

seeing
believing

Broadhurst Optometrists | Lytham



#BEO



PTOM

about us

1971

Mike qualified as
an optometrist

1975

Moved to
Lytham and opened
Blackpool practice
in partnership

1980

Opened
Preston practice
in partnership

1992

Became Local Optometric
Committee Secretary and later
Chair of The Lancashire Eye
Health Network



1994

Mike left partnership
and began running
2 practices with
optometrist wife
Teresa



2000

Took over Hollands
optical practice in
Lytham



2012

Relocated
Preston practice

2016

Relocated
Lytham practice to
Market Square



In 2016, we moved our Lytham practice to its new Market Square location. Since opening we have never looked back. Over the years Teresa and I have seen such changes in the optical world. Being optometrists, it is critical to us that we provide the best possible eye examination using the latest technology. We have a great team that are madly passionate about lens technology and outstanding frame design. We decided to create this brochure to give you a look into what we have on offer at Market Square and invite you in for a coffee and a browse. | **Mike Broadhurst**

eyewear



We have chosen our frame ranges to offer something a little different.

We stock ranges that have been designed in many destinations across the world from London, Barcelona, Paris and even Los Angeles.

We love frames that are handmade, that use the very best quality materials and combine great style with supreme comfort. Here is a taste of some of the brands available in store:

Annie & Valentine
EYEWEAR

DITA

etnia Q BARCELONA

FACE A FACE
PARIS



OLIVER PEOPLES
COVETED

TOM DAVIES

TOM FORD





tom davies bespoke

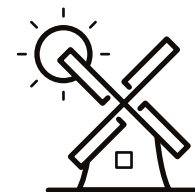
At Broadhurst Optometrists, we can adapt any TD Tom Davies frame and have it custom made just for you.

Our Tom Davies bespoke service is offered at Broadhurst Lytham where we can adapt any TD Tom Davies frame to suit your requirements and individual style. It gives us the power to create the perfect frame, especially for you. As part of this service, frames can be manufactured in a range of different materials from acetate, titanium and even horn.

Our bespoke consultation process begins with a discussion of personal tastes and preferences enabling us to select the right frames for you. We then take a series of precise measurements and photographs, which are submitted to the TD design studio. Your frame is then meticulously made by hand and to the highest of standards. Lastly, your unique frame is discreetly laser engraved with your name on the inside of the temple arm. Finally, your creation is ready to fit to perfection.

**To book a bespoke consultation please
contact us: 01253 734791**

sunglasses



Being such a fabulously sunny place and a golfer's paradise, sunglasses take the centre stage within our Lytham practice.

The brands that we stock include sport specific ranges such as: Oakley, perfect for golfers with specific golf tints and lens designs; traditional favourites like Ray-Ban and also something more unique such as Dita and Anne et valentin.

Most of our sunglasses can also be made to prescription. Recent lens technology has increased the range of available tint colours, mirrors and polarised options.

We would love to help you find the perfect style for you. We can advise you on the best lens tints for your lifestyle and importantly we will fit your sunglasses to fit you both comfortably and securely.

Anne et valentin
EYEWEAR

DITA

etnia Q BARCELONA

FACEFACE
PARIS

Maui Jim

OAKLEY

OLIVER PEOPLES
OPTICAL

Ray-Ban

TOM FORD





eye examinations

Your eye exam is a fully comprehensive vision assessment but also a very relevant health check. It is important to have regular eye exams even if you don't feel you are having any problems.

A full sight test includes:

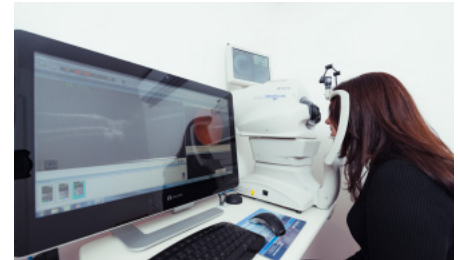
- Discussion of any visual problems you are having, and information taken regarding your ocular history.
- Measuring your vision at distance and near and determining if any prescription is required. We also monitor accommodation (how well you can focus your eyes).
- Checking your eye muscles are working well together.
- A full health check assessing the eyes externally and internally. This may include measuring the pressure in your eyes.
- Assessment of your field of vision (how well you see centrally and, in the periphery.).
- OCT retinal imaging available for a 3D visual of the back of the eye.

At Broadhurst, our eye examinations are a minimum of 30 minutes and are tailored to meet your individual needs.

At the end of your eye exam the optometrist will fully discuss the results with you. They will conclude any options for vision correction if it is required and give advice on maintaining eye health.

Additional services available:

- E-Eye revolutionary dry-eye treatment
- Visual stress assessments
- Vision training



lenses

As an independent optician we can offer lenses from all of the best optical manufacturers including Zeiss, Essilor and Nikon. With modern day life the demands that we place on our eyes seem to be ever increasing.

We can help you find the ideal solution to best suit your day-to-day needs. Using our Visioffice2 lens measurement system we can capture a plethora of measurements with extreme accuracy. This enables lenses to be bespoke manufactured to create the greatest clarity of vision.

