

# EYESPY

EYECARE COLLINS PLACE NEWSLETTER ISSUE 05

## New frame ranges bring Colour and Technology to the fore

Bold colours and shapes, and cutting-edge material technology feature in new frame ranges that have recently been introduced to imbue the practice with an alternative profile.

Humphrey's Eyewear is manufactured by the German company Eschenbach, who also manufacture high quality optical instruments. "Absolutely stylish", these dramatic, edgy frames feature striking colours in both plastic and metal styles.

French brands Face a Face and Lafont have also contributed to the burst of colour. Face a Face is an innovative, high-fashion brand that we have expanded considerably recently. This eyewear is designed for the innovative, active urban man and woman who consider their frame as not just a functional object, but a true object of design.

The heritage of the French lifestyle, the celebration of Parisian Elegance and discreet luxury, together with technical knowledge and use of only the highest quality materials is the essence of Lafont.

In another exciting development, renowned precision manufacturer Tag Heuer have entered the eyewear market with a stunning selection of frames and sunglasses. These products feature extraordinary technology in lens and frame materials and are made to Tag Heuer's demanding standards.

Another German brand new to the practice is Freudenhaus, whose philosophy is to provide innovative, high quality eyewear for fashion forward clientele with exceptional taste. Frames are offered in plastic, titanium and buffalo horn.

The InFace brand was launched by a Danish optometrist over 15 years ago, with the basic idea of offering an eyewear brand with good design and high value for money. Danish design is known for simplicity, functionality and a clear aesthetic expression.

More on these highly distinctive brands is available online at:

- [www.humphreys-eyewear.com](http://www.humphreys-eyewear.com)
- [www.face a face-paris.com](http://www.face-a-face-paris.com)
- [www.lafont.com](http://www.lafont.com)
- <http://sportvision.tagheuer.com/index01.asp>
- [www.freudenhaus.com](http://www.freudenhaus.com)
- [www.inface.com](http://www.inface.com)

## Thanking you for your support

As they say in the classics, "a recommendation is the highest form of compliment". We provide very thorough eye health and optical examinations. The spectacles and contact lenses we supply are of the highest quality, and are covered by warranties that are second to none.

Many of our patients have enjoyed the Eyecare Collins Place experience, and have recognised that their friends and family would also benefit from our care. Through our recently updated Referral Rewards program, as the name suggests we have introduced a new way of thanking you for referring other patients to the practice.

Each time you refer a new patient to the practice and they nominate you as the person who recommended them, we reward you with a \$30 savings voucher to apply to any purchase you make in the following two years. You can save up as many vouchers as you wish, provided you use them within the expiry period. The vouchers can not be used in conjunction with any other offer, bonus or discount.

## ProVision Plus Program

Three months worth of disposable lenses **free**, when you join the ProVision Plus program.

- \$25.45 (monthly lenses) or \$28.85 (fortnightly lenses) per month
- Includes all lenses and solutions, free delivery
- Lenses couriered and payments made automatically for you
- Convenience and cost savings
- Ideal for full-time lens wearers
- First three-month supply absolutely **free**
- For details contact our Administration Manager, Lorinda Pender, [lorinda@eyecarecollinsplace.com.au](mailto:lorinda@eyecarecollinsplace.com.au)

3 months  
**FREE**



# Personal Progressive Lenses

Customisation is growing again and making standardisation a thing of the past, as we all expect products to be developed and adapted to our own individual needs. This is now true of progressive (also known as multifocal) lenses with the release of Hoya's iD and Essilor's Ipseo™ lenses.



Why are these lenses so special? They are the first progressive lenses that take into account each wearer's individual visual habits. Whereas some patients scan across what they read mainly by moving their eyes, for other patients head movements are more important. The Ipseo™ lens utilises Essilor's unique VisionPoint system, a sophisticated optical instrument that enables us to now accurately and scientifically measure the relative importance of each type of movement. We can therefore personalise the design of your lenses according to your own eye and head movements. To emphasise the point that these lenses are made for you and no one else they are also engraved with your initials.

