

# Cameron Beaumont

OPTOMETRISTS & OPTICIANS

*See Better  
Look Great!*

Issue 8



## *Winter Driving*

With the night's drawing in and low sun during the days (if we're lucky), it's a good time to check your prescription is correct and to make sure you are comfortable with your driving vision and that you meet the required standards – being able to accurately read a number plate 20.5 metres (67 feet) away.

We all experience “myopic shift” in the dark – where the eyes need slightly more negative power as they get a little short-sighted, our vision can therefore be a little worse at night and glasses that seem ok during the day may cause you to struggle.

Car headlights will cause glare and spectacles without anti-reflective coatings cause dazzle as light bounces off the lenses, rather than going into the eye (this is exaggerated if the lenses are scratched or if you have cataracts). We know a lot of you avoid driving when it's dark due to glare but this really doesn't need to be the case. We now can supply specialist lenses which are designed to align scattered light reflections, dampen flicker, sharpen contrast and reduce eyestrain making them wonderful for driving (and can even help for computer prescriptions). These lenses are especially good for people with early cataracts or corneal dystrophy but work equally well for people who are just more sensitive to glare! –come in and have a chat with one of our dispensing opticians if you would like more information.

On top of this, the low sun is very difficult, so make sure you have prescription sunglasses to hand! I would not be without my Maui Jim polarised sunglasses at this time of year. The difference between these and other sunglass lenses is breath-taking. Colours are vibrant and glare from the sun (especially if the roads are wet) is non-existent. I drive smugly as I look at other drivers battling with their sun visors (which never come low enough) or squinting and giving themselves a headache. As well as reducing the amount of light getting to the eye, sunglasses reduce the risk of getting cataracts and macula degeneration.

## Practice News



### New Website

At long last, our new website is up and running. We have tried to make the website easier to use and to give prospective new clients an idea of what we do and why we do it! The website features the two videos that we shot over the summer featuring 2 real clients, blah and blah—who were wonderful and really helped us out. The videos describe our eyecare and eyewear and what makes us different from your standard high street optician. Please do have a look at these videos as even our most loyal clients might understand our ethos and aims a little more after watching these and again, as always any feedback is gratefully received. But please be gentle with us—we are not natural film stars!!

The website also has links to our Facebook page where we try to post useful information, new ranges and news as it happens as well as a link to MySight, our on-line patient portal.

To have a look go to [www.cameronbeaumont.com](http://www.cameronbeaumont.com)

### Alison reaches 185mph!!!

Reception team member, Alison celebrated her 50th birthday over the summer (not that she looks a day over 20!). One of her gifts was the chance to ride on the world famous Ducati 2 seater bike at the British GP. Randy Mamola and Franco Battaini raced her round the track reaching speeds of up to 185mph and all in aid of charity.



### Engagement!

Congratulations to Dispensing Optician, Carole's daughter, Nicola who got engaged recently whilst on holiday. Carole is over the moon and can't wait for her daughter's



return so she can inspect the ring properly!

We wish the couple every happiness in the lead up to the big day and beyond.....

See Better, Look Great is our informal newsletter. We believe in relationships here at Cameron Beaumont and we really value having a strong relationship with our clients. This is our way of keeping in touch and letting you know what is going on at the practice.

We are a large practice and Vicky, Heidi and I don't always get to see all of you when you come in. This publication is an open dialogue between us so that you can get to know who we are as a company. As painful as it can be, we like to show some of our personality.

We're not a faceless company but a family run business who really care.

Your feedback is invaluable. We are extremely interested in what our customers have to say so please send any thought or comments to [neil.brooks@cameronbeaumont.com](mailto:neil.brooks@cameronbeaumont.com).

Every month we try and rise to the monumental challenge of making an opticians newsletter a riveting read. If we've failed, in your eyes, to do that, you can unsubscribe by just telling us or sending an email to [reception@cameronbeaumont.com](mailto:reception@cameronbeaumont.com).