

LORDS NEWSLETTER

WINTER 2024



STAFF SPOTLIGHT

We're excited to introduce a new member to our team!

Jasmine is a Dispensing Optician and joined us at the beginning of September.

She has already become part of the furniture in our Cromer branch and is thoroughly enjoying chatting to you all; advising on lens choice; coming up with new ideas and giving expert styling tips for those who find choosing a new frame worrisome.

We asked her what she likes the most about her job:

"As somebody who has a high prescription and has worn specs my whole life, I know first-hand how the appearance, the comfort and the vision can have a huge impact on how you feel.

I find it satisfying on a personal level to send people away with the best possible **spectaculars!**



A NOTE FROM THE CHIEF

Hello all,

Did you know that opticians only measure in quarters? That doesn't mean we charge £1.25 instead of £1.12, but that your prescription is rounded to the nearest quarter of a dioptre.

Standardised roughly 160 years ago we've measured in 0.25 steps ever since...Until now that is! The advent of the latest digital testing equipment and computerised lens manufacturing technology has meant we can now advance our accuracy more than ever before. Ask about **AVA** (currently only at Holt), prescribed and manufactured to a 100th of a dioptre if you wish to experience uniquely tailored optical comfort. - **Ade**

"I've been going to Lords Opticians for seven years now" ... "I have recommended their service to others, and will continue to do so"

Tina

TINA'S STORY



Tina lives locally and works in a busy café overlooking the clifftops. She has been a valued customer of ours for 7 years now and this is what she has to say:

"When I'm not at work, I enjoy gardening and home improvements such as painting and decorating. Attention to detail is important to me, so spectacles are a must!

My work at the café is quite varied, although most of the time, I am front of house and enjoy greeting our customers. Therefore, it is important my spectacles are a correct fit, comfortable to wear, and look good on me!

"I particularly like the teal coloured frames I am wearing, as my favourite colours are shades of green and blue..."

"The assistant was very patient and helpful with suggesting frames that suited my face shape, and I'm very happy with the result. It was worth trying on lots of different styles and designs!"

"I've been going to Lords opticians for seven years now and have been pleased with the overall service I receive. That's right from making appointments, getting reminders, the eye test itself, choosing new frames, and after sales service. I have recommended their service to others and will continue to do so."



DID YOU KNOW?

It is predicted that half the world's population will be short-sighted by 2050- According to a study published in the journal *Ophthalmology*.

In order to see clearly, images must focus on the retina at the back of the eye. The retina converts the image into an electrical signal which speeds its way to the brain giving us 'vision'.

If distance vision is blurred, the image is coming to a focus before reaching the retina. The term 'myopia', isn't a species of dinosaur, but a Greek term we still use today to describe this premature focusing.

One cause of Myopia is the eye growing too large; which, in turn can increase the risk of complications such as retinal detachments and tears.

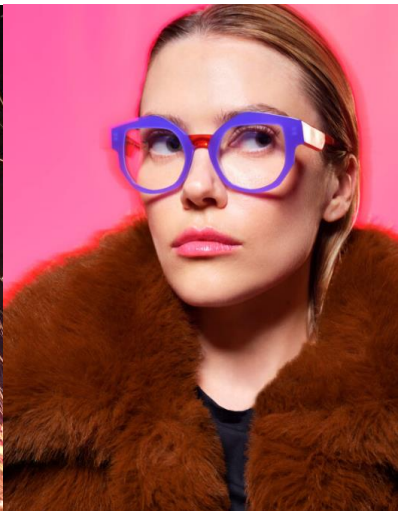
For years we have prescribed spectacles and contact lenses for myopic patients with a single function in mind – clear vision.

The good news? We can now use therapeutic lenses such as Stellest (ask in store for details) which aim to slow the growth of the eye.

NEW FRAMES IN STORE

When the skies turn grey for Autumn, we find ways to bring back joy. We dig out fireworks, string up colourful lights. Even the trees throw out a riot of colour in protest. And so do we at Lords! Accents of deliciously contrasting hues have filtered into our frames. Bold colour pops and subtle colour gradients take pride of place on our shelves.

Pop to our Cromer branch to check out our three newest ranges – Wolf, William Morris and Face' Face'.



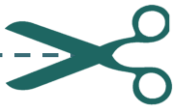
COMPETITION TIME

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At this time of year we'll take any excuse to celebrate, from the foiling of Guy Fawke's plot over 400 years ago, to ringing in the new year.

