

WILSON WILSON & HANCOCK NEWS

NEW OFFERS



WE HAVE IT COVERED

FREE contact lens fitting and starter lenses when you sign up for our contact lens direct debit scheme

SEE MORE OFFERS ON BACK PAGE

NEW RANGE



Andy Wolf Eyewear, our newest range of handmade frames.

This Austrian brand brings cutting edge designs to Wilson Wilson and Hancock. Handmade with passion and precision, they are available from November.

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Read a mother's story about her daughter's sight care experience.

A simple eye test, which is free on the NHS, is essential for early detection of potential problems, read the whole story inside...

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Christmas offers and events... including drinks and mince pies. See back page for details and dates.



Welcome to the new Wilson Wilson & Hancock newsletter

Every quarter we will update you on all the latest developments, new products and special offers available at our branches. To find out more or to discuss anything mentioned in this newsletter please contact us using the details below.

Note our new email addresses.

Hastings	01424 421 717	hastings@wilsonwilsonandhancock.co.uk
Rye	01797 223 700	rye@wilsonwilsonandhancock.co.uk
Lewes	01273 472 360	lewes@wilsonwilsonandhancock.co.uk
Tenterden	01580 762 069	tenterden@wilsonwilsonandhancock.co.uk

www.wilsonwilsonandhancock.co.uk

NEW FOR AUTUMN 2018

Introducing Andy Wolf Eyewear direct from Austria



Andy Wolf, our newest eyewear range, arrives this November in Hastings, Rye, Tenterden and Lewes. Handmade in Austria, it takes 90 different steps to produce a single Andy Wolf frame.

The result - precision cut, hand-finished frames made to unique designs and using the highest quality (sustainably produced) acetates. We're always on the look-out for

innovative new designs that are a little bit different to the norm; Andy Wolf frames fit that description and we hope you like them as much as we do.



Refer a Friend

We have seen a big increase in the number of new patients coming to see us.

A lot of that is down to you - our existing patients - and the strength of the recommendations you give to your family, friends and colleagues regarding the quality and professionalism of the service we offer. Your trust in us is important and not something that we take for granted.

To say "thank you", each branch is offering patients a chance to win a meal for two at the restaurants below when you refer a friend (or family member, colleague... you get the idea!) during November, December and January. Full details available in store, and the winners will be announced in the next edition of this newsletter.

Lewes - Horsted Place

Tenterden - Montalbano Restaurant

Hastings & Rye - Wild Mushroom



Calling all Parents

WWH director, Joanne Burgess, shares a personal perspective on children’s eyecare.

When my daughter was about to start primary school I kept saying that I must get her eyes tested. However, something always came up and I never got around to it. As a Dispensing Optician, I should have known better.

When my daughter started school, she took part in the school vision screening, which involved the basic test of reading letters on a chart. The screening showed that she couldn’t read the letters with her left eye and the school recommended that she have a sight test. Following a full eye examination at WWH’s Hastings practice, we were referred to the Conquest hospital – my daughter had been diagnosed with amblyopia (a lazy eye) in her left eye.

Amblyopia is a fairly common problem, which occurs when the brain ignores the visual information received from the weaker eye, causing that eye to not develop fully and creating near total reliance on the other eye. We were lucky because my daughter didn’t have a squint, and so no patching was required, but we spent a year going for checks to ensure that the spectacles prescribed were correcting the blurred vision in her left eye and forcing it to work. Gradually, her ability to read the letters on the chart began to improve, along with her depth perception.

My daughter will always need to wear spectacles or contact lenses, but because she was diagnosed at an early age, both eyes (with spectacles in place) now work together. Looking back through my family medical history, it appears that she inherited amblyopia from my mum, whose “lazy eye” was never corrected when she was young, as a consequence of which she still has poor vision in one eye.



Amblyopia doesn’t go away on its own and, left untreated, it can lead to permanent visual problems. Screening programmes for children in their first year of school are important, as undiagnosed sight problems can affect a child’s education and general development. However, parents don’t always appreciate the difference between an eye examination and basic screening, which is only designed to pick up certain potential eye problems, but isn’t as comprehensive as a full eye examination carried out by an Ophthalmic Optician.

