



# THE HIGH LIFE

John High Opticians & Audiologists News & Updates



EDITION 2 - 2022





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John High Opticians & Audiologists News & Updates

## EDITION 2 - 2022

### WELCOME

We are back with our second newsletter, right before Christmas. It's a great time to keep in touch with the local community and share exciting news about John High.

### ALWAYS HERE FOR YOU

The well-being of our patients has been our priority for over fifty years. Today we take pride in being the number one independent provider of optical and audiological services in Kent.

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# THE HIGH LIFE

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## WELCOME TO OUR AUTUMN / WINTER EDITION

Welcome to the second edition of the High Life, our John High Opticians & Audiologists newsletter.

This is our first Christmas edition so we have a lot to tell you about.

Being a fiercely independent business allows us to offer patients a range of frames and hearing aids that you won't find in the main-stream corporate national chains.

This flexibility of offering diverse & exclusive optical brands across our four locations has been very well received, particularly with the 'celebrity favourite' US brand MOSCOT, which we introduced in our Faversham practice earlier in the year, and recently in our Whitstable practice.

We have also been working in partnership with Signia and Widex – the two leaders in hearing aid devices, offering some incredibly discreet and technologically advanced hearing solutions to address a wide range of hearing abilities.

Finally, we are very excited to announce the launch of the 'My High Care Scheme'.

The scheme was launched following direct consultation with our patients who wanted to see a product that covered all our main 'fee per item' services, wrapped into a monthly payment package that gave them piece of mind that all their optical and hearing needs were covered.

We have written about the scheme in more detail within this magazine, and I hope you will see what amazing value it gives compared to buying all our services individually.

Please enjoy reading our new edition and may we take this opportunity to wish you all a very Merry Christmas. We look forward to seeing you all in 2023!

**TIM BALL**

Managing Director LLP

[feedback@eye-emporium.com](mailto:feedback@eye-emporium.com)





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## LAUNCHING OUR 'MY HIGH CARE' PATIENT SCHEME!



### MY HIGH CARE

Privilege Patient Care Scheme

#### Sign up for Complete Patient Care from just £10 a month

My High Care is a scheme we created to recognise and reward our new and existing patients. We listened to patient feedback and created a scheme that gives you the comfort of knowing that you and your family's eye and hearing care needs are taken care of at an incredibly low monthly fee.

Enjoy the highest standards in clinical care offered by John High Opticians & Audiologists, along with peace of mind, convenience, and a range of valuable benefits and exclusive money-saving offers.

#### Membership includes:

- Comprehensive Eye Care
- Complete Contact Lens Care
- Clearer Hearing
- Eyewear Styling Consultation with our frame stylist (Faversham practice only)

My High Care benefits can be extended to the entire family with the **My High Care Family Plan** for just £18 (includes 2 adults and up to 3 children under 16).

#### Begin your My High Care membership journey today!

Talk to a member of staff or visit our website for more info:  
[www.johnhighopticians.co.uk/my-high-care](http://www.johnhighopticians.co.uk/my-high-care)





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## EXCLUSIVE SCHEME BENEFITS

### Comprehensive Eye Care

- Annual OCT - Enhanced Eye Examination – normally worth £65. Includes a complete eye health assessment using the latest 3D scan technology for early detection of sight-threatening conditions, including glaucoma, macular degeneration and other conditions.
- Access to our optometrists and ocular hygienists with bespoke therapy appointments, such as dry eye assessment and treatment.
- Free Eyewear Styling Consultations – normally worth £50, with our in-house styling professional.
- 20% discount on a new, complete pair of glasses.
- 30% discount on a second complete pair of glasses when purchased within 3 months from the first pair.
- 50% discount on replacement pairs in the event of loss or damage (like-for-like replacement).
- 20% discount on all optical accessories - cleaning products, cases, cloths, beads, etc.
- VIP access to exclusive, out-of-hours launch events on new designer glasses ranges.

