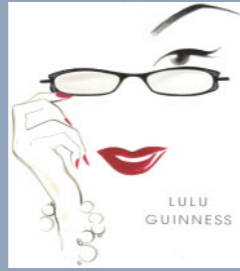


# Current Offers

## New Frame Ranges

- Lulu Guinness
- Prada
- Daniel Swarovski
- Versace



## Current Offers

Free Reading Spectacles when you Buy a new pair of varifocals

Complete Spectacles from £69.00 Complete

Fashion Frames with Lenses from £99.00 Complete

Designer Range with Thin & Lite Lenses From £129.00 Complete

Exclusive Designer with Thin & Lite Lenses From £169.00 Complete



## What's New?

Our Newcastle Branch has moved to new premises -

NEW - Ground Floor Testing

Rooms Refitted with new equipment.



## Practices

**65 Newgate Street**  
Morpeth  
Northumberland  
NE61 1AY

Tel. 01670 518612  
Fax. 01670 504805  
Email. Morpeth@c4sightcare.com

**15 Newgate Street**  
Newcastle upon Tyne  
NE1 5RB

Tel. 0191 2321002  
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**Claremont Wing Eye Dept.**  
Royal Victoria Infirmary  
Queen Victoria Road  
Newcastle upon Tyne  
NE1 4LP

Tel. 0191 2820252 (office)  
Tel. 0191 2210934 (shop)  
Fax. 0191 221 2051  
Email. Rvi@c4sightcare.com

**Widdrington Health Centre**  
Grange Road  
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*Please contact our morpeth Branch for details*



# C4 Sightcare

ISSUE 01 January 2007

Children's Eyecare • DriveWear Lenses • New Ranges • Current Offers

featured in this issue:  
**Children's Eyecare**  
**DriveWear Lenses**

**WWW.C4SIGHTCARE.COM**

*Care for your eyes*

# Children Eyecare

## SPECIAL FEATURE

*Parents often take their children for a dental examination at a very early age yet fail to consult an expert for an in-depth eye examination.*

# Kids Go Free

They instead rely on the simple and infrequent screening carried out by health visitors or community orthoptists, but our optometrist can look beyond these basic procedures. Our optometrist can check the health of your child's eyes and can measure the focusing characteristics to make sure there are no obstacles to sight developing well in both eyes. Your child's eyesight is precious and any problem can cause an enormous setback to their education. School can be very demanding on their eyes. Pupils look at black boards, study text books and increasingly stare at computer screens so good vision is essential. Many defects such as short sightedness, a squint or astigmatism can be inherited, but only a full eye examination can pick them up. Why not let us look after your whole family?

### The sooner the better

Critical visual development takes place in children earlier than most parents imagine - between 18 months and three years of age. During this time, good sight and eye co-ordination are consolidated and it is also when squints and lazy eyes become ingrained.

Treating these problems should start during or even earlier than this important age. Some specialists recommend that

parents bring their children for regular checks from the age of six months or even earlier if anyone in the family has a squint or a lazy eye.

### The eye examination

There are various ways of measuring how well a youngster can see using the matching of pictures and shapes. Important focusing measurements can be taken by shining a special light at the child's eyes. This needs no more co-operation from them than looking steadily in one direction for a few seconds.

Most children find the eye examination quite enjoyable and are usually much less anxious about it than their parents! A popular misconception is that a child has to be old enough to name letters, but waiting until then can be a long time after the important 18 months to three year age group. By establishing a routine of regular eye examinations for your child from an early age, you could stop a sight defect from being carried through into adulthood and you will encourage a good habit that could last them for the rest of their life.

A full examination also reveals a lot about general health and potential health problems may be prevented from developing is discovered early enough.

**KIDS GO FREE - SEE OPPOSITE FOR DETAILS**

## top tips

### Problems to Look out for In infants

- Eyes turning in or out (a squint - visit our web-site for more info)
- One eye bigger than the other
- Frequent rubbing of the eyes
- Discomfort in bright light
- Watery eyes
- A red spot in one eye

### In toddlers and young children

- Sitting too close to the television
- Holding books very close
- Clumsiness
- Sore looking eyes or lids
- Trouble with colours
- Blinking a lot or screwing up the eyes
- In older children
- Headaches or eyestrain
- Blurred or double vision
- Words moving around during reading



Strength as well as style is important when it comes to children's frames.

