



# THE HIGH LIFE

John High Opticians & Audiologists News & Updates



QUARTERLY EDITION 1 - 2022



# THE HIGH LIFE

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**QUARTERLY EDITION 1 - 2022**

## It's great to be here!

Welcome to our first newsletter. This is an opportunity to keep in touch with everyone in Kent, let you know what's happening in our branches and share our news.

## In Kent for over 50 years

There's nothing we like more than helping the local community with their eyewear.

We have a stylish range of frames and a growing selection which are exclusive to us.

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Eyewear Styling Consultations

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MOSCOT Frame Licence Approved & Coming to Faversham





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## WELCOME TO JOHN HIGH

Welcome everyone to the first edition of "The High Life" - the quarterly newsletter for John High Opticians and Audiologists!

I am proud to be associated with this well-respected and long established group since joining in 2018, but this amazing business dates back many years!

It was originally founded back in 1965 by Mr. John High a practicing optician with a passion to serve the optical needs of the patients in Kent.

The first practice in Market Street, Faversham was a fantastic success and additional practices soon followed in Rainham (1966), Sittingbourne (1971) and Whitstable (1974).

In 2014 the business was acquired by the Eye Emporium Group, and in 2018, expanded further to include audiology as a natural complement to the optical side, providing earwax removal, hearing tests and hearing aid dispensing.

As managing director, my vision for the group is that each and every patient seen receives a world-class customer experience, with access to the highest quality frames, lenses and hearing aids, dispensed by highly trained and motivated team members.

I passionately believe that the prime objective of any successful business is to deliver exceptional service – whether it's selling glasses, cars or even fish and chips!

This passion for service under-pins John High and is why all our team members are motivated to deliver an exceptional customer experience each and every day.

## A Little About Us

At John High, we spend quality time with our patients, testing their eyesight and hearing, and dispense an exclusive range of frames, lenses and hearing aids in a professional, friendly and relaxed environment. We don't try and cram as many appointments as we can into a day, rush our patients, or sell cheap items – that isn't our business model - there are plenty of other opticians already filling that gap in the market!

For 2022, we have a number of exciting new projects launching – one you are currently reading. We also have a brand new website launching as well!

I hope you enjoy reading our inaugural newsletter, and please feel free to contact either myself or any one of my team with any feedback or any suggestions on topics you would like to see in future editions.

**TIM BALL**

Managing Director LLP

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





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## JOHN HIGH OPTICIANS & AUDIOLOGISTS SERVICES

### What Our Practices Offer

#### Rainham

- Comprehensive Eye Examinations
- NHS Eye Examinations
- Hearing Checks
- Earwax Removal

#### Faversham

- Enhanced Eye Examinations
- NHS Eye Examinations
- Hearing Checks
- Earwax Removal

#### Sittingbourne

- Eyewear Styling Consultations
- Comprehensive Eye Examinations
- Enhanced Eye Examinations
- NHS Eye Examinations
- Hearing Checks
- Earwax Removal

#### Whitstable

- Enhanced Eye Examinations
- NHS Eye Examinations
- Hearing Checks
- Earwax Removal

### Why Choose us?

At John High we pride ourselves in excellent customer service, a friendly feel and attention to detail. We like to allow time for our patients so we are able to focus on all of your needs and requirements.

**Good service takes time, and should not be rushed.**

We have successfully introduced audiology to John High. All of our branches now offer hearing checks as well as earwax removal, and our trained audiologists are regularly in each branch.

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




#### Faversham

-  8 Market Street,  
Faversham,  
ME13 7AA
-  017955 32803
-  [faversham@eye-emporium.com](mailto:faversham@eye-emporium.com)

#### Rainham

-  73 High Street,  
Rainham,  
ME8 7HS
-  01634 233634
-  [rainham@eye-emporium.com](mailto:rainham@eye-emporium.com)

#### Whitstable

-  114 High Street  
Whitstable,  
CT5 1AZ
-  01227 264993
-  [whitstable@eye-emporium.com](mailto:whitstable@eye-emporium.com)

#### Sittingbourne

-  73 High Street,  
Sittingbourne,  
ME10 4AW
-  01795 472525
-  [sittingbourne@eye-emporium.com](mailto:sittingbourne@eye-emporium.com)





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## OUR EYE EXAMINATIONS & OCT 3D SCANNING

### Comprehensive Eye Examinations

This is a full eye examination and spectacle prescription check by a registered Optometrist. It lasts between 30-40 minutes as our standard examination in Rainham if you do not have an NHS exemption.

### Enhanced Eye Examinations & OCT 3D Scan

Our enhanced eye examinations include all of the comprehensive eye examination + an OCT 3D scan. It lasts between 40-45 minutes in Sittingbourne, Whitstable and Faversham as our standard examination if you do not have an NHS exemption.

If you have an NHS exemption and visit our Sittingbourne, Whitstable or Faversham branches, you are able to add the OCT 3D scan to your appointment when booking. The cost of an OCT 3D scan is £35.

