



MJO NEWSLETTER

Melina Joy Opticians
May 2022

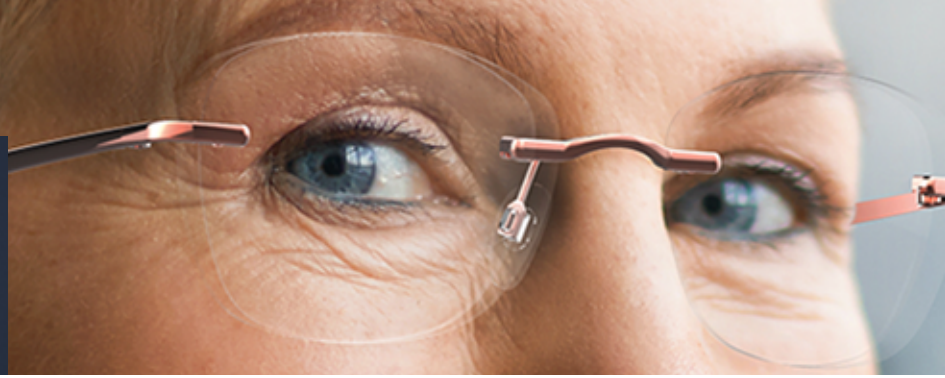
Our Dispensing Opticians had a great day out at 100% Optical at The Excel in London. We met lots of old friends and made plenty more. The trade fair was the first chance in two years to socialise with our peers, attend some training seminars and look at new frame ranges.

It was really exciting to meet Kevin and Trupti from The Eyewear Company, a British independent frame supplier that holds many ranges including Dutz, a range of funky frames in fabulous colours from the Netherlands and Vanni (as in Giovanni), beautiful frames designed and manufactured completely in Italy. Both manufacturers pride themselves on their in-house designs meaning that they are in control of the quality of the parts used and that the ranges are manufactured in small numbers to limit waste. Selections from these ranges will be coming to our shelves very soon!



The day ended with the Love Eyewear Awards hosted by Vick Hope of Radio 1 Drivetime, celebrating all that is new and exciting in frame design. We were very pleased for Mark Carpenter, the MD of Mac+Pure, the UK distributor of all our exciting ranges including JF Rey, Boz, Ronit Furst and Strukur, who won two awards for Sunglass of the Year and Unisex Frame of the Year. In fact, we stock the frame that won, The Singer by Strukur Eyewear!

New product launch



Adlens Taskmaster has been designed for prescription glasses wearers over 45, who have frustration with their current glasses and particularly with the quality of their near and intermediate vision.

- Access to sharp focus and clear vision at any distance
- Wider field of view than normal varifocals
- More practical than carrying round multiple pairs of glasses
- Less swim at the bottom of the lens
- No more hunting for the sweet spot

Adlens Taskmaster is a totally new prescription lens solution for presbyopia - The loss of near and intermediate vision we all suffer from as we age.

Taskmaster is a 3 zone switchable lens system that's like having 3 pairs of glasses in one. Simply put, Taskmaster is three pairs of glasses in one, that allow you to see clearly and comfortably at any distance.

The power of the new Taskmaster lens system is that it uses 2 complementary technologies to give you access to better vision. It combines Adlens patented Alvarez dual-lens PowerShift Technology with Premium Varifocal design. Together they give you a better wider field of view and the ability to switch to sharper, more comfortable vision at different distances.

We are only the 2nd practice in the UK to offer this range. Call us on 01435 868181 to book an appointment with one of our dispensing opticians, discover all the benefits and different options available for this new product.





Smile please!



Thank you to Joyce, one of our talented clients, for taking our new team photographs. We are delighted with the pictures she has taken for us.

For more examples of her work visit her website at Joyce Holland-Gladwish Photography, or find her on Instagram @joycehgphotography



BREAKING NEWS!

We are delighted to announce the engagement of Jasmine and Ben after a whirlwind romance.

We wish them our warmest congratulations for their future together.



