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specs

OF KENSINGTON

Leaders in Eyecare

ESTABLISHED IN 1984



eNewsletter

MAY 2013



ALLERGY SEASON

For the 16 million people in the UK suffering from hayfever the recent announcement by the National Pollen and Aerobiology Research Unit that summer pollen counts are expected to be the worst the UK has seen in 50 years is not good news.

Hayfever leaves its millions of sufferers with runny noses and streaming, itchy and sore eyes and the increase in pollen count this summer could leave many feeling frustrated, irritable, tired, and distracted.

For people who suffer from eye allergies, symptoms such as itchy eyes, tearing and redness have been shown to interfere with quality of life, affecting leisure-time and sports activities, school performance and even productivity on-the-job.



Watch our Optometrist Daska Barnett's interview for Optometry Today about managing allergy symptoms by watching her video [here](#).

You can also read her top tips for avoiding eye irritation during the allergy season on our website [here](#).



Optometrist Elaine Styles will be attempting to scale the heights of the Pyrenees to raise funds for Vision Care for Homeless People.

Over the course of the seven-day bike challenge Elaine will cycle from Biarritz to Perpignan, climbing some of the most famous cols in the Tour de France.

She aims to cover 742km and climb 14,353m to complete the Trans Pyrenean Raid in July, raising £1,435 for the charity she helped start, which equates to £1 for every 10m climbed.

Elaine, who has been part of the Specs of Kensington team for almost 20 years, said: "Knowing what I am raising money for adds to the incentive to get up those long steep mountain climbs. For every £5 raised a homeless person will have a free eye examination and a pair of spectacles."

Vision Care for Homeless People has clinics in London, Birmingham and Brighton. To sponsor Elaine visit her web page [here](#).



10% OFF

ALL SUNGLASSES IN JUNE

QUOTE SOKMNL13

We are all aware of the damage the sun can do to our skin but what about our eyes? Just as it is important to protect our skin from exposure to ultraviolet (UV) light, we also need to think about our eyes.

Prolonged exposure to UV light over a long period of time can damage corneas and retinas, and can also lead to conditions like cataracts or eyelid cancer in later life.

As experts in vision and eye care, the fully qualified staff at Specs of Kensington can give you free advice on how to give optimal protection to your eyes.

All our sunglasses block 100 per cent of UVA and UVB rays. We have hundreds of different styles to choose from, including the latest designer frames, and provide shatterproof sunglasses for sport as well as for children. The vast majority of our range can be used with or without prescription lenses.



Macular degeneration is one of the primary causes of vision loss in the over 65s, affecting about 500,000 people in Britain.

There are two forms of age-related macular degeneration - **dry** and **wet**.

Dry AMD is the most common and milder form of the disease. It is identified by the collection of yellow, fatty deposits called drusen, at the macular. Deterioration in vision tends to happen gradually over a period of years.

Wet AMD is the more aggressive form of the disease, occurring in about 1 in 10 cases. It is characterised by the development of abnormal leaky blood vessels at the macular.

Symptoms vary, but often the first sign people notice is a blank patch or dark spot in the centre of their vision. You can find out more about drusen and the symptoms of AMD on

our website [here](#).

At Specs of Kensington we are dedicated to providing the best eye care possible. We use the most up-to date techniques and equipment to assist us in finding the earliest signs of trouble, assisting in timely intervention and treatments.

Take a look at our [website](#) to learn about Ocular Coherence Tomography and why we feel it should be a part of an eye examination for all our customers.



Right: How someone with macular degeneration might see the world.

Pictures courtesy of Topcon GB Ltd.

www.specsofkensington.co.uk

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