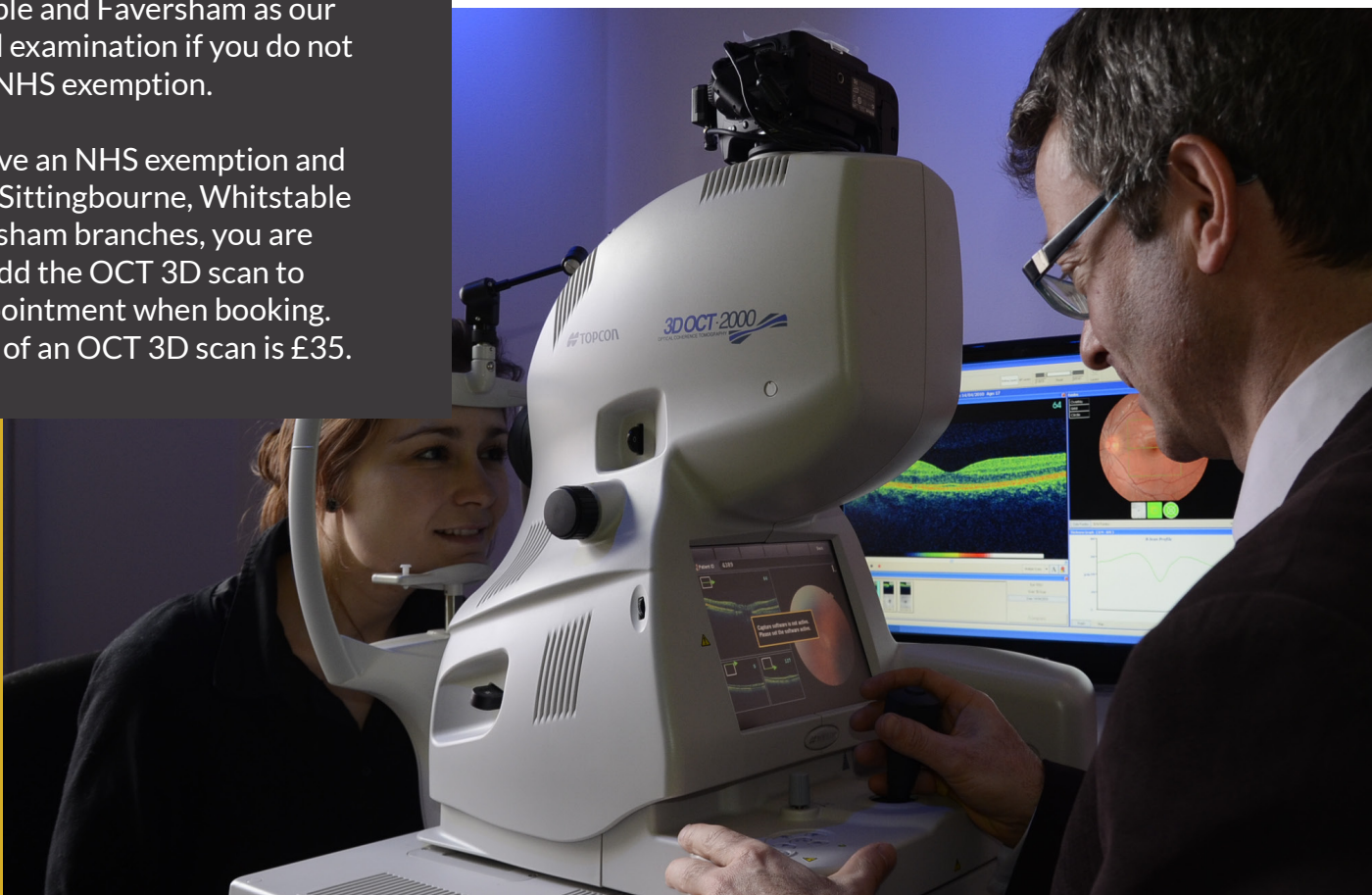
### OCT 3D Scanning

An OCT 3D scan uses light waves to capture 3D images of the normally hidden layers beneath your retina, and assists your optometrist to identify abnormalities in your eyes much earlier and monitor changes over time.

Working in a similar way to ultrasound, but using light waves instead of sound waves, an OCT 3D scan allows your optometrist to view the distinct layers of the retina.

By mapping and measuring the thickness of the retina's layers, an OCT 3D scan can detect signs of eye conditions and diseases earlier than standard examination techniques.

That means it can diagnose eye health problems before you even notice symptoms.





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## AUDIOLOGY & EARWAX REMOVAL AT JOHN HIGH

### Hearing Checks

You can book in for one of our free hearing checks available in our branches. Hearing loss can happen gradually so you may not notice it at first. There are different types of hearing loss, which can be caused by different factors such as aging, exposure to loud noise, genetics, and ear conditions. If you think your hearing is getting worse, please get it tested. Should you require correction, our audiologist will chat through the various options available to you, including hearing aids.

### Ear Wax Removal

You may have earache or itchiness, and perhaps even dizziness or an ear infection. You may simply be able to see excessive earwax. Perhaps you feel your hearing isn't what it could be so it's important to get checked out, rather than attempting to remove the earwax yourself.

