

WE ARE OPEN

.....still

melina jôy
OPTICIANS



We are following official guidelines laid down by the government and our governing bodies, and we are still open. The practice has undergone a lot of changes during the last year, we are all wearing face masks and aprons and where possible working from behind a screen, there are very few frames on the walls (the majority are trapped in trolleys!) and every surface is being cleaned to within an inch of its life! But what hasn't changed is us...we are still the smiley, helpful, chatty team we have always been.

David and Melina are rustling around in their disposable aprons, the Dispensing Opticians are wearing new brightly coloured tunics and our receptionists are behind a giant Perspex screen at the front desk.

Wearing masks all day has become our normal, the only real downside being that you can't see us smiling, but we are I promise.

Currently we can see anyone for an eye examination providing we prioritise those with ocular emergencies or symptoms.



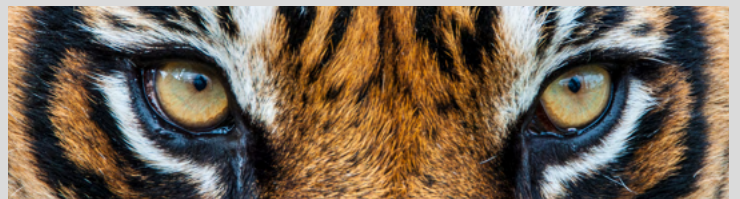
If you are at all worried about your eyes or your vision please call us on 01435 868181 to make an appointment. This also applies to your glasses, if you are having problems, broken specs, sore ears or if you just fancy a new pair of spectacles give us a ring on 01435 868181 and make an appointment. Explaining what you are after helps our receptionist to book the right sort of appointment and gets you to the person who can help you best.

Our team will give you all the care and attention you would normally expect but we just need to make sure to keep the numbers of people in the building down, so appointments are essential.

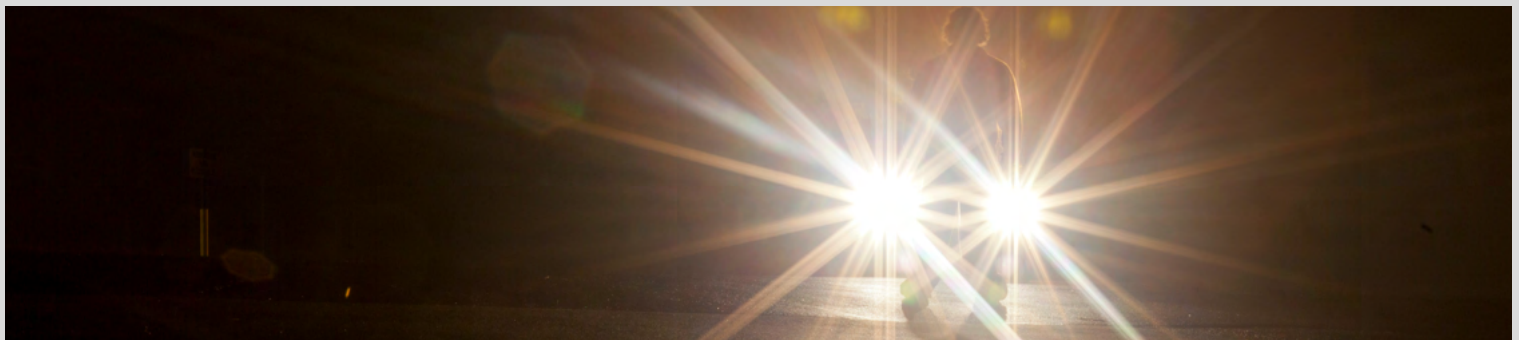
Please be assured we are trying our very best to keep you and us safe whilst continuing to make a visit to the practice an enjoyable one.

Did you know?

The night vision of tigers is six times better than that of humans.



Now though we can't provide you with tiger eyes we do have a new coating available for most spectacle lenses called Crizal Drive. It's a hard anti- reflection coating that specifically reduces reflections when driving at night.



Crizal Drive can enhance your visual comfort and clarity of vision, creating a safer driving environment day and night; no matter what vehicle you drive. More information about Crizal Drive can be found at essilor.co.uk or any of our Dispensing Opticians will be happy to speak to you about this new coating. Optics is a fast-moving profession so we will always have new products and innovations to discuss! Good job we like a chat!



New frame ranges



Although it's been a very strange year we have continued to keep the practice moving forward and in the brief period where she was allowed Catriona met with some new Sales Reps and bought two new ranges:

The Joy Collection

This collection is exclusive to Melina Joy Opticians and is of the highest quality. Offering classic styles in mostly muted shades, they are all handmade from European acetate, by a family-owned company in Athens.

Wolf Eyewear

This new range is designed in England and as well as some gorgeous brightly coloured men's frames it includes a children's "Cub" collection. The children's frames are made in a wide range of shapes and colours but most importantly they have been designed to fit children's faces. Unfortunately, more and more we see children's frames being made as just miniature adult frames. Although we know this is often what they want in terms of style and perhaps colour, at Melina Joy Opticians our Dispensing Opticians know that children have different anatomical features and need frames that fit well to ensure comfortable, long term wear.



Eyeplan



For a long time, we have run a practice membership scheme called Eyeplan. This scheme has been truly successful in helping a lot of people buy frames and lenses that they really love or particularly need, others to buy second pairs of glasses or sunglasses to ensure they have a spare pair or second look.

The plan covers all your clinical needs and covers your new glasses with Accidental Damage Cover too.



This year we are launching Eyeplan for Young People!

This is a new version of the scheme aimed at under 25-year-olds. The monthly payment will be just £10 (usually £13) by direct debit and will cover all clinical time including contact lens appointments and trials, give great discounts off specs and accidental damage cover. There is no minimum age for this plan meaning that we can make thinner or coated lenses and second pairs of glasses more affordable for children and teenagers too.

Our dispensing team are happy to discuss this new plan with you and can provide a personal illustration if necessary.

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