

Welcome Aboard

I'd like to thank all our new customers for finding us.

**S Stevenson,
B Mullan, G Neil,
J Walker,
A Stevenson,
H Kirkpatrick,
R Stevenson,
B Brogan, J Cairns,
B Irvine, J Thom,
C Hughes**



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

John Laverty Optometrists



Newsletter Vol 5. Issue 5

Christmas has come early!

Certainly in my house we have focused on getting the decorations up early, the Santa letters were written, we got some shopping done (before the recent closures), and even the Christmas music in the house started a little earlier this year.

We have 3 advent calendars on the go this year, the kids have decided to

decorate their own rooms, and we've definitely got a couple of hundred more twinkly lights than last year. It's all tinsel and baubles in the McKeown's house!

The traders in Ballymoney also got the tunes on a little earlier due to all the restrictions in place. It's been such a difficult time for many business owners who rely on footfall in towns and simply haven't had it easy. So

everyone is trying to focus on the positives and Christmas is a great time to celebrate all that we have.

Our window in Ballymoney is a homage to Christmas past. We even have John Laverty's tractor from when he was a young boy.....for the age of the tractor answers on a postcard!

If you're considering a gift for someone this Christmas, consider the local businesses as Phyliss mentions in her review later. Many businesses will have set things up online, on Facebook or Instagram to allow their customers to continue making contact with them and they need your support now more than ever.



What a year it has been and I'm glad Christmas is just around the corner.

For us it's been a year of highs and lows, the lows of lockdowns and furloughs and the highs of getting the team up and running again and putting in place measures to keep everyone safe.

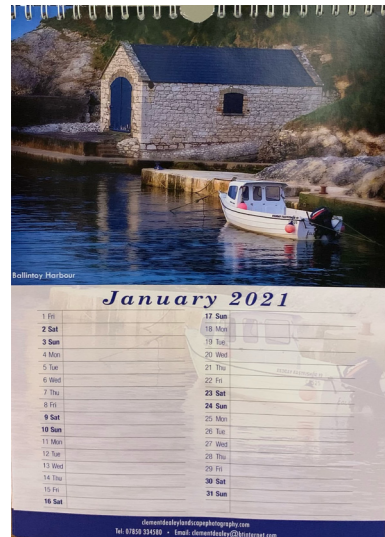
Despite the downtime we've been busy and all the hopes and aspirations for 2020 have been moved to 2021!

Enjoy the newsletter and we look forward to seeing you and your family soon.

Brian



Charity Calendar



I would like to recommend a Calendar which has been created by one of our customers. Clement Dealey is a local photographer, many of you will know him and he has put together 12 stunning photographs of local scenes. There are some beautiful shots including the dark hedges, Portstewart strand and Ballintoy.

Every purchase will help raise funds for PIPS (Public Initiative for the Prevention of Suicide and Self Harm). The devastating impact of suicide is sadly something more and more families are having to come to terms with and it is heart-breaking.

The charity provides information on the signs of suicide, the promotion of self help and signposts to the appropriate sources of help. Their support also extends to friends and families, counselling sessions and therapies.

The calendar can be found in Greenmount Spar and Milltown Spar (plus others possibly) and online at www.clementdealeylandscapephotography.com



Share with friends and family (while obeying social distancing).



John Laverty Opticians



[lavertyopticians](https://www.instagram.com/lavertyopticians)

John Laverty Optometrists

FAMILY OPTICIAN SINCE 1979

Branches at:

15 High Street Ballymoney Tel: 028 2766 2480

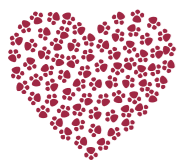
30 New Row Coleraine Tel: 028 7034 2624

66 Main Street Garvagh Tel: 028 2955 8666

Share with friends and family



 John Laverty Opticians



Dog Lovers



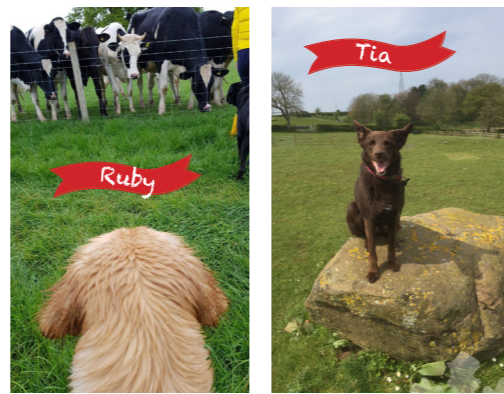
We have a dog, called Tia, which we got from the dog's trust in 2014. She is a Labrador-Collie cross and she's great. Obedient. Good natured and loves exploring. At the start of this year John Laverty Opticians got a dog, Ruby, who is learning to be a guide dog and we sponsor her through her training. So the love for our canine friends is clear.

