



O&C... Serving the latest Frame Fashion Trends...

The Wimbledon tennis championship of 1985 was one of the most memorable in history because of the surprise victory by an unknown German teenager.

Boris Becker was just 17 years old when he battled to victory in the most famous tennis tournament in the Grand Slam series - and was the first unseeded player ever to fulfill this monumental achievement.



So it was with great excitement that Jackie and Jean from **O&C** went along to the European Trade Exhibition in Munich recently, being opened by one of Germany's favourite son's - Boris Becker.

"The aim of our visit to **OptiMunich**, as it was called, was to source new stylish frame manufacturers coming out of Europe and view the latest frame fashion trends," says Jean.

"Seeing and hearing from Boris Becker was an added bonus. We did find some exciting new suppliers at the show, such as the Spanish designers **Etnia**, whose use of colour and flair for fashion was incredibly impressive. They manage to combine the latest retro preppie look with a flash of colour to achieve a daring and stylish finish."

Other major names that caught Jean and Jackie's eye were **Alain Mikli** and **Philippe Starck**. Mikli is a French designer who produces dazzling handmade glasses, featuring unique colors and shapes.

He is a fashion favourite of many celebrities, including Elton John and Kanye West, and is

the designer who pioneered the now-famous 'shutter shades.'

Philippe Starck needs no introductions. One of the most celebrated designers of the last 30 years he has created ground-breaking designs for furniture, toothbrushes, houses... and now eyewear.

"These are on trend designer frames with distinctive layered 3D effects, and are very comfortable to wear." says Jean.

Alain Mikli, Philippe Starck and Etnia frames are now available from the **O&C** practice and we invite you to come and view the new displays and try some of the frames for yourself.

Baby Love

Motherhood is in the air here at Oldbury & Cruickshank as two of our team have had babies in the last two months.

Optometrist **Ruth Oldfield** gave birth to her first child, Grace Mairead, on Sunday, May 8 weighing in at a healthy 8lbs. **Shelly Webb** already has a daughter, Chloe, aged two, and delivered a little sister on June 11. Aimee Elizabeth weighed in at a dainty 7.12lbs. Congratulations to both women and their families from us all at O&C!



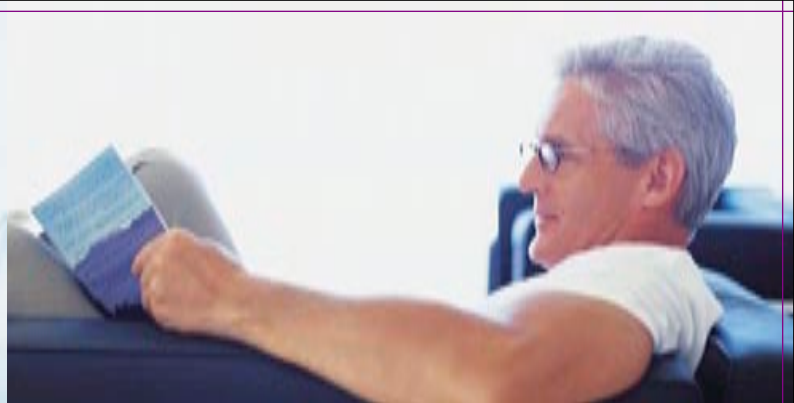
"It's not what you look at that matters, it's what you see."

Henry David Thoreau

*"The latest **Eyecode Personalised lenses** are proving to give the most comfortable, precise and natural vision to our patients".*

Jean Oldbury
Owner





For Your Eyes Only... in 3D!

Most people when asked to list the human senses will put them in this order: sight, hearing, taste, smell and touch... Translated another way, this means that sight is one of the senses people value most highly.

The thought of never seeing a sunset or a babies' smile again, or being unable to do something that we now take for granted, like driving a car, fills us with anxiety.

It is not just through accidents or birth defects that sight is lost, either. Conditions such as glaucoma, diabetes, macular degeneration and vitreous detachments can all result in heavily impaired or even complete sight loss.

So, if we fear the loss of this precious sense then we should equally understand the importance of keeping our eyes healthy and avoiding eye problems at all costs. This is why O&C Opticians strives to offer customers the most up to date technology to treat any current vision issues and prevent future sight problems.

We've introduced **3D Ocular Coherence Tomography (OCT)** to our Macclesfield practice for this very reason.

The picture shows David Rutley, MP for Macclesfield, Nigel and colleague Lyn Thompson. David visited the practice in April. Whilst here he had his eyes scanned with the OCT.



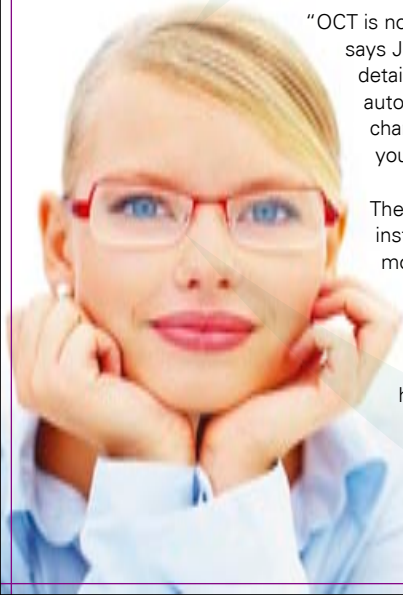
This state of the art machine works in a similar way to ultrasound, using light rather than sound waves, to create an image of the different layers forming the back of the eye.

At the same sitting, we can also capture a digital photograph of the eye's surface which we can then use as a cross-referencing tool to highlight any potential areas of concern.

"OCT is non-invasive, painless, simple and quick," says Jean Oldbury. "The record is more detailed than ever before and the software automatically detects even the most subtle changes to the retina with every eye test you take."

There is an extra charge for the **3D OCT** instrument scan but it is a vital tool in monitoring the ongoing condition of your eyes.

Call us now to book a **3D OCT** scan or to find out more about how it can help you.



Plan for your future...

The cost of eye tests and eyewear purchases can sometimes hit your household budget a little hard when paid altogether, so O&C has come up with a way to ease the financial pressure with our new Vision Plan.

For a small monthly payment by direct debit you can now enjoy comprehensive eye examinations with our **3D OCT** machine, contact lens aftercare (if selected) plus a substantial 25% discount on any spectacles and prescription sunglasses purchase.*

For as little as £10.30 every month you can receive a range of benefits and savings that will help spread the financial load and give you peace of mind when it comes to your individual eyecare needs.

To find out what savings you can make and benefits you can receive with O&C's new Vision Plan call us now on **01625 615002** or pop into our Pickford Street practice in Macclesfield.

*Benefits available once you join the plan. An additional £25 joining fee is also payable at the time of the initial examination.

In Focus... Tracey Rose

Tracey Rose has been working at Oldbury & Cruickshank for eight years, starting her career at the tender age of 20.

As a dispenser she is trained to dispense and fit spectacles - working from prescriptions written by our optometrists.

Tracey advises patients on various types of lenses and spectacle frames, including style, weight and colour, as well as advice on how to wear and care for your spectacles and contact lenses.



We want to share a little more about Tracey's personality to add an extra flavour to your next visit to the practice, so we asked her some unusual questions to show a different side to this valuable member of the O&C team:

Where would you like to start your day? *Waking up and looking out over a beach.*

What would be on the lunch menu? *Party Food.*

Who would you like to spend your perfect day with? *Jamie Redknapp.*

How would you end your dream day? *Watching the lottery and winning the jackpot!*

What's the best thing about working at O&C? *Working for the best independent opticians.*

01625 615002

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Oldbury and Cruickshank

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