



GRAND OPENING!

Thanks to everyone who attended our opening event in Coleraine on 18th November and a special thanks to Mr Laverty who cut the ribbon. We had a great time showing customers around the new 2 story building and giving them the chance to win some of our giveaways. Our suppliers were very kind to donate gifts as well as some local shops who gave vouchers and prizes. A little shout out to

Whoosh Asian food, Bishops Footwear, Man Clothing, Bob and Berts and McAtamneys. Staff came over from our other branches to mark the occasion with a little toast. The Mayor also paid a visit to congratulate us on our hard work. The compliments about the décor and finishing have been lovely and it's fair to say we are loving our new work place.

Merry Christmas to you and welcome to the latest edition from your local Optometry practice. Some milestones have been hit over the last few months and we have some exciting news to share. Enjoy the read.



Brian and the team



Puppy steals man's sight



Recently Julie's husband ran into some trouble at home, let this be a warning to any dog lovers out there.

Alastair was at his desk doing some work when he took a phone call. When he finished the call, he went to reach for his specs only to find them missing.

After a short search they were to be found in the living room

where the 10yr old lab was looking up at him as if to say, "Nothing to do with me." While the 1yr old cockapoo was trying hard to use his cuteness to mask his guilt beside the mangled pair of Silhouette varifocals.

So, if you've been trying desperately to get your husband to update their old glasses, well, just get a puppy!



Talla
EYEWEAR

New Brands Alert

Talla Eyewear, all the way from Italy, Gianluca the owner and designer started at Bologna Football club. When he missed the professional cut he became an Optometrist (that's what happened to me too),

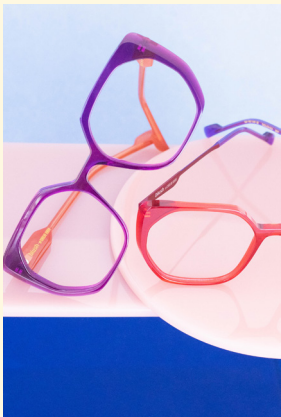
designed his own frames, and the rest is history. These gents frames are beautiful, premium acetate, diamond cut bevels and Japanese steel hinges.

3 year warranty on all goods



Blush by Caroline Abram

Caroline is a fantastic designer and her range of frames are not like anything you've seen before. All frames are hypo allergenic, super light and highly polished. They have slightly larger size and solid colouring throughout, blues, browns, reds and more. If you would like to see any of our ranges, please give us a call.



Hearing in Coleraine



We have just started an Audiology clinic in our new premises in Coleraine. We have a beautiful, quiet room at the back of the property which is kitted out with a sound booth and all the latest technology to assess hearing and provide microsuction for wax removal. We even have a lift and disabled access so we can cater for everyone. We'll officially launch this service in the new year and introduce you to our new Audiologist, Matt.

OUR CHRISTMAS OFFER

To celebrate the end of the year we've decided to do an end of year sale. It's been a good year, lots of highs and lows and we'd like to finish on a high. Sometimes Christmas can be a quieter time of year for us so why not do something a little different.



The offer begins on Monday 11th December and runs until Saturday 16th January. During this time we are giving £30 off every initial frame bought from our £100 ranges and above.

For a second frame we are halving the price of the lenses in that one.

Finally for a third frame we're giving you the lenses for free.

AND we are also donating 10% of all

proceeds to Lions Club International, we donate a lot of glasses to Lions Club International so we thought we'd help them keep up the good work.

This business has gone from strength to strength through the support and recommendations of you and all our customers. We really do appreciate you choosing John Laverty Optometrists and your support means a lot, this year more than ever. So this is a little thank you from us.



How It Works:

From Monday 11th December until Saturday 16th January, we are having an end-of-year sale on every frame in stock!



Buy 1 frame and get £30 off

Buy 2 frames and get £30 plus half price lenses in the second pair

Buy 3 frames and get £30 off plus half price lenses plus free lenses in the third pair

This applies to both glasses and sunglasses.

Even if you only purchase a frame at this time, you'll still get the savings. So, if you want to choose a frame now and put lenses in at a later date that's fine too.

What To Do Now:

Email or call to arrange a time to come in between **Monday 11th December and Saturday 16th January!**



See the amazing new frames that we have in stock and get £30 to £400 off any glasses or sunglasses that you choose.



Help us say goodbye to 2023 in style and support Lions Club International at the same time.

P.S. This is a rare occurrence! This type of sale is only possible over the Christmas and New Year period because it's a quiet time of year for us and it helps us to clear some space before the arrival of next year's stock.

- **Get A New Look For 2024**– the New Year is the perfect time to update your eyewear and start 2024 with a new look! Our frame drawers are bursting with new styles to show you.
- **Add A New Style To Your Eyewear Wardrobe** – take this opportunity to add an alternative style of glasses to your collection and save £30 - £400!
- **Make Your Life Easier** – An extra pair of glasses or sunglasses for a specific use or hobby can make life easier and more comfortable.
- **Easy Payments!** You can get your eyewear now and spread the payments over 6 to 12 months completely interest-free with no credit check or hoops to jump through. You'll wear your glasses for a couple of years, so we thought you'd like the option of spreading the payments for free. From just £33 a month.

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

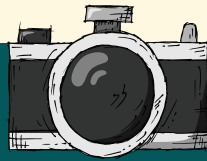
dialogue between us so that you can get to know who we are as a company. And painful as it can be, we like to show some of our personality. We're not a faceless company. For regular customers many of you only come in once a year or once every two years. So we can go a long time without seeing you. And 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

Photo Shoot



The beautiful pictures are all thanks to Alexandra Barfoot who takes pictures for Local Women, weddings and many businesses across the country. She did a fantastic job and she has a great eye for detail and style. While taking pictures she spotted a stunning new Gucci frame for herself, I'll have to try and take her picture for a change when she collects them.



enchroma®



This is a type of lens which helps people with colour blindness see more colour. Hard to believe but we seem to be the only supplier of these revolutionary lenses in Ireland. So I've seen men from Cork, Sligo, Galway and Lisburn who have tried the lenses to see what they think. It's 8% of men who are colour blind and less than 1% of women. Another thing women are better at!

Actually, it's all about genetics, anyway, my most recent patient couldn't believe that his navy cardigan was actually maroon! It was a nice maroon, but not navy. If you know anyone who wants to try these incredible lenses out, please get in touch. The trial is £20 and then it can be created into prescription sunglasses to wear out in the real world to see in full colour.

Share this newsletter with friends and family

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66 Main Street Garvagh

Tel: 028 2955 8666



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