

WELCOME

Welcome to the first C4 Sightcare Newsletter. As an independent optician we are free to scour the optical market for the very best products for you, our patients.

The aim of this newsletter is to keep you informed of the latest exciting products that we are now offering.

ANTI-GLARE COATINGS

The application of an anti-glare coating removes unsightly reflections from your lenses not only resulting in sharper vision but it also enhances the cosmetics of your spectacles. Another benefit is that night driving is more comfortable due to a reduction in light scatter from street lights and car headlights. Nikon "HCC ikon" coating also benefits from a unique "easy clean" surface which makes it more resistant to dirt and smudges than uncoated lenses and easier to clean. In addition, all Nikon coatings come with a 2 year scratch free guarantee* giving you piece of mind that your lenses will always perform to their full potential.

*Terms and Conditions apply

THE ITALIAN JOB

Recently, after brushing up on our Italian (3 words between us), we headed off to Milan. Fully aware we were visiting one of the world's "Style Capitals", we whole heartedly rose to the challenge - as the photograph confirms!

This was for the biggest show on earth, as far as the Optical world is concerned, MIDO.

MIDO itself is like some futuristic film set, with breathtaking innovative architecture, and halls filled with the latest inventions and designs in optical appliances.



Our main aim in going to MIDO was to find exciting new products for our clients. We have worked in Optics for over 30 years, and have been as frustrated as our clients when products fail to live up to expectations. One of the biggest disappointments for spectacle wearers is when frame screws work loose. This can result in poorly fitting frames, and even cause spectacle lenses to drop out, usually at the most inconvenient time - such as on holiday - Arrgh!

The number of times patients have said "CAN SOMEONE COME UP WITH A FRAME THAT DOESNT HAVE SCREWS?" Well now they have!

At MIDO we discovered a range of HANDMADE frames - MYKITA - from Berlin.

We believe these are not only one of the most stylish in design, but also combine the qualities of strength, lightness and... NO SCREWS!! Combined with the highest quality NIKON lenses we feel these spectacles meet the standards our clients deserve.



(pictures of MYKITA frames)

If you would like more information about our MYKITA range of frames please click the link on our website, or pop in to our practice.

Our staff will be pleased to help.



I'd like thinner lenses...

...Now you can with our
**Complimentary Upgrade
to thinner Nikon Lenses!***

Buy any pair of Nikon Lenses at C4 Sightcare in October, November and December 2010 and receive a complimentary upgrade to the thinner equivalent*

Most spectacle wearers spend their time shopping for the latest fashionable frames not realising that, as with frame designs, not all lenses are the same.

The thickness and design of the lens affects how appealing your eyes will look. That is why Nikon lenses feature patented technology to give your eyes picture-perfect imaging without distortion and are best suited for high-fashion frames.

You can be assured that whichever Nikon lens your optician recommends, your vision needs will be exceeded.

To have your eyes looking and performing their best ask C4 Sightcare about upgrading to thinner Nikon lenses.

SEE
COAT

CLEAR TOUGH CLEAN

Applying a coating to your lenses will dramatically enhance the performance of your spectacles, giving you the best vision possible.



Conventional Lens



Nikon SeeCoat

Coatings are essential if you work long hours on a computer by blocking reflected light thus reducing eye strain. If you drive at night time a coating will reduce light scatter from street lights and halos surrounding headlights.



Conventional Lens



Nikon SeeCoat

Nikon's SeeCoat provides an excellent level of scratch resistance thus ensuring the clearest possible vision at all times. Nikon SeeCoat has proved to be two times more resistant to scratching than a conventionally coated lens.

All Nikon coatings come with a 2 year scratch free guarantee giving you piece of mind that your lenses will always perform to their full potential.

SEE
STYLE

PUT NIKON IN THE FRAME

SeeStyle is specifically designed to fit today's more curved fashion frames. SeeStyle allows the optician to match more closely the needs of your vision whilst complementing your frame shape.

SeeStyle comes in three different lens curves which means that whichever frame you choose your lens will fit perfectly.



Conventional Lens



Nikon SeeStyle

PRESIO
POWER

NIKON PREMIUM PROGRESSIVE

When you change your varifocal it may take time for your eyes to adjust due to the swim effect that some people experience. Nikon's latest varifocal is designed to eliminate this effect helping you to adapt to your new varifocals more quickly.



Conventional Lens



Nikon Progressive

images for demonstration purpose only



Exclusive Nikon offer available at:

C4 Sightcare 15 Newgate Street, Newcastle Upon Tyne, NE1 5RB

Tel: 0191 232 1002

Email: Newcastle@c4sightcare.com

C4 Sightcare 65 Newgate Street, Morpeth, Northumberland, NE6 1AY

Tel: 01670 518 612

Email: Morpeth@c4sightcare.com

C4 Sightcare Claremont Wing Eye Dept, Royal Victoria Infirmary, Queen Victoria Road, NE1 4LP

Contact Lenses and Appointments: 0191 282 0252 - Spectacle Enquiries: 0191 221 0934

Email: Rvi@c4sightcare.com