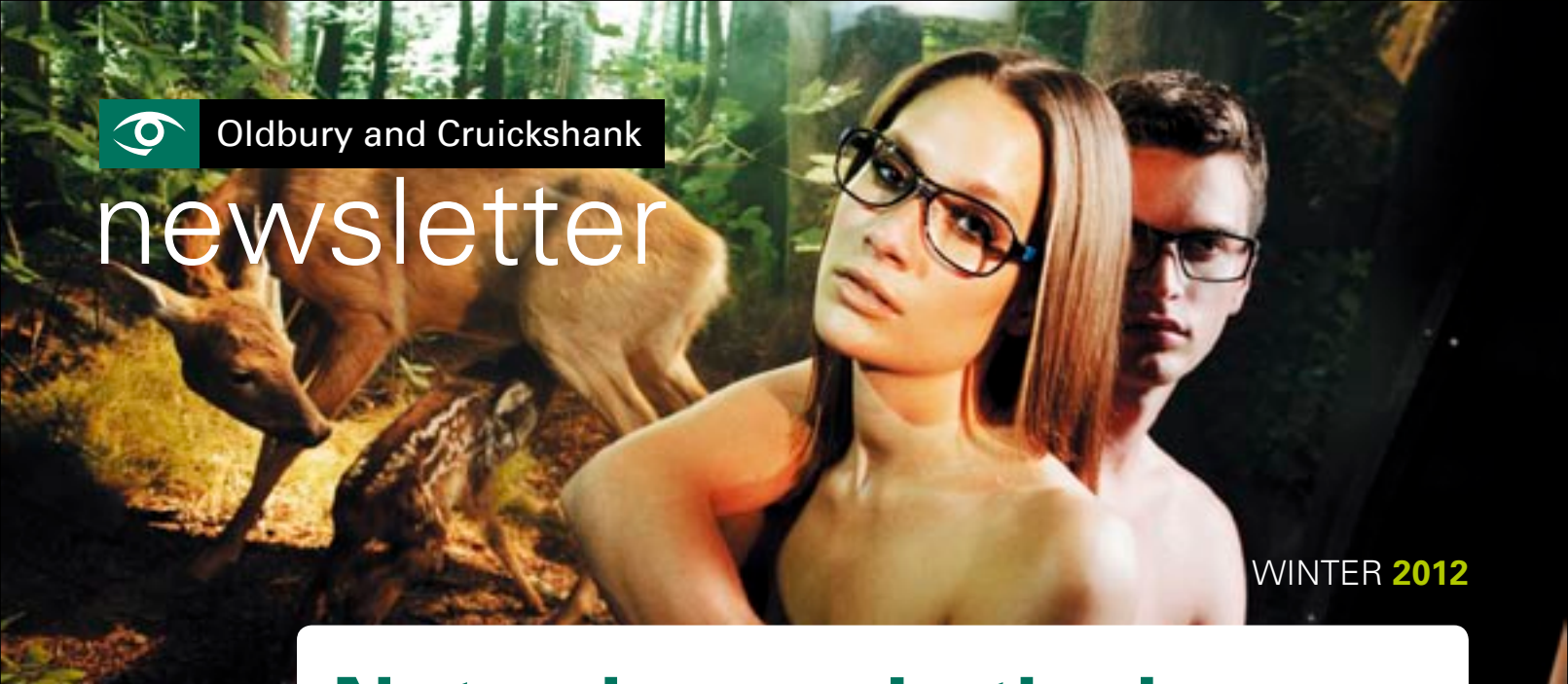




Oldbury and Cruickshank

newsletter



WINTER 2012

Not a dry eye in the house...

Blepharitis is a common eye complaint - responsible for 1 in 20 eye problems reported to GPs - but it is not as widely known about as, say, glaucoma or conjunctivitis.

Although it can affect people at any age it is more common in older people, particularly women over 40, and is linked to 'dry eye syndrome' where the eyes don't produce enough tears or the tears evaporate too rapidly.

With this condition the eyes can become sore, gritty and irritable, occasionally accompanied by blurred vision, crusting around the eyelashes and a reddening of the of the eyes.

eyelash roots, Thealoz drops to lubricate and soothe the eyes and Blephaclean wipes to carry in her handbag.

"Within a couple of weeks the irritation had gone and my eye felt much better. Nigel also told me to keep using the gel and drops on a regular basis to prevent future flare-ups," Elaine adds.

Up to 30 per cent of people in their 50s experience dry eye syndrome, also known as kerato conjunctivitis sicca, which in severe cases can cause visual impairment and scarring of the eye surface, if left untreated.