My 2 brothers got dogs in the last few months, plus one of my best friends and Rhonda in work and a few thousand other people across Northern Ireland. I suspect the conversations about getting a dog had been going on in their homes for months, maybe years. Normally one

person is really keen and the other is yet to be convinced. Then lock down came along, perspective changed, and suddenly new opportunities arouse. All to the benefit of our 4-legged friends.

Dogs give so much in return, they get so excited when you return home or when you put your coat on to go for a walk. It's been shown that they have the ability to reduce stress levels, anxiety and improve mental health, what a time to be able to do that.

Unlike most people, Tia loved lockdown, walkies were higher up on the daily agenda and the kids were around all day to give her an extra treat (intentionally or



unintentionally)!

Sometimes the world can look so different when we take a different view.

50% OFFER

During the months of December and January we have a fantastic offer on second pairs of glasses. These can be another pair of varifocals for the office or some sunglasses or a pair for reading, the choice is yours. The second set of lenses will be half price. This is a potential saving of over £250.

Christmas Gift Vouchers Available NOW

Benita

Benita works in our Garvagh branch and always has a smile for you if you're in a bit of trouble with your glasses or if you need a wee update and some new style. She has many years of experience and she shares the reason why she enjoys her job.

What do you enjoy most about your job?

I enjoy meeting people. Plain and simple. Whether it's a new customer or someone I've known for years, I enjoy catching up with them and

helping them with whatever they need.

If you could go on holiday tomorrow, where would you go and who would you bring?

That would be lovely, I would go somewhere hot, maybe the south of France and I'd take my family.

What's the biggest change you've seen in the business in your 25 plus years?

The introduction of computers probably. When I started the diary was paper, all ordering was paper and now pretty much everything can be done on the computer.

What's your favourite brand or style of glasses?

I really like a bit of colour. Etnia Barcelona is a brand with some colour and I'm looking forward to these Anne et Valentine frames arriving from France, they look fun.

Any phobias?

Mice or rats. No thank you.



THE EYES HAVE IT

Eye makeup has been taking a larger proportion of prestige cosmetic sales during and after lockdown, according to analysts NPD. With lips now often hidden behind a mask, makeup sales in that area are taking a lesser share of spending.

"As consumers are required to wear face coverings in shops, on public transport and other public spaces, the lip segment has declined in share, driven largely by a decline in demand of lip colour as the lip area is no longer visible when wearing a mask," NPD said.

It's pretty obvious when you think about it. **The eyes have it.** Even more than they used to. The saying used to go, "you can tell the man by his shoes" but as an eyewear enthusiast I have always thought that strange. In conversation you don't look at people's feet. You look at their eyes. It's all about eye contact and eyewear. And the right eyewear can say a lot about you without you even having to open your mouth. I've always believed this. It's one of the reasons we get so many referrals and recommendations. Friends notice your eyewear and say "Ohh, I like your glasses" and then follows a short conversation about your glasses and you mention that you got them from a fantastic place called John Laverty Opticians!

Most of us care about how we look. And without being vain, we want to make a good



impression on others and present ourselves in an attractive way. We don't want to look like we made zero effort or don't care.

Unfortunately, some people have yet to figure out how important a role eyewear plays! The average glasses wearer often makes a big effort with their outfit, their shoes, their make up and various accessories but then they go and plonk a boring and badly fitting pair of glasses on their nose. Usually a bland, unoriginal design with a shape and colour that clashes with rather than complements their facial features.

Thankfully you are here, one of the enlightened ones. You know that facemask or no facemask, it's all about the eyewear!

★★★★★ Win a Helicopter Flight!

We like to do things a little different you may have noticed! So when a gentleman who owns a helicopter business came to see us to see if we could mend a broken pair of Maui Jim sunglasses during lockdown an idea began to flourish.

So, in conjunction with Cutting Edge Helicopters we are giving away a flight along the Causeway Coast next year. This is an incredible prize and

to enter all you have to do is leave a review on Facebook or Google or recommend a friend to come and see us. If you've already left a review you're already entered.

It's our way of saying thank you. Remember to let our staff know that you have recommended someone and we will pop you into the prize draw.

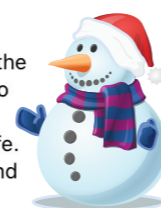
Phyliss you're already in, thanks for your review.



Comments

Phyllis Morrison recommends John Laverty Opticians. Yesterday at 17:30

In the times we are living through just now, have to thank the girls for all the help and guidance from booking the test, to working out what I was looking for in new frames and arranging a time for collection while feeling very Covid safe. Delighted with my new glasses. Keep up the good work and stay safe!!



Like Comment Share

