

# WILSON WILSON & HANCOCK NEWS



**20-20 VISION**

How to keep your spectacle prescription at 20-20 vision for 2020.

Keeping your eyes healthy throughout 2020 and beyond.

PAGE 2



*Prue* by **RONIT FÜRST**

Artist and eyewear designer Ronit Fürst launches a stunning new collection, Prue by Ronit Fürst.

The collection is available through your local branch and for a sneak preview turn to page 3!

PAGE 3

**WIN WIN WIN WIN**



*RONIT FÜRST*

Send us a photo of yourself in your new glasses for a chance to WIN a pair of sunglasses of your choice!

BACK PAGE



*Rye Branch*  
**OPEN SATURDAYS**

Branch news - a round-up of what's happening at Wilson's.

News from the editor, AJ Bester and Rye's new opening hours.

BACK PAGE

## Welcome to the Wilson Wilson & Hancock newsletter

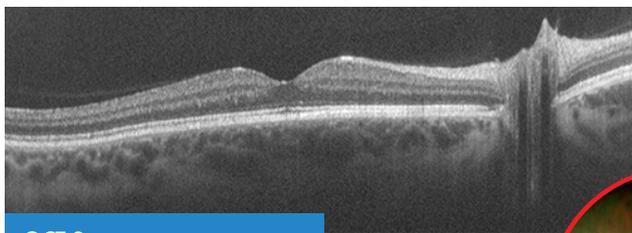
Every quarter we will update you on all the latest developments, new products and special offers available at our branches. To find out more or to discuss anything mentioned in this newsletter please contact us using the details below.

# 20-20 VISION IN 2020

**“20-20 VISION” is the American term for a good quality of vision, either with or without spectacles and what most people know through American films and TV.**

In fact, it is a standard of measurement of vision and relates to the size of a letter or number which a person with good vision should be able to see at 20 feet away. However, in the UK and the rest of the world, we are metric and class good vision as 6/6, which relates to the size of the letter we can see at 6 meters away – virtually the same as 20 feet.

People with healthy eyes should be able to achieve 20/20 vision, but will need spectacles to do this if they are short sighted (myopic) and those who are long sighted (hyperopic) will need to as the lens in the eye ages and is unable to focus for itself. This is particularly important with driving. The visual standard for driving is only half as good as 20/20 vision in the consulting room, but you also have to be able to read a number plate at a distance of 20 meters. Because number plate letters and numbers are very close together, they are much more difficult to interpret, especially if you are slightly out of focus. As we get older, the lens in the eye becomes cloudier – early cataract – reducing vision and causing glare, especially with night driving. In this situation, many people with reasonable vision indoors will struggle with the number plate test, so with the police conducting roadside tests, it is vital to keep your spectacle prescription up to date.



**OCT Scan**

Allows us to see the layers of the retina below the surface.

**optomap retinal image**

Allows us to see 80% of the retina in one image.



## So, what can preserve our good vision?

The obvious thing is regular eye checkups as, apart from cataract which is a normal aging process in the majority of cases, the early detection of fairly common conditions such as macular degeneration (in the retina, the film at the back of the eye)



**optomap®**  
ultra-widefield retinal imaging

and glaucoma – where the pressure inside the eye can rise – are extremely important as early treatment can be very effective. Fortunately, we now have advanced technology with image scanners such as the state of the art Optomap and Ocular Tomographers to detect these conditions at an early stage.

## There are things that we can do for ourselves.

It is well known that ultraviolet light can attack the very specialized macular area in the retina, so wearing tinted lenses on sunny days and when on holiday in hot countries is advisable. Also, the minerals that are important to support the macula are to be found in most green leafed vegetables and fruit, so a balanced diet is important. If your diet is lacking in these foods, or if there is a strong family history of macular degeneration, then there are effective supplements to help like Macushield.

Diabetics should be aware that they are more at risk of developing problems. Smoking is a definite no-no as studies have shown this to have a definite link to macular degeneration.

# Prue by RONIT FÜRST



Ronit Furst and Prue Leith have announced the launch of their exclusive eyewear collection.

Initially, the collection will consist of 12 designs in six colourways and patterns per style. Bright tones like blue, green, red and purple have been colour-blocked alongside hand printed patterns such as tortoiseshell on sleek and cohesive acetate frames designed to suit all face shapes.