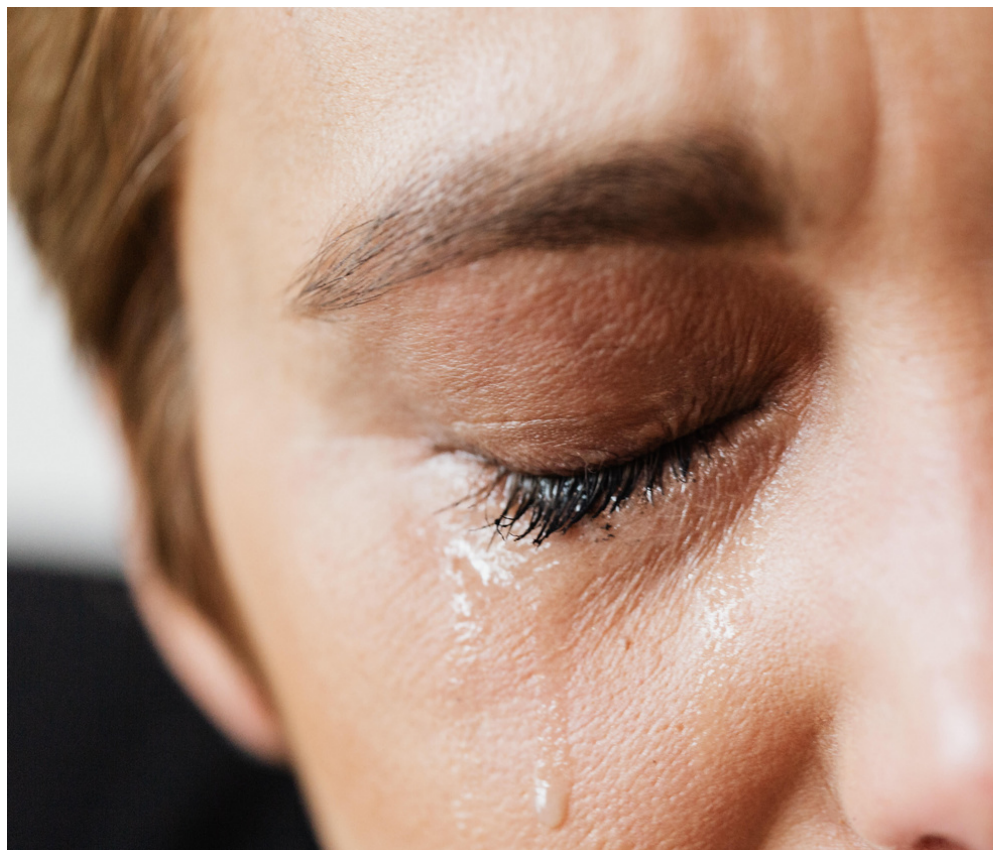
Why do we cry?

The purpose of tears is to nourish and keep the cornea lubricated, blinking spreads the tears around the eye. Our tears keep the eye clear of debris. Every tear is made up from water, salts, enzymes and hormones. The ratio of contents is different depending on their purpose as we have 3 types of tears.

Basal tears are present in our eyes all the time, a barrier between the eye and the world. They are produced continually and keep the eye lubricated and free from bacteria. The basal tear is made up of 3 layers. The mucus layer keeps the tears fastened on the eye, the aqueous layer maintains hydration and blocks bacteria and the oily outer lipid layer keeps the surface even.

Reflex tears sometimes called the eyewash tears, will wash away any dangers from things like dust, wind, smoke or fumes from onions! These are the tears that kick into action if you suffer from allergies.

Emotional tears are triggered by a range of emotions like grief, rage, sadness or joy and are believed to be generated to stabilise the mood as they contain high levels of stress hormones.





Breakfast smoothie

Try a smoothie for a great start to your day. Full of antioxidants and nutrients which are great for your eye health.

Orange and apricot smoothie

Ingredients - serves 2

- 6 fresh apricots
- 2 large oranges, squeezed
- 120g natural yogurt or kefir
- 1 tsp vanilla extract
- 1 - 2 tbsp ground flaxseed
- 4 icecubes



Method

Place all the ingredients into a blender and blend on high speed until smooth.

Divide into 2 glasses and serve immediately.

You can make with dried apricots, just soak 120g overnight in water boiling water.

Blend these with the water first before adding other ingredients.

Kiwi Banana

Ingredients - serves 2

- 1 ripe banana
- 2 or 3 kiwi, peeled
- 120g red or green seedless grapes
- 60g natural yogurt, kefir, or lassi
- 240ml unsweetened chilled apple juice
- 1-2 tbsp ground flaxseed or chia seeds



Method

Place all the ingredients into a blender and blend on high speed until smooth.

Divide into 2 glasses and serve immediately.

Or try substituting other favourites fruits, unsweetened juice or liquids to find variations you enjoy. Add pitted dates or honey if you need sweetness.



wonder if you know?

The only organ more complex than the eye is the brain



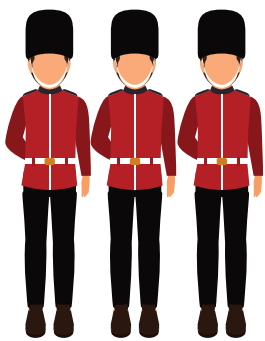
*Congratulations to The Queen
on her platinum jubilee.*

To celebrate this special
occasion we are running
a competition to win a
£70 MJO voucher.

What are The Queen's
middle names?

Email your answers to
reception@melinajoy.co.uk

Competition closing date 25 June 2022.
The winner will be picked at random & notified by email.



Bank holiday opening hours

Thursday 2nd June closed

Friday 3rd June closed

Saturday 4 June 8.30am to 1.15pm



We'd love to hear your feedback. You can either leave us a Google review,
a Facebook review or email us at reception@melinajoy.co.uk



Award winning
Frame of the Year
The Singer

Struktur



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