Here at Lords, we love to celebrate our valued Eyecare plan customers! Sharpen your pencil; brew a hot bevvvy; have a crack at the word search. Completed or not, jot down your name and number and hand it in to one of our stores to enter our raffle.



WORD SEARCH

ROXPGOEROMJCHAMPAGNE
FPXMTRXIGCGLJQRWTBLN
EIXOCSPHOQSIZAVAEDVX
BGRPHBTZMMWREATHLGRS
TSARRSMNUHURZJRQEA EY
CIMEINYQLTPXKEEJNVIT
ONVSSONILXMGVHOB SVNR
RBNBTW IUEDLPFPPEEDV
NLXYMOZEDCYIBXTTSP EL
EAZOASV LGNH HGN OXLREE
ANKPSPWLZPWYIMMRFERI
CKBIRERM TUESNIEZHSWQ
MEPASCEGAPTQGSTSOEPC
UTTFDTAJP IVSETRLLNCO
ASBPDAURFLLYRLIELTOE
CROCBCBGHKBG BESIYSZN
FBUVULCCCWXGRTTG VUFH
CWXQUELM LGYEEOJHLDOR
LLJQNSDQAHRQAEZDPFDC
IPMTZBAUBLEFDVJLJBNT

FULL NAME:

CONTACT NUMBER:

PIGS IN BLANKETS	GINGERBREAD	PRESBYOPIA
OPTOMETRIST	SPECTACLES	CHAMPAGNE
CHRISTMAS	PRESENTS	REINDEER
WREATH	CORNEA	MULLED
SLEIGH	BAUBLE	HOLLY
MISTLETOE	LENSES	PUPIL
SNOW		



EAT FOR YOUR EYES

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CARROT, TURMERIC AND GINGER SOUP

Why do we tell our children to “finish your carrots, they’ll help you see better”? There is often a grain of truth behind these old adages.

Carrots are rich in beta-carotene, minerals and antioxidants. Amongst vegetables they are one of the best sources of vitamin A- deficiencies of which can and do cause many vision problems across the world.

We’ve found a delicious, seasonal recipe for you to try, packed with nutrition. <https://thegreedyvegan.com>

INGREDIENTS

- 500 g carrots grated
- 3 tablespoons olive oil
- 1 small onion, chopped
- 3 cloves garlic roughly chopped
- 1 tablespoon fresh ginger, grated
- 1 teaspoon fresh turmeric, grated
- ½ teaspoon ground black pepper
- ½ teaspoon salt
- 1 L hot vegetable stock

METHOD

Peel and grate the carrot, chop the onions and garlic.

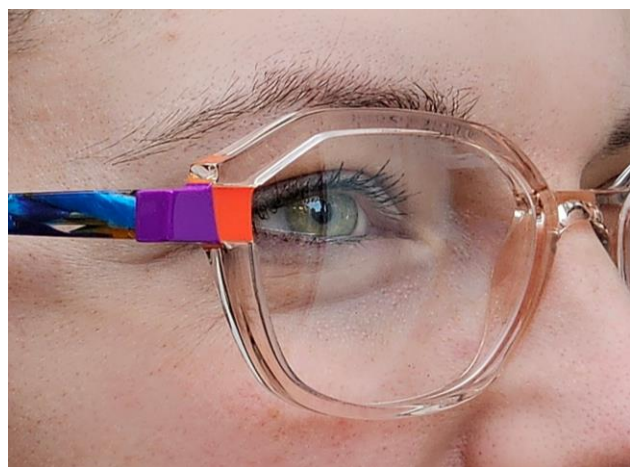
Sauté the onions over medium heat in a pan with 3 tablespoons of oil. Once they are soft, add the garlic, ginger, turmeric, carrots and seasoning.

Sauté everything for 2-3 minutes over medium heat.

Add the hot vegetable stock, bring to a boil and simmer for 5 minutes.

Puree the soup with a blender.

Serve with some toasted pumpkin seeds, red pepper flakes and fresh coriander.



CLEAR RIMMED

Clear rimmed spectacles are fab aren't they?! So classic, so elegant.

I love mine but, well, they don't conceal dust, makeup and other general detritus.

Come and see us, we'll pop your lenses out, clean the rims and hand your specs back sparkling- a complimentary service of course! – **Ade**

CROMER

14 Garden Street,

NR27 9HN

01263 515482

HOLT

28 High Street,

NR25 6BH

01263 713130

STALHAM

36-38 High Street,

NR12 9AN

01692 580300