### Complete Contact Lens Care

- Free contact lens appointments - initial assessment, trial and fitting.
- Unlimited follow-up appointments (contact lens aftercare).
- 20% discount on lens solutions.

### Clearer Hearing

- Free annual comprehensive hearing assessment, including tympanometry health check.
- Annual earwax removal with microsuction.
- All additional earwax removal appointments within 12 months at 50% discount.
- 10% discount on the full range of hearing aids.

Please note: our hearing services are only available for patients aged 18+

To sign up, speak to a member of staff in your local practice.



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## FASHION STYLE TRENDS FOR AUTUMN / WINTER 2022

This season's overarching mood is one of fun and extravagance, and the Autumn / Winter trends are all about over the top fashion. Coming away from comfortable casual designs and reintroducing a party feel which includes oversized items and colours getting brighter, with plenty of shiny and sparkly embellishments.



Key trends for this season are matching colours throughout the whole look which includes clothing, bags, and eyewear. Oversizing is in for glasses and outfits. Larger print flowers and florals are still popular, as are animal prints including coloured animal prints.







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## FASHION STYLE TRENDS FOR AUTUMN / WINTER 2022

Big colours for Autumn Winter clothing and eyewear include various greens, pale and bold pinks, reds, and blues. Purple is still with us, and we see plenty of yellow and tangerine colours too.



In this post-Covid world the feeling is that it is better to be overdressed rather than under!





## WHAT'S NEW - DISCOVER CAROLINE ABRAM

This season visit our John High Faversham and John High Whitstable practices to browse exclusive Caroline Abram and Blush collections.

**Caroline Abram** is a Parisian designer inspired by the iconic and essential fashion of the 60s. Daring frames with butterfly curves, oversize and cat eye styles, Caroline Abram eyewear brings back retro with glamour.

The new frame collection of Caroline Abram is dedicated exclusively to women and displays a choice of luxurious female designs in bright colours and combinations.

Caroline Abram is one of the most successful and trendy designers on the international eyewear scene, and her styles are always evolving to offer new avant-garde products.

**Helena** - This particular model is following one of the big colour trends of green this season, and is softened by the light pink towards the temples and along the sides, which harmonises with the face when worn.



**Elektra** - Square and intricate, Elektra is super light and full of symmetry and charm. This model is choosing to link in with seasonal trends of bright blue and has gone in for the fun, oversize look. If you want to stand out from the crowd, come and try this on!





# CAROLINE ABRAM

P A R I S







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## WHAT'S NEW - DISCOVER BLUSH

**Blush** is a highly individual and colourful collection which, as the name suggests, is like blush on the cheek.

The new **Blush** collection really is a breath of fresh air with bicolour acetate frames, marked with a bezel that affords a touch of perfection and offers grace and distinction.



**Blabla** - A pantos shape with a cut for literary style and an irresistible look. The model below features in bright pink and gives a feeling of uplift each day it is worn.



**Boogie** - A round and cat eye shape with dazzling angles. With a bright blue front and light pink sides, this frame is incredibly light to wear. You will definitely feel like dancing with this piece of eyewear.



**See more in-store** - Visit our John High Faversham and John High Whitstable stores to try these on and discover other unique frames from Caroline Abram, Blush and many more...!





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## OUR CHRISTMAS GIFT TO YOU FREE EYEWEAR STYLING CONSULTATIONS

When windows and streets 'dress up' with beautiful decorations and thousands of tiny bright lights, we know that Christmas is on its way.

If you are looking for something quite special to wear for the Winter Season, or would love to refresh your style with the latest eyewear trends, an Eyewear Styling Consultation is just right for you.

**As a special gift to our John High customers, we are offering Eyewear Styling Consultations free of charge.**

Normally priced at £50, Eyewear Styling is a bespoke, one-on-one eyewear experience that gives exclusive access to our in-house stylist to browse unique designer collections available only at John High.