"Louise did the right thing by coming to us," Nigel says, "rather than attempting self-medication. There are specific types of management regimes for differing causes of dry eye syndrome so we will select the one best suited to your condition."

For more information about dry eye call in to O&C at their Pickford Street, Macclesfield practice, visit www.icopticians.co.uk or www.spectrum-thea.co.uk.



"Discomfort due to dry eyes is a common complaint, however it is fairly easy, with appropriate advice and treatment, to improve the symptoms associated with it."

Nigel Oldbury
Owner

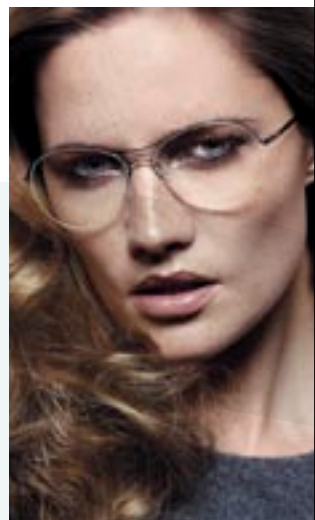


Oldbury & Cruickshank patient, Louise Wilson, was experiencing many of these symptoms so she paid Nigel Oldbury a visit and he was able to help her immediately.

"My right eye became very irritable and gritty," Louise explains, "and I was having to dab it constantly with a handkerchief."

"My optometrist, Nigel Oldbury, said I had blepharitis, which can cause dry eyes. He said it isn't serious but I should treat it to ease the soreness and prevent it getting worse."

Nigel recommended Blephagel, a non-greasy, unperfumed gel to cleanse the eyelids and



STOP PRESS! STOP PRESS! STOP PRESS! STOP PRESS! STOP PRESS!

RADLEY
LONDON



- Radley Frames now in stock!
- We're visiting Opti Munich in Jan to check out all the latest designs... watch this space!
- Big Fit contact lenses day on Feb 23rd, see our website for offers.





'Come FLEYE with me' says Oldbury & Cruickshank...

As ever, O&C is at the cutting edge of eyewear design with the launch of the hot new Danish design company FLEYE - Fine Looking Eye - in the new year.

Nominated by Ernst & Young for Entrepreneur of the Year and voted Eyewear of the Year for 2012 by the International Optical Fair Tokyo, this enlightened design company is capturing the imagination of the global eyewear community.

FLEYE uses nickel-free, allergy-friendly, solid materials - acetate and beta-titanium - for strength, lightness and flexibility; materials that also allow them to explore the funky and playful along with the chic and sophisticated.

Try our new on trend Danish designer frames and explore the funky and playful along with the chic and sophisticated.



They combine these Japanese beta-titanium and Italian acetate materials to create contrasts that still work beautifully together - so you can have surprising details on the sidebars, combining with a classic front, reflecting different sides of the wearer's personality.

A specially designed titanium wire for the nose pads makes the glasses more comfortable and adaptable, too.



Mandy's Coronation Street trip...

Mandy Leigh Adams, our receptionist, won an inhouse competition on contact lenses donated by Sauflon, one of our contact lens suppliers.

She was treated (with her mum) to a personal tour around Coronation Street. She saw Dev's corner shop, Rita and Norris' newsagents, Deirdre and Ken's house, walked on the famous cobbles and visited the the world famous Rovers Return Public House.



Afterwards, she and her mum went shopping in Manchester, had a nice meal and capped off the day by staying overnight at the Hilton Hotel.

In Focus... Mandy Leigh Adams

Mandy has been working at Oldbury & Cruickshank as a receptionist for 7 years.



We want to shed a little more light on Mandy's personality for you to have a more personal experience during your next visit to the practice, so we asked her some unusual questions to show a more colourful side to this valued member of the O&C team.

Where is your favourite place in the world? India. I went there in 2005, 2006 and 2007.

Do you have any hobbies? I love flower arranging, pilates and walking my dog.

What was the first single you bought? Showaddywaddy's Under the Moon of Love!

What's your favourite food? I love Indian and Italian food... Mmmmm...

Tell us about something fun you have done recently? I did the Coronation Street tour recently, which I really enjoyed having seen the show so many times over the years.

What's the best thing about working at O&C? Meeting lots of new people and continuing to see our faithful regulars.

01625 615002

web: www.icopticians.co.uk email: info@icopticians.co.uk



Oldbury and Cruickshank

Oldbury & Cruickshank Optometrists 73 Pickford Street, Macclesfield SK11 6JD