



In the picture
Newsletter Vol 7. Issue 3



We hope you like the new look newsletter, refreshed with a new logo which will be making it's away across the business. Simple and modern with a colour linked with growth and a little sophistication.

Schools are back and a little bit of routine returns, we're all hoping for that illusive Indian summer.

If you managed to get away, we hope you had a great time especially if it was a COVID rescheduled trip, a 2020 trip in 2022, is cherished even more.

Enjoy the read.

Brian

Business trip to Hogwarts!

Hufflepuff, Hagrid, Dumbledore and Butterbeer.....the world of Harry Potter.

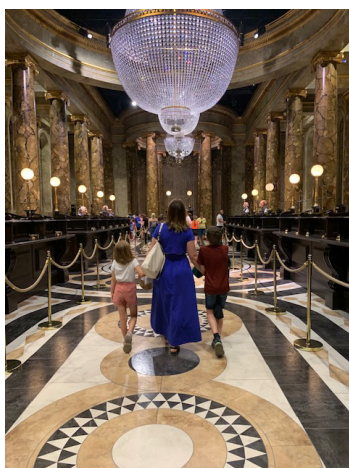
So as my 9-year-old son Jack, began to devour the Harry Potter books this year my wife and I began to plot a summer trip to the Harry Potter studio tour in London.

There is no doubt that Harry Potter has been responsible for raising the popularity of wearing glasses for children and maybe even the popularity of glasses full stop. Could I put this through as a business expense? My accountant informs me, no!

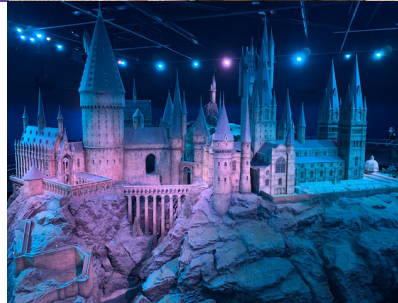
So, at the end of July, we headed off to London for a long weekend and the Warner Brothers studio tour was a real highlight. My wife and I have read the books, but we thought the tour would really be for the

kids, but the big kids had equally as much fun.

Being involved in a business where we want to go that extra mile for our customers, I'm always looking at the customer experience and how the staff operate, and these guys would easily get my 5 stars.



The bus that picked us up was wrapped in a Harry Potter scene, the 15-minute journey could have been boring but Warrick Davis (Professor Flitwick) was on a screen telling us what to expect.



We were given honest advice not to take the audio guide as there's so much information on the tour. The expert staff were so knowledgeable, and nothing was too much trouble. The theatre of the experience was orchestrated so well. The insight into the huge team involved, from prop creators, artists, designers, prosthetics for goblins, special effects, the list is endless.

We learned how to use our wands, how to fly on a broom and some behind the scenes visual trickery.

So, if you need a glasses heroin in your life or simply a great day out, we would definitely recommend the Harry Potter studio tour.





Book Club



A little unconventional for an Optician, but that won't stop me. As you know I love a good book and I've mentioned some books in these newsletters over the years. I do have a certain

genre, as do we all perhaps, but I wanted to create a little community to enjoy the same book together. Share some thoughts on it and have a bit of fun with it.

Here's the pitch. Would you like to join our book club?

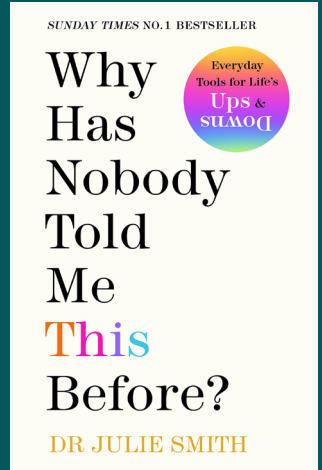
- Be part of a fun group.
- Spend less time on your phone.
- Explore a new topic.

