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SHADE EXPECTATIONS MORE THAN MEETS THE EYE



As spring drifts into summer, the world leans into the light. Days stretch out lazily, shadows soften and a golden haze settles over everything. The air carries the scent of blooming flowers, freshly cut grass and barbecues just beginning to sizzle. It's a season that stirs something in us - an urge to be outside, to soak up the warmth, to see and feel it all. And our eyes? They feel it too.

Long hours under the sun, stronger rays bouncing off pavements and windshields, a general uptick in brightness - it's a lot for our eyes to take in. Add in a dose of seasonal allergies and suddenly, stepping out without eye protection doesn't feel quite so carefree. Enter the humble sunglasses.

Are All Sunglasses the Same?

They might look it - dark lenses, sleek frames, a logo or two. Job done, right? Not quite. Sunglasses can differ hugely in quality, comfort and protection. Some dim the light but don't block harmful UV rays, leaving your eyes at risk. Others distort colours, strain your vision or just don't fit well.

The right pair, though, makes all the difference. Proper UV protection helps prevent long-term damage like cataracts and skin cancers around the eyes. Polarised lenses reduce glare, making driving and beach days easier. Lightweight, well-fitting frames can feel invisible. And let's be honest - style matters. The perfect pair can complete a look or simply make you feel like summer.

So as you grab your SPF and chase the sun, spare a thought for your eyes. Don't settle for a petrol station pair or trendy-but-terrible frames. Choose sunglasses that truly work for you - because not all are created equal.

**SUNGLASSES
STYLING EVENT
FOR 2025!**

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SUNGLASSES STYLING EVENT

Fresh looks, smart style - just in time for summer! It is time to update your eyewear game!

We are thrilled to invite you to an **exclusive event** featuring our **newest collection of designer sunglasses**, including jaw-dropping styles and lens innovations from **Maui Jim** and our brand new stunning, sustainable range of **ECO Clip-On Sunglasses**.

Whether you are planning beach days or city strolls, let us help you find the **perfect pair!**

Event Details

Wednesday 7th May

12pm – 6pm

Vision Clinic, 682 West Road, Newcastle-upon-Tyne, NE5 2UR

Enjoy a relaxed **styling** and **browsing** experience with drinks and light refreshments. Get a chance to **WIN a FREE pair of Maui Jim sunglasses!** Enjoy **10% OFF all sunglasses** purchased during the event! It is the perfect excuse to pop in, try on something new and discover your new signature shades.

RSVP To Secure Your Slot!

0191 274 5385 - visionclinic09@gmail.com

Spring Frame Styling Tips – Holiday Packing Guide!

The holiday countdown is on! Whether you are heading off for a bit of beach bliss, a city break or just a well-earned escape from the everyday, it is time to think about the finishing touch to every great outfit: your eyewear.

Let's be honest, a good pair of frames can totally transform your look. So, let us make sure your glasses and sunnies are working just as hard as your wardrobe this holiday.

1. Start with the Stylish Staple

First things first, pack a versatile, neutral frame. Something chic and classic in black, tortoiseshell or soft gold. This is your everyday hero, the one that goes with everything - from airport loungewear to sunset dinners by the sea. Effortless, polished and always on point.

2. Add a Pop of Personality

Now is the time to have a bit of fun! Bring along a second pair with a bit more flair - think bold

colours, playful patterns or an interesting shape. It is the perfect way to switch things up for an evening out or those holiday snaps where you want to stand out (who doesn't?).

3. Keep Them Safe and Smudge-Free

Pack a sturdy case, ideally one with a hard shell, to keep them safe from knocks in your bag. And pop in a soft cloth and mini cleaning spray too.

4. Function Matters - Especially in the Sun

If you are heading somewhere sunny (and fingers crossed you are), make sure your sunglasses offer proper UV protection and ideally polarised lenses too. Your eyes will thank you, and you will still be able to read the menu without squinting. If you are planning lots of walking or activities, look for lightweight frames with a comfortable fit that stay in place when you are on the move.



5. Need a Hand Choosing? We've Got You!

Not sure which styles will suit your face shape or vibe best? No stress, that is where we come in. Our team is always here to help you pick frames that fit your style and your travel plans, whether you are keeping it classic or want something with a bit more edge.

Before you zip up that suitcase, make sure your eyewear is just as ready for adventure as you are. With the right frames, you are not just seeing the world, you are doing it in style.

TESTIMONIALS

“Where do I start! - the whole experience of an eye test, dispense and collection was of the highest quality and to be highly recommended. I've had many eye tests in my time both with multiples and small independents, however, the eye test with Sushma was a one off. The dispense was thorough and Ashley's advice was genuine and forthcoming. The collection was straight forward and gave me a chance to meet the lovely Lesa whose enthusiasm for the glasses confirmed I'd made the right choice.”

-David Mack (Google Review)

“Asante for the new glasses, so so happy! They're a game-changer for me!”

-Sharvari Pandya

“My polarised clip-on sunglasses are brilliant! They look superb and the clarity for driving in the winter sunshine is marvellous. I can’t recommend them enough!”

-Denise McShane

Karibu! (Welcome in Swahili)

Karibu to all our new clients from the last few months

E Stainton-V Jackson-A Vasey-M Balmandir-G Taylor-P Brooks-L MacLennan-J
Harrison-Swales-Y Ahmed-CH Hong-M Pontland-K Sweeting-G Mitchell-J Ord-T
McNicholas-L Stainton-N Davidson-F Al Ajmi-L Jepson-M Henderson-D
Bradburn-G Watson-J White-R Crossey-L Marshall-M Kirton-L Heathcott-S
Telfer-R Barton-S Lloyd-S Ball-R Don-E Nicholson-N Naamane-S Pandya-M
McCaffrey

Asante Sana (Thank You so much in Swahili)

Asante Sana to

L Stainton-S Swales-B Miller-A Vint-K Davidson-K White-S Heathcott-S
Marshall-U Nath-S Balfe-M Turner-E Ilewicz-N Naamane-G Bell-P Ali-M C
Moreland-J Nott-L Charlton-S Gurjar-R Shah-L McCaffrey-A Popplewell-C
Spence-M Hogarth-P Jennings-O Walton-M Ashelford-G Johnson-H Johnson

Your recommendations of friends and family are greatly appreciated.

We really value having a strong relationship with our customers and this post is our way of being open and showing people what we're like.

Vision Clinic POST is an opportunity to stay in touch. We would love to hear your thoughts, ideas and suggestions on what we do well and how we can do better.