Taking into account your facial features, complexion, style and personality, our stylist will help you find the frames that look best on you.

A Styling Consultation at John High is a really enjoyable experience in a cosy environment, where our customers feel special, learn more about eyewear trends and fashion, and enjoy browsing our exclusive frames over a cup of tea or coffee.

Appointments last up to one hour to allow you plenty of time with our stylist.

### **Book your Free Consultation**

Free Eyewear Styling consultations are available at John High Faversham only.

To book your appointment, please call: **01795 532803**

Kindly note this is a limited time offer. Appointments are subject to availability and run on a first-come-first-served basis.

For full T&Cs or more information, please speak with our staff at John High Faversham.





## TIPS FOR HEARING BETTER AROUND THE CHRISTMAS TABLE



If you have hearing loss, simple things like hearing your family at dinner can be challenging. Struggling to hear can lead to frustration among your loved ones and leave you feeling isolated and depressed.

Whether you're at a large gathering for the Christmas holidays or a typical weeknight meal with your immediate family, you don't want to miss out on the conversation. Instead of feeling left out of family stories or missing the punchline to funny jokes, consider these five tips to help you hear better at the dinner table.

**Turn down the music** - While you may enjoy dining with music or TV in the background, competing sounds can drown out other people's voices and make it difficult to hold conversations. Try eliminating background noise altogether, or at least lower it considerably, so your ears can focus on the conversation instead of competing against the excess noise.

**Improve the lighting** - Those with hearing loss often try to compensate by reading the lips of whoever is speaking, however this becomes more difficult in poor lighting. Improve your ability to see your family's lips moving and better understand what is being said by turning the lights up or changing the existing fixtures to shine more light at the dinner table.

**Sit with your back to the wall** - Where you sit at the table can impact how you hear. By sitting near a wall, you can block out excessive background noise behind you to help you hear the people at the table better.

**Speak up for yourself** - Instead of nodding along with a conversation you have trouble following, be honest and ask your family to repeat what they said. If you are a guest at someone else's dinner table, it doesn't hurt to let your host know in advance that you have hearing challenges and what they can do to make sure you're able to keep up with the conversation.





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**Get your hearing tested** - If you find yourself struggling to hear your family each day, it's a good idea to have your hearing checked. Our John High Hearing Specialist can properly diagnose the extent of your hearing loss and recommend the right hearing aids that will help you hear the important conversations you've been missing.

All the gatherings among family and friends during the holiday season can present some challenging listening situations even for those with normal hearing. But if you struggle to hear your immediate family daily, it's time to act.

Our hearing team is only one call away, and **our first hearing assessment is free of charge** with no obligation to buy hearing aids after your test. Please find our branch details on the back of this booklet.

You can also take our quick and easy **online hearing test** for an indication of whether it would be a good idea to visit a hearing care professional. You can find it on our website: [www.johnhighopticians.co.uk/online-hearing-test](http://www.johnhighopticians.co.uk/online-hearing-test)



## TRIAL HEARING AIDS FOR FOURTEEN DAYS

This Christmas, give yourself the gift of hearing. If you've noticed that you have been struggling with hearing sounds and understand conversations, you may be experiencing hearing loss.

Hearing well again and being able to listen to sounds you would have otherwise missed is a great feeling for you and for those around you, who may have missed being able to converse normally with you.

Undergoing our Free Hearing Aids Trial at John High can be the first step towards this exciting journey.

Let us explain you how it works in three simple steps:

**Hearing check** - Firstly, you will have a comprehensive hearing assessment, where our hearing specialist will check your hearing and ear health. This will enable us to detect any deterioration in your hearing, and discuss all aspects of how this may be impacting on your quality of life.

**Choose the right hearing aids** - Should you require correction, our audiologist will identify the right hearing aids for you, taking into account your diagnosis, budget, lifestyle, and any other requirement you may have. We have several options available.

