

# We Value YOU!

"In the picture" is a quarterly conversation between us and our customers.

I believe in relationships and we really value having a strong relationship with our customers. This is our way of showing you what we're like.

For new customers, this unusual publication is an open

dialogue between us so that you can get to know who we are as a company. And painful as it can be, we like to show some of our personality. We're not a faceless company. For regular customers many of you only come in once a year or once every two years. So we can go a long time without seeing you. And a lot can

happen in a year or two. Hence we like to keep in touch.

The feedback is invaluable. I'm extremely interested in what our customers have to say. Please send your thoughts and comments on what we are talking about to:

[brian@johnlaverty.co.uk](mailto:brian@johnlaverty.co.uk)



## Glasses

**Wearing glasses is a big deal.** If you started wearing them as a child, you probably got the free bonus of "character development" too as you were subjected to "specky four eyes" taunts etc.

Today though, glasses are cool and kids want them, thanks to people like the great glasses ambassador Harry Potter. Today, I think it's harder for adults to get used to glasses for the first time. Let me walk you through it so you can really empathise here...

So, you're in your forties and you're getting on ok in life. You might not be perfect, but you've generally got your act together. You've learned a fair bit from your 40 plus years in the game of life. You're street smart. You know who you are. You've got a reputation. You've got a personality. You've even got a look.

So you can imagine the annoyance when something creeps up on you and catches you out. It starts out as nothing. You hold your phone a bit further away from your face to see it clearly. But you think you're tired. You go for dinner in that nice restaurant, and you can't read the menu. But you put it down to the lighting being awful.

You get a spreadsheet from a colleague and think why have they printed it in such small font, nobody could read that without a magnifying glass.

Meanwhile as the weeks go on, you're convinced you might need arm lengthening surgery because you now have to hold your books and your phone SO far away to see them.

What is happening to you? You had your act together and now it's falling apart. You think you might need reading glasses and literally didn't see it coming.

Now, don't think for a moment that this is no big deal. Human beings are more nuanced creatures. What does wearing glasses mean, think about it. For the first time it is a step into the unknown and it dawns on you bit by bit.

Do I really need glasses. Maybe this will pass. You go to see the experts and book an eye test. The Optician says you need glasses. You need to think about it. Some people know what's coming others buy a bigger iPhone. You are not excited about the prospect of wearing glasses. You don't know what will suit you, options, costs, styles etc. You've gotten used to your face as it is, not with glasses in the middle of it. Scary. What will people think. Will my friends make fun of me. Will my kids say I'm old. Will I look smarter. You remember your parents and grandparents searching for their glasses on their head, this is rock bottom.

Successful glasses wearing involves some thought, how are you going to wear your glasses, you have to not sit on them, forget them and more. Don't let anyone tell you "It's just a pair of glasses."

Roll in the John Laverty Optometrists team of experts and counsellors. The reason John Laverty Optometrists has so many fans is because we fully understand these issues and with full empathy, we help customers transform their experience of being a glasses wearer from a negative one to a positive one.

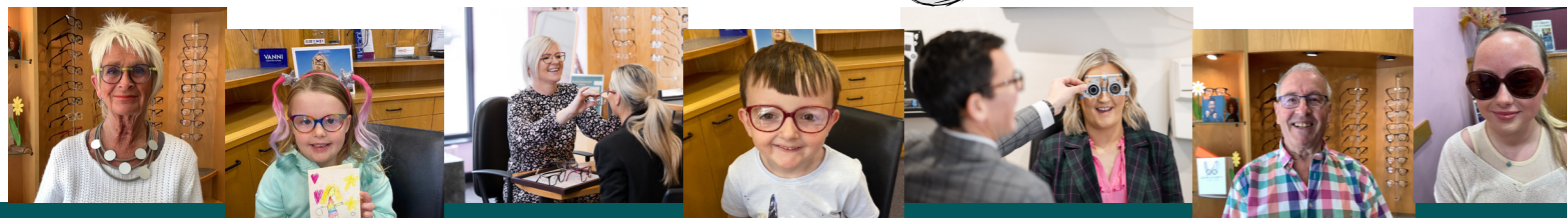
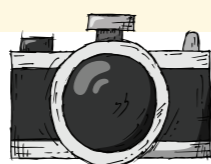
If you know anyone who hasn't been given the care and attention they deserve when entering the world of glasses email the team on [info@johnlaverty.co.uk](mailto:info@johnlaverty.co.uk). We will organise a welcome pack to be sent to them as a potential new customer to us, plus we'll enter your name into our prize draw for a £200 voucher for Galgorm Resort and Spa. **Win: win.**

Welcome to another edition of "In the picture". In an attempt to be a little greener we are sending this out via mail only to those customers who haven't left an email address with us. As always, lots happening and we hope you enjoy the read.

