

BACK TO SCHOOL

WITH BARRACLOUGH & STILES
OPTICIANS

THE DEFINITIVE GUIDE TO
CARING FOR
YOUNG EYES

SIGHT EXAMS
FREE
FOR CHILDREN
See page eight for more savings

CAN YOUR CHILD SEE TO LEARN?

Regular eye health examinations for children are vital not only to check if they require spectacles but also to monitor the health of their eyes



FOCUS ON YOUR CHILDREN

Poor vision can hold a child
back in their development
and learning...

DON'T MISS OUR VOUCHERS FOR PARENTS!
EXCLUSIVE DISCOUNTS FOR YOU, [CLICK HERE](#)

YOUR CHILD CANNOT LEARN IF THEIR VISION IS POOR



We provide dependable eye care for the whole family, with free sight tests for those under 16 (or under 19 and still in full-time education) covered by the NHS who will also cover the cost of a sight test for those adults in receipt of certain benefits (see page eight).

We also carry an extensive range of **completely free spectacles for children** making your child's eye care needs as affordable as possible (see page nine).

BY THE AGE OF EIGHT, A CHILD'S EYES ARE FULLY DEVELOPED



We are passionate about vision care for children which is why we launched 'Eyes on Learning' to raise awareness of the subject. Being a parent means being busy, and many parents are unaware of the importance of early eye health checks for their children. It's easy to overlook booking our little ones in for a sight exam. The majority of children do not have a sight exam until they have started school which is often too late. **The earlier any problems are detected, the better the child's potential vision will be.**

Nearly 80% of UK children visited their dentist between June 2011 - June 2012; yet an NHS survey showed that only half of UK children visited their optician regularly. Children should only need their eyes checked once a year and it is free of charge, so why wait?

WHEN SHOULD YOUR LITTLE ONES HAVE THEIR EYES CHECKED?

It's never too early for you to bring your children to see us. Our optometrists are used to dealing with younger patients by using images and colours to check their vision, **making the test more fun and less daunting.** If you have noticed signs which concern you (e.g. squinting or excessive blinking) feel free to book an appointment as we can see children of any age.

SIGNS TO LOOK OUT FOR... IS YOUR CHILD STRUGGLING?



There's no need for concern if you notice some of the symptoms listed below. Many could be unrelated to the health of the eye. However, it is always worth consulting a professional to be on the safe side.

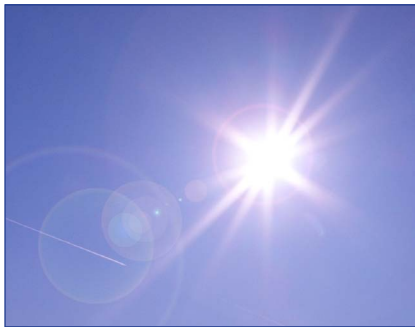
TYPICAL SYMPTOMS OF YOUR CHILD EXPERIENCING POOR VISION MAY INCLUDE:

- Screwing up their eyes
- Complaining of headaches with close work
- Sitting close to the television
- Rubbing their eyes
- Eyes becoming 'crossed' when tired
- Excessive blinking



HARMFUL UV RAYS, IS YOUR CHILD PROTECTED?

Children love to play outside, but that means they're exposed to the sun's **harmful ultra violet rays**.



You wouldn't think twice about putting sun cream on your child but it's all too **easy to forget to protect their eyes** from the sun.

We stock a selection of sunglasses designed for children which cost less than £20. Alternatively we can apply UV filters or tints to ordinary prescription lenses.

80% of your lifetime UV damage occurs **before the age of 18**



SPECIALLY DESIGNED PAEDIATRIC FRAMES



Children's frames are not just scaled down versions of an adult frame. Children's facial cranial measurements are completely different and therefore they need to be designed in accordance with stringent criteria.

MIRAFLEX[®]

Miraflex frames are uniquely developed following a well-defined process which takes into consideration the materials, size, shape, nose bridge, temple, safety, functionality and style of the frame. Miraflex also design special frames for children with Down's Syndrome as the bridge of their nose is often not fully formed, meaning regular spectacles may not fit as comfortably.



PROTECTIVE EYEWEAR FOR CHILDREN

Protecting children's eyes when they play sports is often forgotten. We supply **specialist strengthened Trivex lenses** to prevent damage to the eye whilst playing sports. For children who love the water we can also offer prescription swimming goggles to make it easier for them to see whilst swimming.

You can always pop in for any minor adjustments or repairs to your spectacles or sunglasses. Many children's repairs are covered by an NHS repair voucher.



ADDITIONAL PAIRS HALF PRICE - SPARE PAIR?