The result of this customisation is fast adaptation and freer, more accurate natural vision. Patients who have previously been unable to wear progressive lenses are ideal candidates for this exclusive and unique product, as are first-time progressive wearers who don't want just the standard progressive lens but the very best, the "Rolls Royce" in its category.

As one might expect, such sophisticated, personalised lenses as the iD and the Ipseo™ come at a price, but they are accompanied by extensive warranties that include a complete refund in the highly unlikely event that you are not completely satisfied with their performance.

We're now on the web!  
Check out our new website  
[www.eyecarecollinsplace.com.au](http://www.eyecarecollinsplace.com.au)

EYECARE

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## “Short-arm syndrome”

One of the most common complaints we encounter is from patients in the mid-40s who have always had perfect vision but over the previous few months have encountered difficulty reading. They find that they have to hold books and newspapers further away to see them clearly, eventually reaching the point where they complain that their arms are no longer long enough.

Normally we change our focus from distance objects to close ones by changing the shape of the lens inside the eye. From childhood onwards, however, this lens slowly loses its flexibility, to the point where we can no longer change our focus sufficiently to view close objects. This process of losing flexibility is called presbyopia and although this occurs over a long period it usually first becomes noticeable in the mid-40s.

Although presbyopia is so predictable in its presentation that we would normally expect it to be the cause of blurred close vision for patients in their mid-40s, it is vitally important that other possible causes be ruled out, especially eye disease. People who already wear spectacles for distance vision are affected by presbyopia just as people who don't wear glasses are. The effect of presbyopia seems to occur quite suddenly, usually over a period of a month or two.

Treatment options for presbyopia usually include spectacles and sometimes contact lenses. Spectacles may be as simple as single vision reading spectacles, although multifocal lenses tend to be used far more frequently these days because they provide the flexibility of being able to see clearly either in the distance or close up without having to take your glasses off. Some multifocals are

designed specifically for the workplace with extra emphasis on the reading and computer-distance sections of the lens.

Some people try to diagnose and treat presbyopia themselves by using so-called “magnifiers” from the chemist or even the local convenience store. We regard these as an extremely poor option, almost a third-world solution. They are extremely cheaply made, rarely provide an exact correction of your vision, have poor quality optics and materials, and quickly fall out of shape; as they cannot be adjusted properly to your face they soon become uncomfortable. Obviously being mass-produced, they are in no way personalised for your needs.

For contact lens wearers, the options include reading “over-spectacles” worn in front of their lenses, “monovision” which involves correcting one eye for distance and the other for near, and multifocal contact lenses. Monovision can also be achieved surgically through a new procedure called conductive keratoplasty (CK).

Some people have tried eye exercises to stave off the effects of presbyopia, but to little or no effect. This is because presbyopia is due to a loss of flexibility of the lens, not a weakening of the muscles which move the lens into positions.

One of the more frustrating aspects of presbyopia is that your ability to focus on close objects continues to worsen despite (but not because of) wearing spectacles. From the mid-40s through to about the age of 60, we lose the last remaining vestiges of our focussing flexibility to the point where we have virtually none.

## Around the practice

Our Laboratory Manager of the past few years, SHAUN HALL, has taken up a Sales position with Hoya, our major lens supplier. The position entails Shaun travelling all over Victoria to keep in touch with optometrists about Hoya's products. Although we will miss Shaun's quiet, caring manner we wish him all the best in his exciting new role.

With Shaun's departure we welcome DAVID HELMERS as our new Optical Dispenser. David holds Bachelor of Arts degrees in Fine Arts and Media Studies and has already shown a real flair for presentation, frame styles and marketing. In conjunction with our Dispensing Manager, Chris Shepherd-Clark, David has set about revitalising our frame range.

David's experience in optics includes periods in retail eyewear in practices similar to Eyecare Collins Place in fashion-conscious locations such as South Yarra. He has also seen the wholesale and technical side of optics while employed at Hoya. David has also put his interests outside optics to use in a stint as a commercial television producer with a rural Western Australian network. This required him to formulate creative concepts, as well as copy-writing, directing and editing.