The first book is "Why did no one tell me this before?" It's written by Dr Julie Smith. I haven't read it yet, but it was a Sunday Times No 1. Bestseller and seems to have a message we can all relate to. I plan to set up a What's App group

for the book club and we can discuss the different chapters as we go along. We could take 4 - 6 weeks to read it. You can also read at your own pace and check in with the group as you go.

If you would like to be involved simply head to our web site, click on "shop" and you can purchase the book, or you can buy the book yourself and email us on info@johnlaverty.co.uk to say you're onboard.

Pop in your details and mobile phone number and we'll post the book to you. We hope to start at the start of October.



Floaters (Floater Intervention Study)

A new study has suggested that certain supplements can help reduce floaters. The 6 month trial showed that 77% of patients found that their floaters and visual function improved during the time period. The trial highlights that

micronutrients and antioxidants can improve the health of the vitreous where these floaters occur. If you suffer from particularly bad floaters, more than 2-3, and you want to know more about the supplement please let me know and we can try and arrange to source the product for you.

We are proudly involved in sponsoring the boys football team.



Win a dining experience?

Browns Restaurant
L/Derry

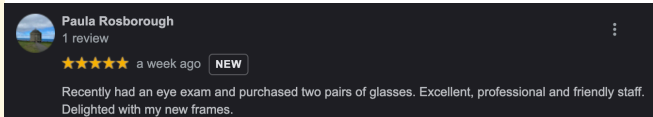


Plus rail transport

Ask for more details

Google Review/Facebook/Written

Also own Ardtara House, Maghera & Browns 1894, Portstewart Golf Club



On the straight and narrow



After 13 years of marriage my wife has finally got me on the straight and narrow. She's got her way, and I walked straight into it not really knowing what I was getting myself into.

For the last 4 months I've been wearing "Invisalign" dental retainers to get me straightened up. I should explain my wife is a dentist and over the years she's been slowly eyeing me up and looking for her opportunity. If you have been in to see me recently you probably won't have noticed as the PPE mask has got another great use, hiding my retainers!

I wore braces in my teens and my previous dentist (who may be reading this), did a great job, so my teeth were in good shape. However,

over the years teeth tend to move a bit and there was certainly room for improvement! Roll on the Invisalign.

Honestly it has been pain free and now I'm at the end I'm glad I had my hand held to sign up.

It's an occupational hazard to spot things that you're trained to look for. I see frames on faces and wonder what brand it is. I've had builders in work for an eye test comment on a door frame that isn't quite true. But now finally, my wife can look at my smiling face and be a little more content!

Real People in Real Eyewear



Phase 1.

Years ago, after choosing some new glasses at John Laverty Opticians, you would come in to collect them, have a final fitting of the frame for better comfort and off you go, out into the world. Everywhere you go, heads turn as people double take, in awe of how good you look in your glasses. But unless someone is lucky enough to cross your path, they may not see the work of art that is your face in your new glasses.



Phase 2.

In recent years we started taking a quick snap of customers newly fitted in their new eyewear, ready to go out into the world, to present a whole new you. After all with new frames you can say a lot without even speaking. The team were surprised at the positive response they got when asking customers if they could take a pic.



Phase 3.

Now, I think we have reached phase 3, customers are aware that we may take a pic and they get ready, they prepare. And true to their word they arrive with hair done (if they have any), make up done (if they wear any) and great smiles. We have some fantastic pictures where the outfit ties in beautifully with the new frame. I read about a shoe designer once who dressed from the shoes up. Well, we're seeing some customers who dress from the eyewear down. **Let's celebrate you, the individual.**



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



We are proudly stocking Oakley frames now. These frames are inspired by sport and engineered with the customer in mind. The range is extensive, and they invest a lot in light weight materials, enhanced lens materials and tints to improve performance.

From a practical perspective they are comfortable frames with a stylish twist.



Easy payments



A new service we have been providing to help customers spread the cost of new glasses is an "Easy Payment" plan. This is an interest free payment plan, which allows people to spread the cost of glasses over 3, 6, 9 months to allow for easier budgeting. We all know about rising costs and if we can do something to help then we will.



Let's see the world

Est



1979

JOHN LAVERTY

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