

You have only one pair of eyes. So who do you trust to look after them?

You know how important your eyesight is to you. You are faced with ever increasing visual demands at work and at home. If your eyesight needs to be corrected you want to be sure that it is corrected to the highest possible standard, with aesthetically pleasing and comfortable spectacles or the most suitable and comfortable contact lenses for your eyes. Or, you might want advice regarding new ideas such as laser vision correction, ortho-k, conductive keratoplasty or clear lens exchange.

Since all UK optometrists have to undergo the same rigorous training and examination before being allowed to practice -- and are therefore equally qualified to examine your eyes -- how do you go about choosing the right practice for your eye-care requirements?

You want a thorough eye examination - which every qualified eye-care professional should be able to provide - but you also want a warm and friendly welcome, a relaxed atmosphere where you don't feel rushed when it comes to making the right choice; honest and considered advice regarding all aspects of your eye-care, and to have that personal one-to-one service and care that is sadly lacking in the world of gimmicky marketing techniques we live in today.

At XXXX, we promise you this and much more.

We welcome you to a world where we treat your eyes like they were our own. Thorough eye examinations - properly explained. A fantastic range of spectacles and sunglasses to make you look and feel great. The best and most comfortable contact lenses... all delivered with excellent and qualified advice.

Your eye care and health is paramount to us, and our aim is to provide you with an eye test above and beyond the usual high-street examinations. For example, we now use digital retinal imaging to record photographs of the back of your eyes each time you visit us, so that we can compare the results and detect even the tiniest of changes quickly in the future. Our glaucoma screening programme includes the GDx nerve fibre analyses which, by scanning the nerve fibres at the optic nerve, can detect changes up to 2 years earlier than the traditional glaucoma detection methods.

By our continuing to invest regularly in equipment and training you can be sure that you receive the best eyecare you deserve. We are committed to providing excellent clinical care, which means discussing fully with you any eye health issues, your personal vision requirements as dictated by your occupation, hobbies or sports requirements, and the various ways of correcting your vision – by spectacles, contact lenses or laser eye surgery. We don't want to rush you, so you will be allocated at least 30 minutes for your eye examination. Further time will be scheduled if necessary to carry out any additional tests or procedures.

Isn't this just another claim like all the others?

You may well ask, why should I trust your claims any more than all the others?

As the saying goes, the proof is in the pudding and we would like you to sample our service

before committing yourself. If, for whatever reason, you are not delighted with your examination or service, we will not charge you a penny for the examination. It will have been nice to have met you and given you the opportunity to try us out.

If on the other hand you are delighted with the experience (as we are sure you will be) and would like to have us provide your regular ongoing eyecare, you will be invited to join our exclusive VisionCare Plan, where for less than 20 pence a day you can benefit from regular, comprehensive eye examinations at least once a year and also when any emergency arises.

Not only that, but as a valued VisionCare client you will also benefit from up to 30% off ALL your spectacle and eyecare purchases.

There is of course no obligation to join the Plan. You may continue to visit us for your eyecare, paying for your examinations as and when you have them. The choice is yours.

Contact us today and give your eyes the care they deserve, either by visiting the practice or phoning us on XXXXXX. Remember you have nothing to lose – you don't owe us a penny if we fail to meet your expectations and are looking forward to seeing you join our many satisfied patients.

Regards

XXX (Optometrist)
XXXX Opticians