children involved in active sports, such as rugby, football and judo; we offer a range of sports frames with impact resistant lenses. We also have a range of prescription swimming goggles.



Our collection of children's eyewear is one of the largest in Thurrock and the NHS children's voucher can be used towards the entire range.

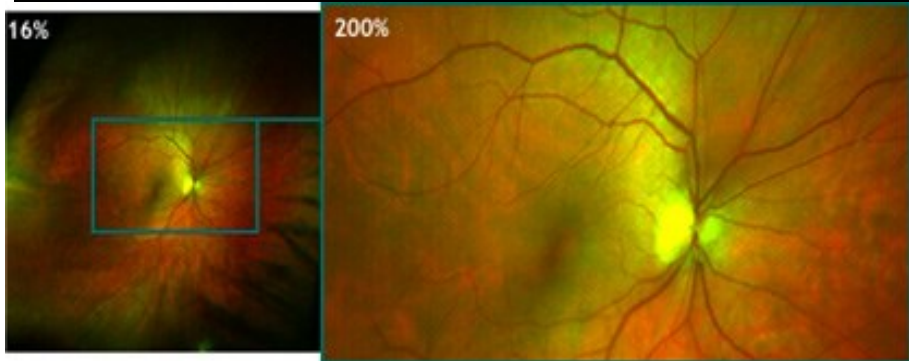


All children should be protected from UV light found in bright sunlight. Sunglasses should be a must, especially if spectacles are worn already.

Prescription sunglasses for children are available at special prices so ask our dispensing staff for details.



Optomap Retinal Exam is here



The Optomap retinal examination will produce the most comprehensive image of the back of your eye and allow us to perform the most thorough eye examination possible. This technology allows us to check up to 50 x the area normally seen by standard eye photographs and allows us screen out eye pathology such as retinal detachment, retinal tumours and many general health conditions.

This Practice is committed to offering you the latest advances in eye care. We recommend the Optomap Retinal Exam to everyone.

Glaucoma & Macular Degeneration Screening Examination

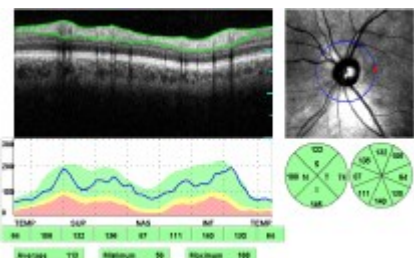


We are pleased to be one of the first optometrists in South Essex to offer the new screening examination for Glaucoma and Macular degeneration.

Optos OCT SLO

These two eye conditions are the most common causes for poor

vision within the UK and are very difficult to detect in their early stages.



The new OCT scanner allows us highly detailed, 3-D images of the back of the eye. These images give us highly accurate measurements of retinal thickness and optic nerve head size that allow us to detect these two conditions up to two years earlier than conventional exams.

If you have a close relative with either of these conditions or you are a smoker, you could be more at risk.

Optomap & OCT Screeing is offered as an extension to a standard eye examination



ck
Calvin Klein

New Designer Ranges 2014



NINA RICCI
PARIS

VALENTINO

CLAUDIA
SCHIFFER
BY RODENSTOCK

EYE EXAMINATION CHARGES FOR 2014

All patients over 60 years of age or under 16 yrs are entitled to an Eye Examination paid for by the NHS. This also applies to under 19 yrs & at full time education. Spectacle Vouchers are available through the NHS for children & low income groups.

PRIVATE EYE EXAMINATION : £ 38.00 NHS EXAMINATION No Charge

OPTOMAP Retina Exam (Adult) £ 30.00 OPTOMAP Retinal Exam (Under 18 yrs age) £ 22.00

GLAUCOMA Enhanced Screening £ 35.00 MACULAR DEGENERATION Screening £35.00

CONTACT LENS CHARGES

FULL AFTERCARE (30 mins) £ 42.00 CONTACT LENS ASSESSMENT £ 45.00

SIX MONTH AFTERCARE £ 38.00 RE-ASSESSMENT £ 45.00
(New Patient *or* 3 yrs since last aftercare)

ORTHOKERATOLOGY ASSESSMENT £ 75.00
(Becomes part of fitting cost if successful)

****ALL OF THESE CAN BE AT NO CHARGE FOR EYEPLAN PATIENTS****

DON'T FORGET OUR PRICE PROMISE :

If you find your spectacles priced at a lower cost than the one you paid, we will refund the difference.

(This excludes spectacles offered by Membership clubs)

K.P.LEWIS BSc FCOptom DipCLP

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