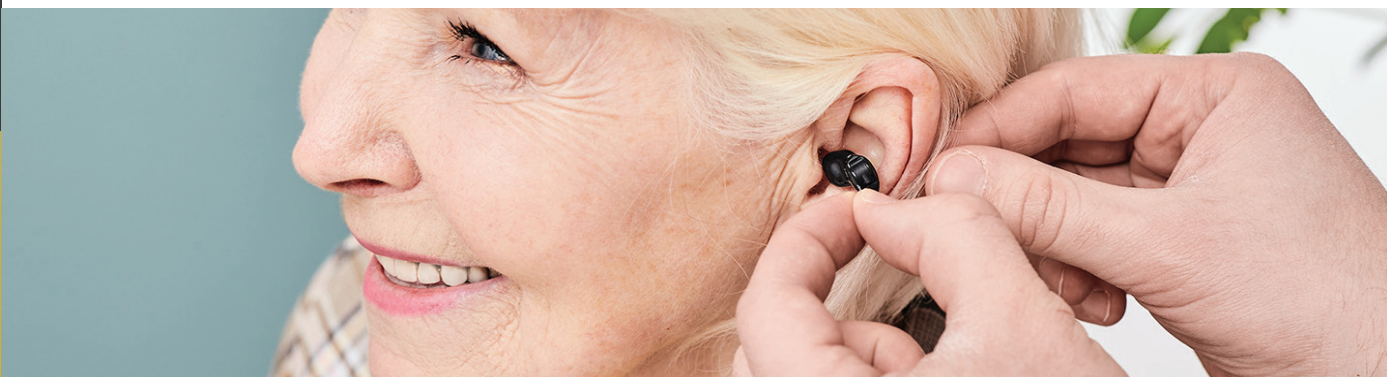
During your fitting appointment, we will ensure your chosen hearing aids fit comfortably, and are appropriately configured based on your listening needs.

**Try before you buy** - Once you are happy with your fitting, you will be able to try your hearing aids for fourteen days for free.

At the end of your trial period, you will attend a follow-up appointment and discuss your hearing experience with our hearing specialist. You may then decide to proceed with your hearing aids.

This limited trial of hearing aids will apply to hearing appointments made between 1st and 10th December, with hearing aid fittings scheduled for w/c 19th December

You can book your free hearing aid trial by **calling your nearest John High branch**. Details on the back of this booklet.





## TAKE OUR ONLINE HEARING TEST

We have recently added this great tool to our website!

Our online hearing test will allow you to get an indication of your current hearing ability in just five minutes.

The way it works is very simple. Use a pair of good quality headphones and find a quiet place to take the test. Over-ear headphones are usually better, but you can also use ear buds. Avoid poor quality headphones as your results could be impacted.

You will initially be asked to fill out few details about yourself. Your ears will then be tested separately and you will be asked to answer a few questions as you hear a recording.

Your results will only provide general information about your hearing. If your results indicate a potential hearing loss, don't panic! Remember that the test is not a medical assessment.

However, if you think you have a problem with your hearing – and your online test results confirm this – we strongly recommend **booking a full hearing test** with a John High Audiologist in one of our hearing centres. Our HCPC registered clinicians will be able to determine the degree of your hearing loss, or whether you have any other ear-related problem.

To take our online hearing test visit:  
[www.johnhighopticians.co.uk/online-hearing-test](http://www.johnhighopticians.co.uk/online-hearing-test)





THANK YOU FOR READING



**To book an appointment, see our branch details below:**

**Faversham**



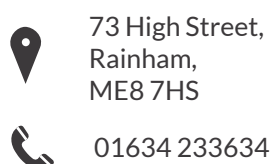
✉ [faversham@johnhighopticians.co.uk](mailto:faversham@johnhighopticians.co.uk)

**Whitstable**



✉ [whitstable@johnhighopticians.co.uk](mailto:whitstable@johnhighopticians.co.uk)

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