Any additional pairs purchased within three months of the original pair will be **half price** providing they are to the same prescription. The ideal opportunity to grab a spare pair for your child! See www.barracoughs.net/halfprice for details.

DYSLEXIA SUPPORT



Dyslexia is an umbrella term, covering a very wide range of conditions and diagnosis is usually made by a child psychologist. However, if your child is struggling with reading there are tests that we can carry out to see whether **coloured overlays** would be useful. These assessments and extra tests are not covered by the NHS and are subject to a private fee. Please visit our website for more details.

REDUCING VISUAL STRESS WITH COLOURED OVERLAYS

There is now scientific research to show that coloured plastic sheets laid over text (known as overlays) can help some children to read. Coloured filters (worn as spectacles) can also help. Coloured overlays can be placed over a page of a book so as to colour the text beneath without interfering with its clarity.

These overlays reduce the perceptual distortions of text that children sometimes describe. They enable some children to **read text more fluently and with less discomfort** and fewer headaches. It is important to assess the effects of a wide range of colours because individuals do not all benefit from the same colour. Our optometrists will perform an examination with a pack of coloured overlays. and decide which colour, if any, reduces the reported distortions.

WILKINS RATE OF READING TEST

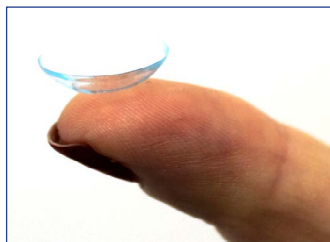
Another way of assessing benefit is for our optometrists to administer the *Wilkins Rate of Reading Test*. **The rate of reading words on this test is usually more than 10% higher** with the chosen overlay than without for someone who will benefit from using an overlay.

CONTACT LENSES ...FOR CHILDREN?



Nearly one in five children aged 5-15 years, rising to almost one in three aged 16-19 years need vision correction yet only about 8% of those who could wear contact lenses currently do so. Many more children and teens would potentially benefit from contact lenses.

Interest in contact lenses starts at an early age and their use is widely suited to all age groups. **The average age at which children are first fitted with contact lenses is currently 13 years** although studies have shown that even young children can be very successful in wearing, handling and looking after contact lenses. Contact lenses also have a very high satisfaction rate among young wearers, rated as high as **97% among 8-12 year olds and 99% among 13-17 year olds**. Both groups benefit from significant improvements in their quality of life.



SOME ADVANTAGES FOR TEENS AND CHILDREN

- ✓ Better vision for sports/leisure activities where glasses are often removed
- ✓ Greater self-confidence, self-esteem and satisfaction
- ✓ Easily updated when eyesight is changing frequently
- ✓ Avoid frequent breakages of glasses
- ✓ The addition of protection from ultraviolet (UV) exposure with some contact lenses
- ✓ Improved appearance and social acceptance, especially with high levels of short sight (myopia) or long sight (hyperopia)

For further information, visit www.barracloughs.net/contactsforkids

DEVELOPMENT AND LIFESTYLE



As well as regular sight exams, eating a healthy, balanced diet can prevent problematic eye conditions from developing. Those who eat fruit and vegetables such as citrus, berries, carrots, kale and other leafy greens will benefit. Nuts, eggs and fish such as salmon will also help. See www.barracloughs.net/diet for more info.

MAINTAIN HEALTHY VISION FOR YOU AND YOUR FAMILY

- ✓ Get plenty of sleep
- ✓ Don't spend too long on the computer / playing electronic games
- ✓ If you do use a computer, take regular breaks
- ✓ Enjoy lots of outdoor exercise
- ✓ Drink lots of water
- ✓ Avoid smoking around children

RETINAL PHOTOGRAPHY: MONITORING EYE HEALTH

The traditional method of examining the back of the eye (the retina) involves shining a light into the eye using an instrument which enables us to see only a very small area of the retina at any one time. **Taking a high resolution photograph provides a much**



better record than written notes. Increased magnification allows features to be viewed on the retina that may not be seen under normal viewing conditions.

Half price for children www.barracloughs.net/retinalphotography



At the next exam another photograph can be taken and compared side by side so that **much smaller changes can be recognised**, which could prove to be invaluable in monitoring the health and condition of your children's eyes.

www.barracloughs.net

FINANCIAL HELP TOWARDS CHILDREN'S EYE CARE

FREE COMPREHENSIVE EYE HEALTH AND VISION CHECK

Those under the age of 16 (or under 19 and in full time education) receive a **free sight exam**, funded by the NHS plus a voucher towards eyewear if required.

FREE GLASSES FOR YOUR CHILDREN



We always offer a wide range of **completely free spectacles for children** with an NHS voucher, as well as an affordable collection of other styles. Take a look across the page to see a small selection of some of our best sellers →

20% FRAME DISCOUNT FOR CHILDREN

For children who select a frame outside of our normal children and teenager's ranges, **20% will be deducted** from the frame price.