### How is Earwax Removed?

Our preferred method is microsuction which is high-precision, gentle vacuuming of your ear canal.

It removes your excess earwax cleanly and safely, without causing any damage to the sensitive ear canal and ear drum.

By booking a earwax removal appointment, our audiologist can check if there is wax causing a problem, and then everything can be discussed regarding removal.





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## EYEWEAR STYLING CONSULTATIONS

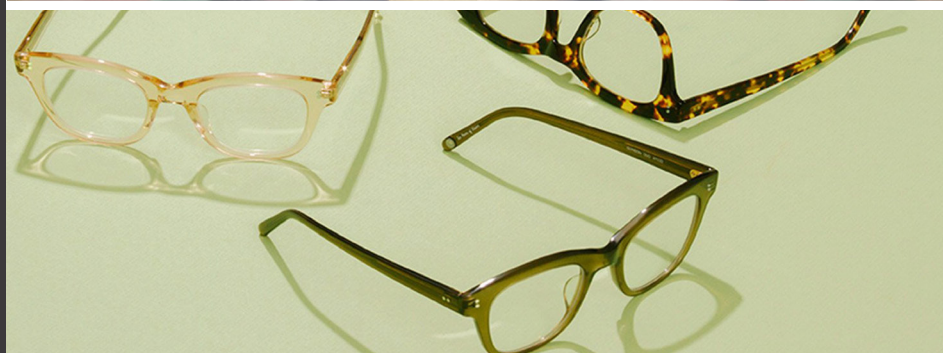
### Fancy Something Different?

An eyewear styling consultation is an eyewear experience in a relaxed and exclusive environment.

You will gain exclusive access to boutique and unique frames. We will assist you to select frames taking into account your facial features, complexion, style and personality to discover superb eyewear that works for you.

Choosing glasses can often be a daunting experience, but booking an eyewear styling consultation will make it both reassuring and enjoyable. Interested? Our contact details are listed on page 3.

This service can be booked by contacting our Sittingbourne practice.





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## STOP PRESS! MOSCOT ARRIVES IN FAVERSHAM

### MOSCOT Eyewear

We are lucky enough to have been approved as stockists for Moscot eyewear and the frames have landed in our Faversham branch.

MOSCOT is a five-generation family-owned New York City heritage eyewear brand renowned worldwide for its iconic eyewear.

The MOSCOT optical roots were first planted in America by Great Great Grandfather and family patriarch, Hyman Moscot, who arrived from Eastern Europe via Ellis Island in 1899. Hyman began selling ready made eyeglasses from a pushcart on Orchard Street on Manhattan's famed Lower East Side. Now, over a century later, MOSCOT is a New York City institution that infuses its unmistakably refined, downtown aesthetic with over 100 years of eyewear expertise and unparalleled craftsmanship to create its timeless eyewear.

While now recognised as a global fashion brand with 16 shops around the world, MOSCOT remains, at heart, a neighbourhood optical shop.

### MOSCOT Lands in Faversham

MOSCOT is popularly known for its collaborations and association with many American artists and celebrities. Johnny Depp made the “Lemtosh” frames famous back in 2004 when the psychological thriller movie Secret Window came out. Most recently, in 2019, MOSCOT created The MILTZEN in Crystal with historical Rose Custom Made Tint™ for Andy Warhol—From A to B and Back Again.







# MOSCOT

NEW YORK CITY



SINCE 1915







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## RECENT STYLE TRENDS

### New Season, New Look

Since lockdown restrictions ended, there has been a dramatic change in demand in the clothing and accessory industry. Demand has surged for exciting optimistic fashions and bright and playful prints. People are increasingly wanting to step out of their comfort zones and make a statement, which includes how people are shopping for eyewear.

This season there is still a big focus on bright colours which make us feel uplifted and inspired. There are the traditional colours like oranges, browns, yellows and golds, but also some more exciting reds, greens and pinks around too.

Seasonal clothing and accessory trends are oversized duvet coats and accessories with quilted details and tailoring. Faux fur is big and also leather effect and vegan leather. It is much about making a statement using colour, prints or textures. Much of this is carried into the latest eyewear collections.

### Feel Good With Your Style

With styling, it is important to choose the shade of colour which makes you look and feel fabulous. There is no need to be afraid of colour and trying new things to enhance your visual wardrobe. If you are unsure or would like a more private and unrushed time to look at eyewear, appointments are available to book with our Style Consultant.

This service is initially available in the Styling Boutique in our Sittingbourne practice, and will be available in our Faversham branch later in 2022.




**THANK YOU FOR READING**



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**Faversham**

 8 Market Street,  
Faversham,  
ME13 7AA

 017955 32803

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


**Whitstable**

 114 High Street  
Whitstable,  
CT5 1AZ

 01227 264993

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


**Rainham**


 73 High Street,  
Rainham,  
ME8 7HS

 01634 233634

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

**Sittingbourne**

 73 High Street,  
Sittingbourne,  
ME10 4AW

 01795 472525

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