Brian and the team



## Thanks for choosing us



## You never know who you might meet!

Picture features Mary McCloskey, treasurer of St Canice Conference, Limavady receiving an Honorary Doctor from Hillary Rodden Clinton, Vice Chancellor, Queen's University Belfast. Mary was one of eight principals who received honorary doctorates as part of the 25 years celebration of the Good Friday Agreement. The doctorates were awarded for the work of the schools in Shared Education. A shared Campus in Limavady is the first of its kind in Northern Ireland.



What do you think Hillary's conversation with Mary started with? You guessed it. She remarked on her beautiful Ronit Furst glasses.

People, it pays to be a little bold with your eyewear, you just don't know where the compliments may come from.

Congrats Mary and thanks for being so stylish.

## Share this newsletter with friends and family

Branches at:

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Tel: 028 7034 2624

66 Main Street Garvagh

Tel: 028 2955 8666



John Laverty  
Opticians



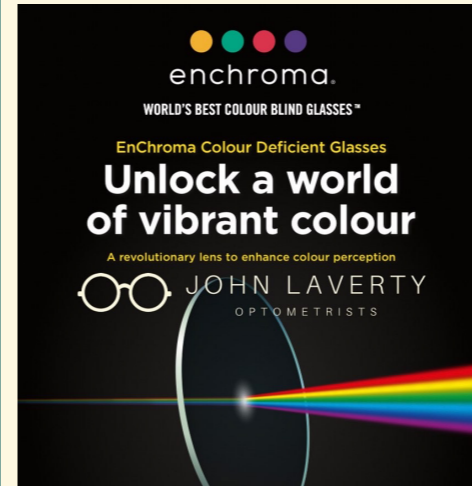
lavertyopticians



# Tennis or Optometry

Last weekend I was over in Manchester at an Optometry conference and there were some distractions in the hotel. There's me trying to concentrate on slides and keynote speakers and people are chatting about Leyton Hewitt and Cameron Norrie. You see the Davis Cup, tennis tournament was being played in Manchester and all the teams were staying in our hotel. Much to my surprise when I got in the lift early on Monday morning, who was in there? It was only Andy Murray. Previous tennis world number 1. Wow. Star struck! I had a

chat with him about the tournament and he was interested to hear why I was in Manchester. I told him I own an Opticians at home and we're always learning and improving what we do, then he told me his grandfather was an Optician and they owned 3 practices near Dunblane. It turns out it wasn't the first time our paths had crossed, so I thanked him for stopping for a pic with my son earlier in the year and told him he was lucky he was such a good tennis player or he may have ended up becoming an Optometrist too!



We are the first stockist of this product in the whole island of Ireland. Colour deficiency typically affects 8% of males and 0.14% of females due to it being carried on the X chromosome. It can affect people in varying degrees, but the more severe cases can struggle with appropriate colours at home or in the work place. It can affect hobbies and many things we take for granted for example looking at graphs in school or identifying ripe fruit. Videos of people with the glasses online show them seeing

a sunset for the first time or looking at flowers in the garden in a whole new way. What Enchroma does is provide an innovative lens which filters certain wavelengths of light to suddenly enhance the spectrum of colours that can be seen. I have had patients travel from Kilkenny and Clare to get their hands on the trial lenses and they have been suitably impressed. So if you know anyone who is colour deficient and wants to see more colours in the world then get in touch with me.

## Shining a light on our health



Thanks to everyone who attended the event in the Town Hall in Ballymoney at the end of June. It was a great event and I'm so glad so many people gave us some feedback to say

they enjoyed the event. I felt Dr Roger Brown delivered a well-balanced talk on how to take steps to look after ourselves. I'd like to thank the exhibitors for taking the time to

come along and certainly with all the conversations in the room it seemed to work well. If anyone wants a summary of the talk I have added one to our website.

## New Wheels

After chatting to a lady in a car park about her new electric car I decided I was going to get one. I've never had a new car, it's always been second hand or third hand and I'd recently had some car troubles. That combined with the price of petrol I decided to do some research. This involved some online reviews, chatting to one of my friends who buys and sells cars, and I made my decision.

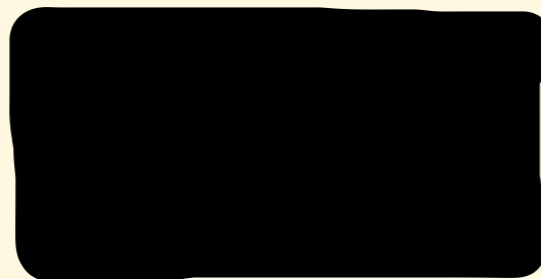
new car is pretty special, so I was expecting amazing customer service and fanfare. But, unfortunately this didn't happen. I know glasses being delayed by a few weeks is a pain and we hate disappointing, but we always get there, we never like a flaw to be missed so we take care with your eye wear and get you exactly what you order. Right colour. Right style. My car, well I got an email to say it would be January 2023, then March 2023, then June 2023 and I got it in July.

