

*where eyecare comes first*

## *Autumn/Winter*

- 1) Myopia
- 2) Hyperopia
- 3) Frame Fashion
- 4) Presbyopia
- 5) Colour blindness
- 6) Why choose us?
- 7) Astigmatism



**David Dowley  
Eyecare Opticians**

🏠 50 York Road, Acomb,  
York, YO24 4LZ

☎ 01904 788 811

💻 [daviddowley.co.uk](http://daviddowley.co.uk)

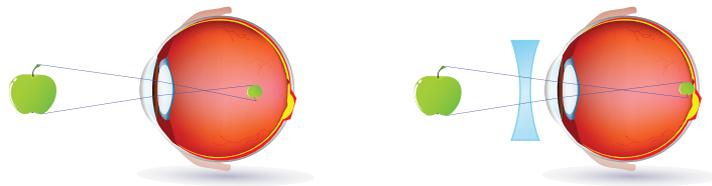
Welcome to our Autumn newsletter where we explain some common eye conditions.

## *Myopia*

Short-sightedness, or myopia, is a very common eye condition that causes distant objects to appear blurred, while close objects can be seen clearly.

It's thought to affect up to one in three people in the UK and is becoming more common. Short-sightedness can range from mild, where treatment may not be required, to severe, where a person's vision is significantly affected.

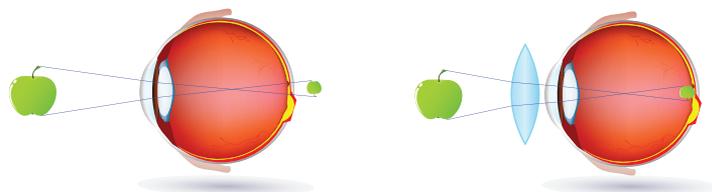
The condition usually starts around puberty and gets gradually worse until the eye is fully grown, but it can also develop in very young children.



## *Hyperopia*

Long-sightedness affects the ability to see nearby objects. You may be able to see distant objects clearly, but closer objects are usually out of focus.

It often affects adults over 40, but can affect people of all ages – including babies and children. The medical name for long-sightedness is hyperopia or hypermetropia.



## *Frame Fashion*

Styles change every year and at EYECARE opticians we can advise you in a friendly, helpful manner in a relaxed environment. Colours are bolder this year and frame sizes larger and with the use of new materials such as special acetates and titanium this will result in lightweight spectacles

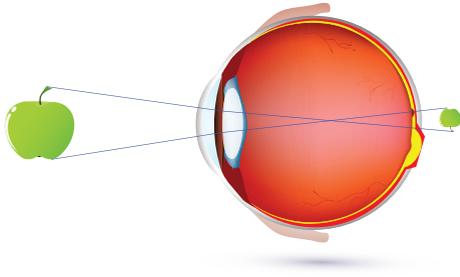
**2 for 1 offer**  
including Bifocals & Varifocals

**How does our 2 for 1 offer differ from other opticians?**

**WE SAVE YOU MONEY!**

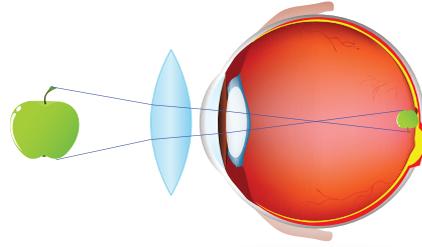
The two pairs do not have to be the same prescription. For example, if you need distance and reading glasses you pay only for one, the other is FREE! **Both pairs from £78.95 complete!** Contact us for full T&Cs.

# Presbyopia



As your eye ages the lens which sits immediately behind your pupil thickens and loses elasticity. This reduces the eye's ability to change shape and focus on near (and far) objects.

Freeform varifocals are a newer type of varifocal lens to correct presbyopia with reduced distortion and a larger reading area than older varifocal designs - at EYECARE Opticians our varifocals come with a 60 day no quibble guarantee. If you can't get used to them you can swap them to bifocals or separate distance and near spectacles.

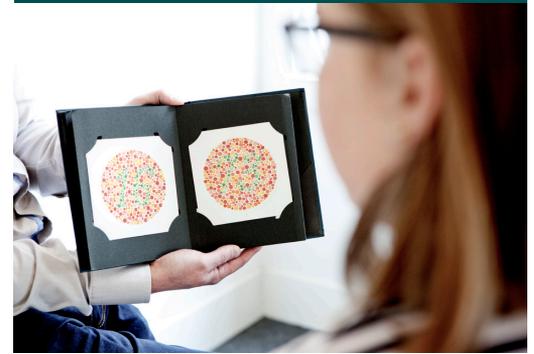


# Colour blindness

Colour defective is a better description rather than true colour blindness which is very rare.

This affects nearly 10% of men and is usually the red/green mechanism that is affected.

We can test for this and offer advice although there is no cure for a colour defect, this is important for career choice advice in children



# Why Choose Us?

- Local independent opticians
- On site laboratory
- NHS local eyecare scheme accredited member
- Qualified Opticians
- FREE NHS spectacles available for NHS voucher patients
- FREE spectacles & repairs for children under 16 (with a NHS voucher)



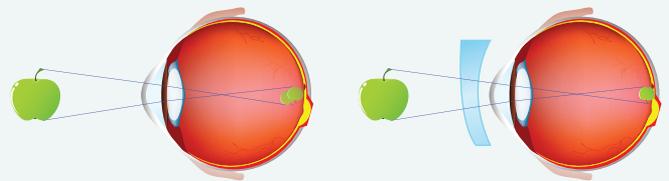
# Astigmatism

Astigmatism, along with short sight and long sight, is a common cause of blurry vision. It's usually corrected with glasses or contact lenses.

Astigmatism means your eye is shaped more like a rugby ball than a football, so light is focused at more than one place in the eye.

This can cause:

- blurred vision
- headaches
- eye strain (you may notice this after concentrating for a long time - on a computer, for example)



# £20

# OFF

# a complete pair of spectacles over £99.95

£20 off when you spend over £99.95 on a new pair of spectacles, terms & conditions apply.

Voucher expires on Dec 31<sup>st</sup> - please bring this voucher with you.

Visit for more details: [www.daviddowley.com](http://www.daviddowley.com)