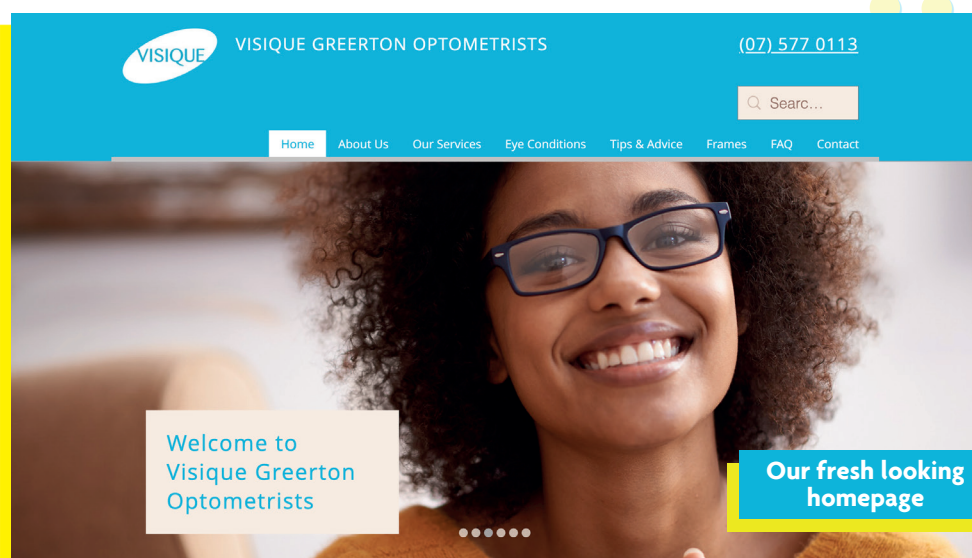


VISIQUE
DECEMBER
NEWSLETTER

Insight

WE HAVE A NEW WEBSITE!



Our new website boasts a cleaner design and more intuitive, consistent site-wide navigation to help you find your way around with ease. We hope this fresh look and feel creates a better, user-friendly experience for our trusted and valued customers. It is now also mobile-optimised to facilitate a better user experience for all.

On the homepage, it's easier to find out how soon you can get your glasses, which services we offer, and how to follow us on social media.

You can also easily access the range of brands we stock, as well as read more about our bespoke design range.

Best Sellers

~ Our most popular fashionable frames ~

CZONE

HH

NIKEVISION

STEPPER

COCOA MINT

Mari Jim

A selection of our
instore ranges

Moving forward, we intend to continue adding material to our website, especially content that will aid our customers and continue to make visiting us easier and more accessible. Currently pending is an online shop for launch in 2021, that will enable you to purchase all your eyecare/eyewear accessories in one place. We are also building a range of online forms you can fill in prior to an appointment or questionnaires that might indicate whether you have a particular eye condition.

WE LOOK FORWARD TO YOUR COMMENTS AND FEEDBACK!

A FRAME FOR ALL SIZES

This quarter, we are featuring the popular CZone range. CZone offer both smaller gents' models and a selection of XL for larger heads.

The images below showcase both a front view and ¾ view which shows the interesting 'temple' details which are not often seen from the front. (temple = arms/wings/legs!)

The CZone Range:



**COME AND SEE US INSTORE
TO FIND THE FRAME FOR YOU!**

Sight Gags by Scott Lee, O.D.

Books on Amazon.com



Eye Abusers Anonymous

SUMMER IS NEARLY HERE!



...For many of us, this means the return of the itchy eyes and sneezing season. We call it hayfever, but technically it is known as allergic rhinitis, and when the condition affects the eyes causing them to be red, puffy, and itchy we call it allergic conjunctivitis. There are other symptoms of allergic eyes too, include burning, watering, and sensitivity to light.

Allergies are very common. It is estimated that 1 in 5 New Zealanders suffer from seasonal allergies with a greater number suffering allergies in general. **But what is an allergy?**

It is basically an over-reaction of the body's defence system to a harmless substance called an "allergen". The eye releases chemicals in response to the allergen and these chemicals cause other substances to be released in a chain reaction. One of the chemicals (histamine) is particularly good at dilating the small blood vessels of the eye causing the redness and itching. Seasonal allergies are typically caused by pollens which start appearing around spring and into summer as plants start to flower in the longer daylight hours. Pollens from privet, pine, gorse, plantain, and other grasses are the most common allergens but there are also perennial allergens such as dander from pets, dust mites and mould which can trigger the allergic response all year-round.

So, what can you do about it? Here are some strategies to reduce the symptoms associated with allergic conjunctivitis.

- ▶ Avoidance of exposure to the offending allergen is the best way to reduce allergy eye symptoms but this is not always easy. Are you able to stay indoors on days with high pollen counts? (Pollen counts tend to be higher in the mornings and on windy days).
- ▶ Do not rub your eyes if they itch. Eye rubbing releases more histamine into your eyes and just makes it worse.
- ▶ For indoor allergens, you can reduce dust by vacuuming and washing bedding regularly and if the family pet is the culprit, it may be best to keep it outdoors.
- ▶ Consider purchasing an air purifier for your home and an allergen-trapping filter for your heating/cooling system.
- ▶ Pillowcases hung outside on days with a high pollen count is good for the environment but not for a restful sleep if pollens are your allergy trigger.
- ▶ Wear wrap-around sunglasses outdoors to help keep the airborne allergens out of your eyes.
- ▶ Gently clean eyelids and lashes with a proper eyelid shampoo such as Blephadex to remove the build-up of dust and pollen.
- ▶ Use plenty of preservative-free artificial tears to dilute or wash airborne allergens from the eyes. You may need to use the drops several times through the day. Ask us which brands might suit you best.
- ▶ A cool, damp flannel gently pressed against the eyes can help calm the inflammatory process.
- ▶ Cutting down on contact lens wear or switching to daily disposables (if possible) can reduce the build-up of allergens on the lenses.
- ▶ Medicated antihistamine eye drops can break the chain reaction of the inflammatory process. Ask us what medicated eye drops might be suitable for you.

It is important to remember that there are many conditions which may cause red and irritated eyes, not just eye allergy alone. If you have concerns with your eyes, please consult us for professional advice.



CHRISTMAS SPECIALS FOR 2020

Christmas is just around the corner...
We are excited to announce our Christmas specials for this year. Please don't hesitate to call us for further information.

CHRISTMAS SPECIAL:

Children's Sunglasses
excellent stocking fillers @ \$9.95

** while stock lasts
** variety of fun shapes and colours
We have limited stock (approx. 15 units available)

IT'S TIME FOR A PUP-DATE!

Visique Greerton are proud to sponsor a guide dog each year for **BLIND LOW VISION NZ**. For 2020 we are sponsoring Fergus...a lovely lively dog who is in the middle of his training! Lately, he's been practising commands and learning how to behave when outside in 'exciting' environments such as busy streets and train stations. He's doing well in his training and we thought you might enjoy a photo!



DOING OUR BIT... VISIQUE GREERTON ARE COMMITTED TO GIVING BACK

The Cherry Festival is a community-run event by the Greerton Village Association. Festival window displays share local businesses proud social conscious practices. Our window highlighted the practice of sharing kindness for the environment through the collection of up-cycling plastic contact lenses casing, and kindness for others, by upcycling old glasses.



VISIQUE

VISIQUE GREERTON OPTOMETRISTS

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