The colour was a "surfy" blue, get me, quite trendy, well they ran out of that colour in November so I was told I would get a "space" light grey. They must have run out of that colour too because what I got was dark grey.

The interior was to be dark

leather to hide the marks and what I got was light grey leather.

When I came to pick it up and revealed all the variations from my initial order the sales guy was pretty quiet, but it was still a beautiful new car, which I had been waiting for, for 42 years and I took the keys and very quietly drove off.



Carol Holland showing WOOV frames



Paula and Roberta

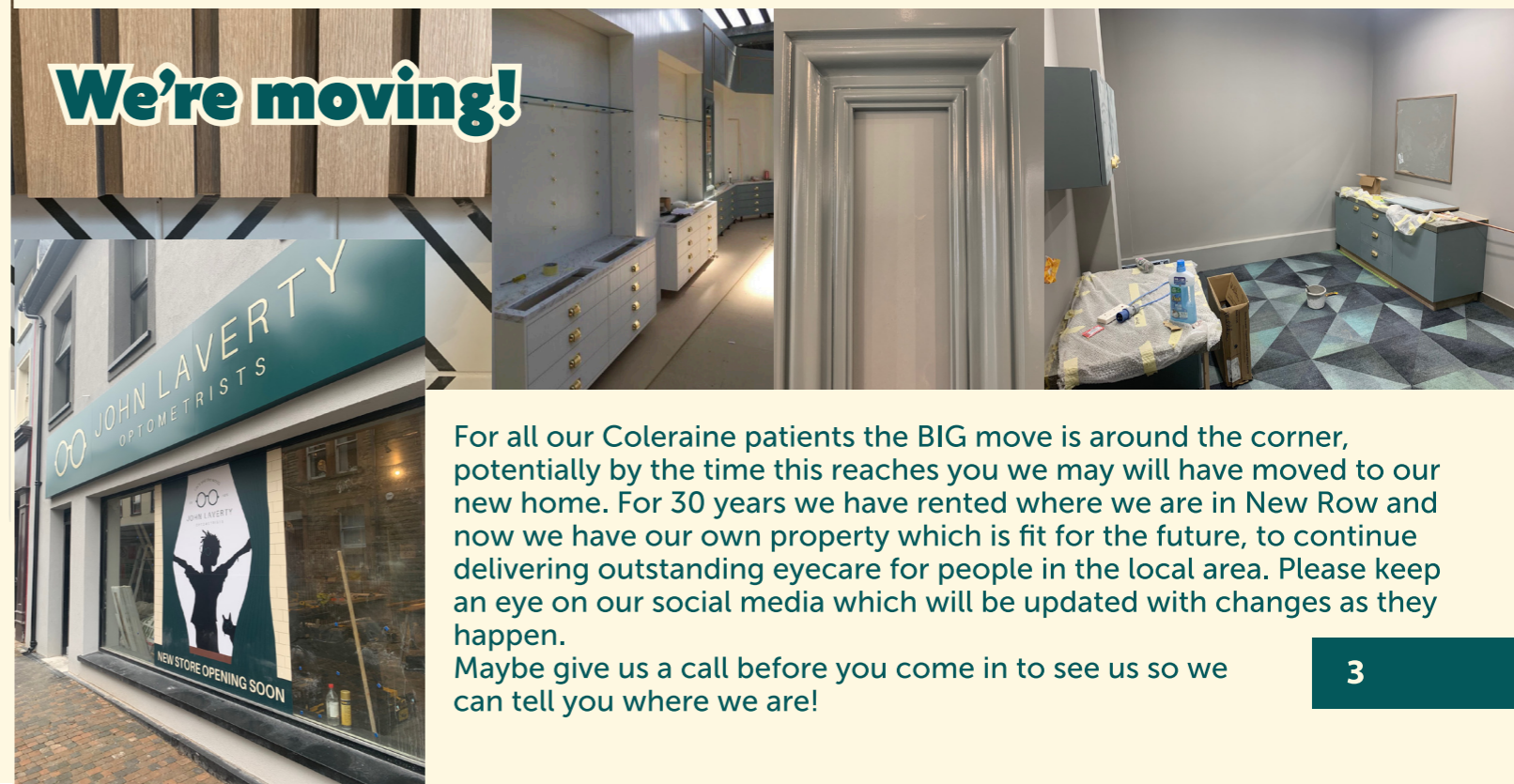


Brian and Dr John Flynn



David and Edith McKeown and Dr Roger Brown

## We're moving!



For all our Coleraine patients the BIG move is around the corner, potentially by the time this reaches you we may will have moved to our new home. For 30 years we have rented where we are in New Row and now we have our own property which is fit for the future, to continue delivering outstanding eyecare for people in the local area. Please keep an eye on our social media which will be updated with changes as they happen. Maybe give us a call before you come in to see us so we can tell you where we are!