



In the picture
Newsletter Vol 10. Issue 1



Macmillan Cancer Support and Guide Dogs Charity Cycle

As many of you will know my dad and I cycled from Cork to the Causeway in 2021 for charity. So while chatting to my cousin, Graeme Irwin last year a new challenge formed. This time we are taking on the entire length of the UK, from Lands End to John O'Groats. A 970 mile cycle, over 9 days, starting this Easter.

We have decided to fundraise for Macmillan Cancer support, having lost an uncle recently to cancer as well as some close friends' parents. We wanted to raise some funds for the great work they do when families truly need it.

The second charity we are raising money for is Guide Dogs for the blind association. A charity which does incredible work to help support people with visual impairment. A guide dog can give them their freedom back, give them confidence to become more independent. As a business we have sponsored some puppies and attended meetings to learn about the great work they do.

The cycle will be very tough, I have no doubt, we are both amateur cyclists and since December we have been getting used to spending

more and more time on the saddle. It's not a race, we need to get from A to B, so we will be on the bike for around 8 hours a day. I may be walking like a cowboy when I return!

We will keep you updated with our progress on our social media pages and if you would like to make a donation you can in any of our branches or on our just giving page. Spare a thought for us on Sunday 13th April when we set off from Lands End. I'm praying for a strong southerly gale.



<https://www.justgiving.com/page/brianandgraeme>



Pay it forward

I like this phrase or expression, when someone has something or receives a gift and offers it to someone in need.

Thanks to everyone who donated their glasses to us during the last few months. We have received over 500 pairs, which will be heading to countries where people simply can't afford glasses or have no access to eyecare. Thank you



SMART GLASSES



I recently received a pair of high tech glasses. I wanted to test them out. You can see a picture here, they look like ordinary glasses, they are very comfortable, unassuming and well designed, but packed into these frames are features that will potentially change glasses forever.

The pair I have has a "heads up" display built into them, which only the wearer can see. It is presented in a green, digital font. I can glance up and see the date, time and temperature, plus any

notifications from my phone. The other features the glasses have include navigation, teleprompting, translation, AI assistance and note making.

I think they are amazing, for certain people, for example if someone is doing a presentation, the speech can be right there in front of you. Or if someone is deaf, the glasses will listen and present the spoken words as text in front of you. This is groundbreaking technology. I have used them cycling and I was impressed with the

prompts and distances, and the battery life is good.

A prescription can be built into them which is also very important.

My only reservation is the lack of integration with other phone apps that people use. I think there is more work to be done before we see the finished package. If anyone is interested to see these frames send me us an email on info@johnlaverty.co.uk and I'll try and organise a demo.

A day at the Galgorm

At the end of January we like to meet up as a team and do some training and look back on the past year. This year we went to the Galgorm and they looked after us very well. We spent the day working on various customer service topics and we had an inspiring young lady talk to us about her experiences as a professional triathlete. Eimear Nicholls also went to Paris as a sighted guide in the Paralympics alongside Judith MacCombe, so we heard about their experience.



I think we all came away with a new appreciation of the sacrifice and determination all athletes have to exhibit to achieve success in their sports.

We also took some time to congratulate Nicola who has been working for us for 30 years!



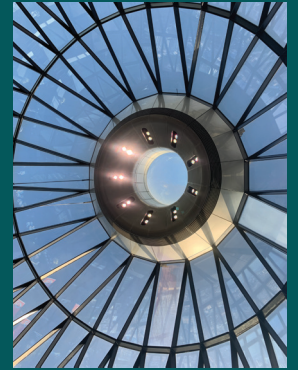
THE GHERKIN

I spent a couple of days in London on a business course and attending a meeting to do with Optometry and Artificial Intelligence.

so wrong. The only thing above us was a glass roof! We were literally at the top, with a circular iris structure at the apex.

The venue was The Gherkin, a very unusual shape of a building and we were told we would be on the top floor. I imagined a normal conference room, but I was

It was hard to concentrate during the presentations when we had a 360 degree view of London, so the venue kind of backfired, but what an experience.



POSITIVE NEWS

I've chatted about the magazine Positive News before and I picked up a copy when walking through the airport. I'm sure like you, a little boost of positivity does so much for the mood. We can be swamped with negative news stories, be it local issues or from further afield.

'Life-changing' therapy treats rare childhood blindness. Four children have gained "life-changing improvements" in sight following pioneering treatment at Moorfields Eye Hospital in London.

The children were born with a severe impairment to their sight due to a rare genetic deficiency, which means they can barely distinguish between night and day. The gene defect causes retinal cells to malfunction and die. However, a new treatment was shown to make retinal cells work better and survive longer. The procedure, developed by scientists at University College London, involves injecting healthy copies of the gene into the retina.

One of the children involved was Jace, from Connecticut, US. "After the operation, Jace was

immediately spinning, dancing and making the nurses laugh," said DJ, his mum. "He started to respond to the TV and phone within a few weeks of surgery and, within six months, could recognise and name his favourite cars from several metres away."

Surgeons are now exploring how to make the treatment more widely available.



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

Local Women magazine

We have been asked to contribute a column in the Local Women magazine, so you may see some familiar faces in there.

Let's see the world



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COLUMNIST

ARE YOUR ARMS LONG ENOUGH?

Resident Optometrist at John Laverty Optometrists and Hearing Care, Lorna Dunlop, shares with us some of the signs of reading troubles and the solutions that will help.

Behind every great business there are always instrumental women, and our business is no different. Over the upcoming months you'll get to meet various female members of our team and get to learn a little about a topic they are interested in. Enjoy the read and as always, this column can be a two way conversation, feel free to contact us in the practices, via social media or send us an email at info@johnlaverty.co.uk. Thanks Brian McKeown Optometrist

3 Varifocals: these lenses allow people to read and see far, so they allow people to do more with their glasses. The latest varifocal designs from 2024 use AI technology to make the experience so much easier than it was when varifocals first arrived. Many people don't like the idea of glasses, and that's ok, that's normal too. You've managed for 40-45 years without them, why now? At John Laverty Optometrists we are here to turn that negative perception into a positive one. Chat to our experienced staff and they all have their own glasses story. We can assure you that if you take the first step to get your eyes checked with me or Brian or any of our great Optometrists, we will look after you and pretty quickly friends will be asking "Where did you get those beautiful glasses?"

1 Prescription reading glasses: each eye is measured precisely, you use your eyes for so many things every day, so why not look after them.

2 Enhanced reading lenses: these are becoming more popular, and they are digital lenses with an extra area of focus for smartphones and close work.

SOLUTIONS
Go and see an Optometrist, get a professional assessment of the health of the eyes and we will measure what strength of lens is needed for each eye individually. Rarely are both eyes the same so ready readers from a supermarket are not going to give you accurate reading vision.

Buy a varifocal, get reading lenses for free.

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