Signs that your child may have a problem include:

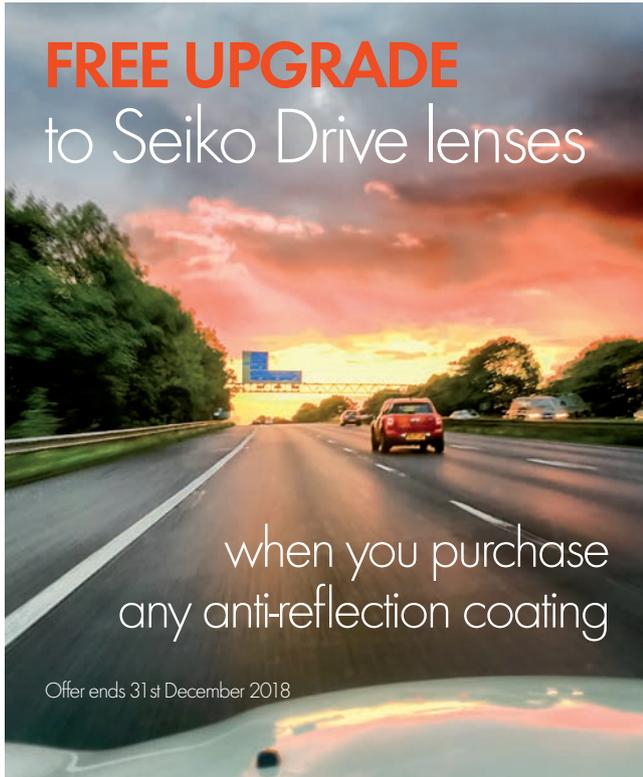
- One eye turns in or out
- Constant rubbing of the eyes
- Clumsiness or poor hand and eye coordination
- Sitting very close to the television, or holding books or objects close to their face
- Behavioural or concentration problems at school
- Complaining about blurred or double vision, or they have unexplained headaches

*At WWH, we’re committed to children’s sight care, and something as simple as having an eye test, which is **FREE** on the NHS is the best way to look after your child’s eye health and vision.*

Thank You! 2018 is flying by and with each passing month, we’re receiving really positive feedback on some of the changes we’ve been making, including our new look newsletter, so it was lovely to read recent comments from two of our customers:

“ I would like to thank the receptionists and also the excellent service that I received from Elizabeth, my Optician, and I would always recommend Wilson Wilson and Hancock in Hastings to family and friends. ”

“ The Opticians in Rye are excellent - their check-ups are very thorough and unrushed and their knowledge of the ‘product’ and the fitting of the glasses faultless. Have been with them for many years and hope that I will be for many more! Thank you! ”



FREE UPGRADE
to Seiko Drive lenses

when you purchase
any anti-reflection coating

Offer ends 31st December 2018

Staff and Branch UPDATE

We say congratulations to:

Hannah Brooks, for passing her 2nd year Federation of British Dispensing Opticians exams and we wish her well in her final year of study. We look forward to welcoming another fully qualified Dispensing Optician in the summer of next year!

Justyna Hook and Marian Pierce, who received their WSMC level 2 certificates on Thursday 18th October.

On their bikes!

Staff from our Lewes branch are getting on their bikes for charity and will be taking part in the London to Brighton cycle race in aid of the British Heart Foundation on Sunday, 16th June 2019. Claire Conibear has recently learned how to ride a bike in order to take part! Anyone wishing to sponsor the team can get more details in-store.

Christmas special offers and events

BLACK FRIDAY EVENT

23rd November at all branches
25% off all frames for one day only

*Please join us for Christmas
prosecco and mince pies*

TENTERDEN

Late Night Shopping
Friday 23rd November

HASTINGS

Saturday 8th December

LEWES

Thursday 6th December



*Save the date
and see you there*

£50 OFF

Christmas
discounts
of up to
£50 on
frame
purchases



Offer valid on a wide selection of frames during December 2018