LENS UPGRADES

Standard plastic lenses are provided free with an NHS voucher, however you may wish to upgrade them for a supplementary charge. Options include:

- ✓ Extra Tough
- ✓ Scratch Resistant
- ✓ Thinner & Lighter
- ✓ Tinted
- ✓ Anti-Reflection

Please ask for details and availability of all upgrade options

HELP TOWARDS EYE CARE FOR OTHERS

In addition to children, other groups* may also be entitled to free sight exams and also some **help with the purchase of glasses or contact lenses**, if they are:

- Named on a valid HC2 or HC3 certificate
- In need of complex lenses
- You or your partner claim certain benefits

NHS

*Full qualifying criteria and entitlements: www.barracloughs.net/nhs

follow us



JUST A SELECTION OF OUR FREE AND BUDGET FRAMES FOR LITTLE FACES!



FREE

LAZER JUNIOR 2082
Also in Blue, Mauve or Rose



FREE

LAZER JUNIOR 2112
Also in Black/Red or Navy/Blue



FREE

LAZER JUNIOR 4014
Also in Black, Navy or Brown



FREE

LAZER JUNIOR 4024
Also in Brown or Gun



£20

LAZER JUNIOR 2074
Also in Black, Lavender or Burgundy



£20

LAZER JUNIOR 2108
Also in Black/Sherry or Brown/Purple



£20

ZENITH 71
Also in Black or Gun



£20

ZENITH 72
Also in Brown



£20

ZENITH 73
Also in Black or Caramel



£20

ZENITH 74
Also in Black or Wine

COLOUR ME IN
AND FIND ALL 16
WORDS BELOW!



- | | |
|--------------------------------------|-----------------------------------|
| <input type="checkbox"/> EYES | <input type="checkbox"/> SEE |
| <input type="checkbox"/> RETINA | <input type="checkbox"/> PUPILS |
| <input type="checkbox"/> OPTICIANS | <input type="checkbox"/> FRAME |
| <input type="checkbox"/> GLASSES | <input type="checkbox"/> VISION |
| <input type="checkbox"/> LENSES | <input type="checkbox"/> DYSLEXIA |
| <input type="checkbox"/> CORNEA | <input type="checkbox"/> FOCUS |
| <input type="checkbox"/> BARRACLOUGH | <input type="checkbox"/> BLINK |
| <input type="checkbox"/> APPOINTMENT | <input type="checkbox"/> SPECS |

B	L	I	N	K	Q	L	A	F	M	J	G	P	D
A	O	T	E	L	E	N	S	E	S	K	A	F	Y
R	G	F	D	S	C	W	R	E	W	O	G	O	S
R	E	T	I	N	A	Q	F	R	S	P	T	C	L
A	Y	V	I	S	I	O	N	N	U	T	Y	U	E
C	E	G	E	U	E	C	P	U	P	I	L	S	X
L	F	O	T	Y	U	F	D	H	Z	C	M	D	I
O	S	I	U	V	E	T	I	G	E	I	J	C	A
U	K	U	Q	F	C	S	E	R	S	A	Q	U	J
G	E	S	T	W	D	J	N	D	E	N	I	R	F
H	X	C	U	G	L	A	S	S	E	S	O	T	R
C	I	E	O	H	W	Z	W	A	F	U	L	G	A
A	P	P	O	I	N	T	M	E	N	T	C	O	M
E	F	S	H	C	O	R	N	E	A	W	Q	U	E





CAN YOU SPOT SIX DIFFERENCES BETWEEN THESE TWO PHOTOS?



41 Western Road
Bexhill-on-Sea
East Sussex TN40 1DT
01424 219543

194 Terminus Road
Eastbourne
East Sussex BN21 3BB
01323 721906

58a High Street
Polegate
East Sussex BN26 6AD
01323 487122

64a High Street
Battle
East Sussex TN33 0AG
01424 772725

13 London Road
St. Leonards-on-Sea
East Sussex TN37 6AJ
01424 423605

The Old Cottage, Dane Road
Seaford
East Sussex BN25 1DJ
01323 898777

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twitter

For our latest offers and information, visit
www.barracloughs.net

15%
DISCOUNT

**FOR BOTH PARENTS
TOWARDS A PAIR OF
NEW SPECTACLES
OR SUNGLASSES**

WHEN YOUR CHILD HAS A SIGHT
EXAMINATION WITH US*

**BARRACLOUGH & STILES
OPTICIANS**

*One voucher per family. The child must be a new customer at Barraclough & Stiles. This voucher must be presented at time of purchase.