Other consequences of these changes of personnel are that our former Administration Manager, LORINDA PENDER, has taken over the role of Laboratory Manager, while SUSAN BOOTH has assumed Lorinda's previous responsibilities. So if you have any questions about the progress of your spectacles being made up, Lorinda is the person to call.

Just to complete the changes, our longest-standing employee, SUE ADAMO, returned from maternity leave in July following the birth of her second child Charlize. It's always great to have Sue back!

Some patients may be aware that JOHN JENNINGS was recently hospitalised with a major illness at the start of the year. The good news is that John has recovered well and has resumed normal hours again. He's even found the energy to move house within a few months of his absence!

## Privacy

At Eyecare Collins Place your privacy is our priority. The data we collect and hold about you is handled sensitively, securely, with proper regard to privacy and in accordance with the Privacy Act. For more information on how we manage your privacy, or for a copy of our Privacy Policy, please contact the practice to arrange to speak to one of the optometrists about the issue. If you no longer wish to receive copies of our practice newsletter, please notify us by mail, telephone, facsimile or email as per the details below.



## Olympic Ties

In the lead-up to the Athens Olympic Games one of our patients, Colonel John Wertheimer, took his place in the Melbourne leg of the Olympic Torch relay. John also carried the Olympic Torch in Australia in 1956 and 2000.

After seeing active service in Vietnam and North Borneo, John has since project-managed some of Victoria's largest infrastructure and building projects. A recognized philanthropist, John is a Trustee of the Shrine of Remembrance, former Queens Representative Colonel Commandant, and is Victorian Chairman of the Order of Australia Association. He is Honorary Chairman of Judges for the prestigious City of Melbourne Awards and has been honoured by his country for conspicuous service to the community, engineering and defence.

While John has already done his bit for the Olympics, at the time of writing we were eagerly looking forward to the performances of the Australian shooting team, which has a number of serious medal prospects. Most of the squad had passed through our doors in the lead-up to the Games. A varied lot they were too, hailing from both city and country areas as far away as the Gulf of Carpentaria.

## Health funds reminder

As we approach the end of the calendar year, patients with private health funds and ancillary cover should be aware that if they don't use their benefits, they will lose them.

So before then is an ideal opportunity to think of:

- updating the look of your current spectacles and/or improving your vision with them
- having prescription sunglasses made up
- ordering a spare pair of spectacles
- purchasing your next supply of contact lenses

Claiming this year will also mean that you will still have funds available if needed in 2005. Please note that to claim this year you must have actually collected any new appliances by 31 December.

Our HiCaps terminal also makes life easy for you, as it enables us to direct-bill almost any private health fund to make claims on your behalf. This simple system requires you only to bring in your fund membership card for swiping. You then pay only the gap between the cost of your spectacles and the benefit provided by the fund.

Frames by Exté



## Shape, size, colour and the WOW factor

Do you find buying the right pair of sunglasses a real challenge? In fact you find the idea of bungy-jumping off the side of a cliff less daunting? Just in time for those glorious sun-filled days, we are giving you the opportunity to view new season ranges in their entirety!

Yes, that means you won't need to ask, "Does that come in any other colour?" With all the frames laid out, you'll be reminded of those days as a youngster visiting the lolly shop, eyes bulging out of their sockets!

Best you bring a friend, or the significant other if you are the indecisive type! Oh, by the way...you'll be well catered for, with champers and nibbles darlings!

It's as simple as filling in the form below - I'll pop out an invitation with a very, very special incentive inside (yes, that means saving money!). Alternatively, give Lorinda a call on 9650 2233, or email us at [optometrists@eyecarecollinsplace.com.au](mailto:optometrists@eyecarecollinsplace.com.au) to make sure we notify you of the exact dates.

Dear Lorinda,

YES!

Please notify me when the dates for your sunglass preview nights have been finalised - make sure you send me an invitation!

Name \_\_\_\_\_

Phone \_\_\_\_\_

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