AVAILABLE TO VIEW NOW\*



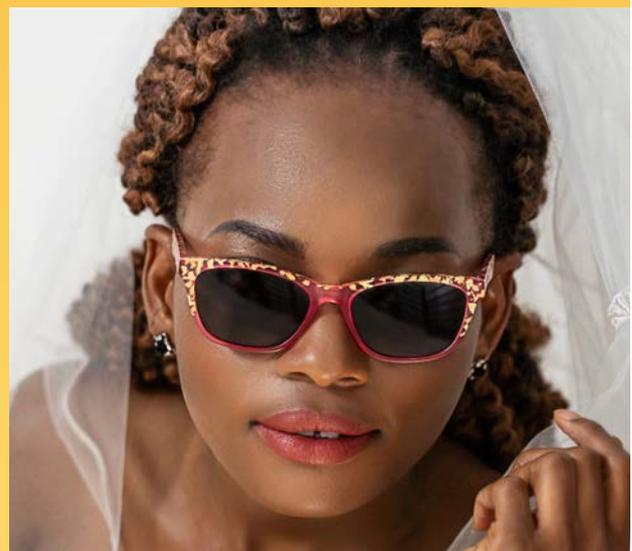
'What inspired me to develop this range with the brilliant Ronit Furst was winning Spectacle Wearer of the Year and the many people, women and men, who have complimented me on my love of colour.'

*Prue Leith.*

## Colour is the passion with RONIT FÜRST

Each one of Ronit Furst's frames is hand painted. This is what gives them the freedom to produce almost every pattern and colour combination that they (or rather Ronit) can imagine. Looking closely one can actually see the paintbrush strokes and the texture of the paint, just like a painting on canvas. After the painting is completed the frames undergo a special coating procedure, which will give it its finished look - crystal shiny or sandy matt - and which also protects the painting from dirt and other unwanted effects.

The frames are designed to look different from every angle, with fine detail and tiny embellishments, graduated colour schemes and asymmetric designs. The ethos of the range is to create quirky, individual styles that capture the wearer's personality.



\*Ronit Furst frames are available in-store at Hastings but can be ordered by all branches to be viewed.

## From the editor...

Sat at my desk I produce our quarterly (sometimes slightly longer) Wilson Wilson and Hancock newsletter which is a quarterly conversation about life as it looks from the helm of Wilson's.



We believe in relationships and really value having a strong relationship with our customers, many of you have known a lot of us for years. This is our way of being open and showing people what we are like. For new customers, as we grow, we don't all personally get to meet you. This publication is an open dialogue so that you can get to know who we are as a company, and we like to show you some of our personality. We're not a faceless company.

For regular clients, many of you only come in once a year or once every two years. So, we can go a long time without seeing you and a lot can happen in a year or two. Hence, we like to keep in touch. Your feedback is invaluable, and I am extremely interested in what our customers have to say. I enjoy responding to your comments and finally I enjoy putting this newsletter together.

Please send your thoughts and comments to [hastings@wilsonwilsonandhancock.co.uk](mailto:hastings@wilsonwilsonandhancock.co.uk)

*Joanne Burgess*

## RYE BRANCH NOW OPEN SATURDAYS

*Come in We're*  
**OPEN**



We are happy to announce that the Rye Branch is now **OPEN** on Saturdays plus we now have **Optomap Retinal scanning.**

Scanning can spot signs of cancer, diabetes, heart disease, hypertension and stroke. The Optomap ultra widefield retinal image helps your optometrist protect your vision and maintain healthy eyes.

**CALL US ON 01797 223700**

OR POP IN TO SEE US AT

63 CINQUE PORTS STREET, RYE TN31 7AN

## COMPETITION TIME

If you are happy with your new glasses, we would love you to send us a photo for our Facebook page or send in a photo that we can print in our newsletter. You will then be entered into a prize draw to **WIN** a pair of either prescription or Non prescription sunglasses of your choice.... so come on don't be shy, send us your photo's. The competition will be drawn at the end of April.



## AJ Bester

For those of you who attend our Tenterden Practice, AJ will be a familiar sight. AJ has started the year by taking exams - The Professional Certificate in Glaucoma which is certified by the College of Optometrists. At WWH our Optometrists like to keep on top of the latest progressions that are happening in the world of optics and work closer with some of the Ophthalmologist's at the local hospitals. It also enables us to provide a service to patients where we can see them in the community rather than them having to attend the hospital. We wish AJ every success with his results and will keep you all posted.