We have a comprehensive range of children's frames which are made of strong flexible materials such as memory flex and titanium.

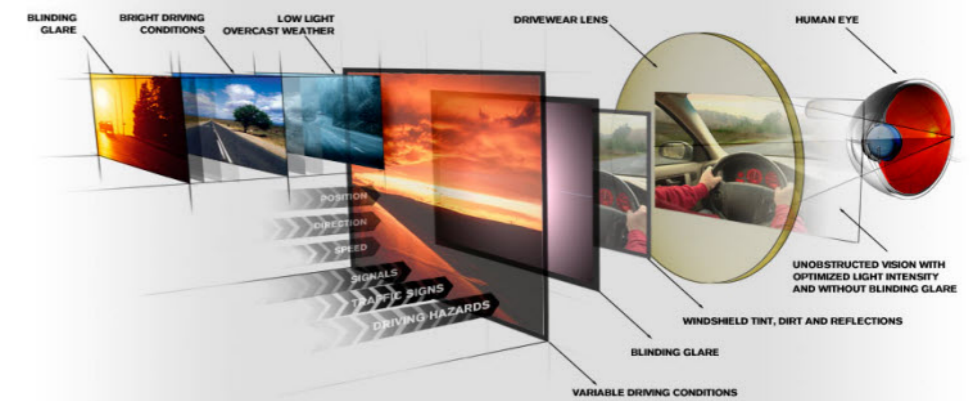
Bright colours and funky cases make choosing spectacles a fun experience.

## DriveWear

In the past, clear eyewear was enough. In bright light conditions, polarized sun wear was enough. This is no longer true. Today our lives are strongly influenced by the automobile, which has changed the way we experience the outdoors. We need a third category of lenses in our modern, automobile-centred world. Drivewear.

Drivewear lenses are capable of sensing and reacting to varying light conditions both outside and behind the windshield of the car. From bright sunlight accompanied by intense, blinding glare, to overcast inclement conditions, Drivewear lenses provide the wearer with the appropriate visual solution.

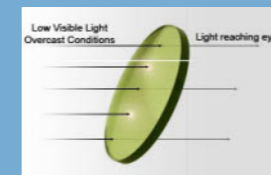
Drivewear lenses provide glare protection through polarization and enhance and protect vision through photochromics which respond to both visible and UV light. By combining the strengths of two of the most important technologies in eyewear today we have developed the lens of tomorrow, Drivewear.



### OVERCAST Low Light Conditions



**COLOUR** designed to maximize useful light information reaching the eye

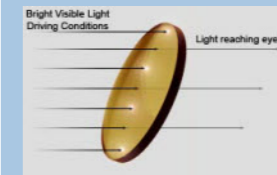


In Low Light/ Overcast conditions, Drivewear lenses remove glare and maximize useful light information reaching the eye for optimum visual acuity

### BRIGHT LIGHT Behind the windshield of a Car

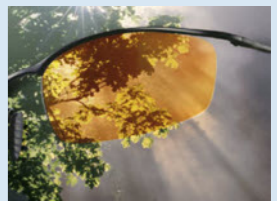


**COLOUR** designed to both remove excess light and provide good traffic signal recognition; highlighting the reds and greens

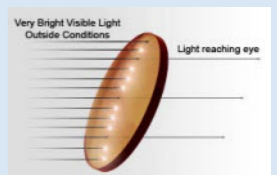


In Bright Light/ Driving conditions (behind the windshield), Drivewear lenses remove glare and control the intensity of light reaching the eye for optimum visual acuity

### BRIGHT LIGHT OUTDOORS Outside Intense Light Conditions



**COLOUR** designed for maximum filtration of excess light so that the eye does not get saturated



In Very Bright Light/ Outside conditions, Drivewear lenses remove glare and provide maximum filtration of excess light for optimum visual comfort and acuity

**For more information please ask one of our dispensing opticians or visit [www.drivewearlens.com](http://www.drivewearlens.com).**