Lens advances include:

- Transitions that react behind a car windscreen
- Driving specific lenses, especially helpful at night-time
- Lenses designed for indoor/office use with a boost for ultra-near tasks
- Polarised and mirrored sun lenses in an array of colours
- Blue-light filtering lenses
- Bespoke designed varifocals to give greater clarity at all distances



contact lenses

We have extensive experience fitting contact lenses, including complex cases referred to us through local hospitals.

- As an independent, we can supply lenses from any manufacturer, therefore providing you with the best specific lenses for your needs.
- We supply both conventional and specialist contact lenses.
- We regularly attend seminars run by CIBA Vision Academy for Eyecare Excellence, to ensure that we can offer the latest technology.
- We offer the Plan2BFree direct debit plan, a great value way to spread the cost of your eye care, contact lens and solution needs.

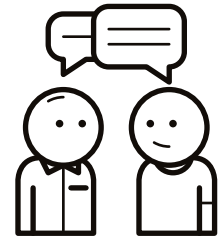
Are contact lenses right for you?

These days there are very few people who are unsuitable for contact lenses. At Broadhurst Optometrists, we now offer free contact lens trials following an eye examination, where we can recommend the best option for you. Many people have never considered contact lenses or have previously been told that they aren't suitable to wear lenses. The advancements in modern technology, materials and design mean that you are now more likely than ever to be suitable to give lenses a try.

We believe that age need not be a barrier to successful contact lens wear. For this reason, we fit contact lenses for people of all ages. Ask our optometrist for more information.



eyewear consultations



If you have recently had a change of prescription, you fancy a new pair of glasses or you simply want to take a look at which frames might suit, we would love to see you for an eyewear consultation.

Frame styles are evolving each season and we are always looking for special eyewear collections to add to our range. There are so many fabulous styles that we understand how difficult it can be to find the perfect pairs for you. Helping you to choose your next eyewear however is pretty much our favourite thing to do.

With our eyewear consultations we can narrow down the options by discussing your prescription, lifestyle and your personal style preferences. Combining this with frames that are best suited to your colouring and face shape, we can select a capsule collection of frames ideally suited to you.

You may be looking for one pair to best fit all your lifestyle needs or alternatively you may be looking for a few pairs to suit different activities and environments. Whatever your requirements, we would love to help.

You are welcome to book a 1-2 hour eyewear consultation by calling the practice, alternatively simply pop in to see us.





colour consultation



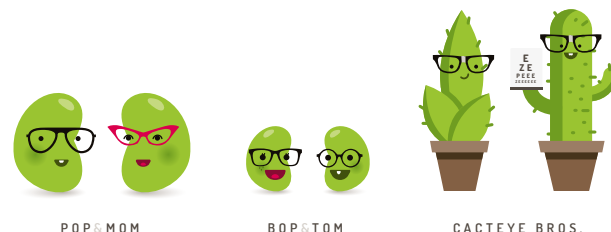
Colour plays such an important part in how we look and feel.
This is no different when it comes to selecting eyewear.

So much so, that a few of our dispensers are Colour-Me-Beautiful trained, and we offer a free colour consultancy service. Most people fall into 4 main colour categories Spring-Summer-Autumn-Winter, the perfect 'match' range for you can change the light and shade 'thrown' on to your face and bring out the best in your skin colour and eyes.

We have a special area of our practice beneath a large skylight where we work with a variety of drapes to find your perfect colour palette.

Colour consultations are available at no charge and can be combined with an eyewear consultation if you wish. Simply call to book in advance.

children's eyecare



At Broadhurst, we are passionate about children's eye care and we aim to make your child's eye care experience lots of fun.

We have the 'Broadhurst Broadbean Club' featuring Bop and Tom. Children can join the club by having an eye examination. They will receive a goody bag and we will measure their head width each time they come to see how much they've grown!

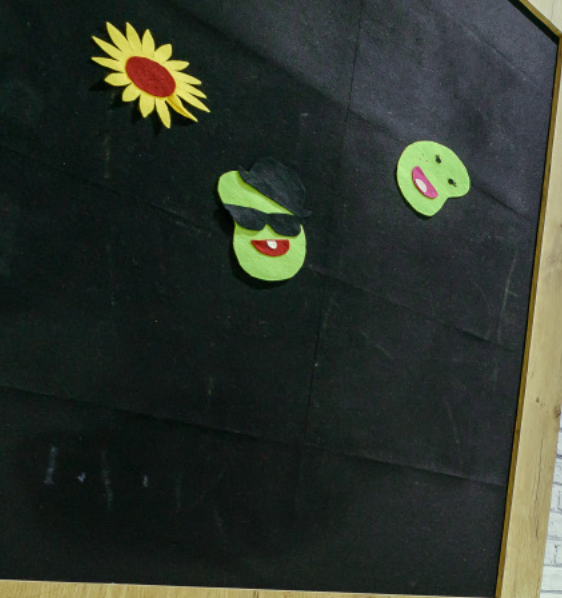
We have a dedicated children's waiting room with chalkboard & fuzzy felts.

Our children's frame range is extensive. We offer frame options that are free through the NHS and we have also sourced a stunning range of alternatives if you are looking for something a little different.

Zoobug | X-IDE | Ray-Ban | Oakley
Etnia Barcelona | Tomato Glasses

We recommend that every pre-school child should have an eye examination. We can examine your child's eyes at any age. This is especially important as vision develops rapidly in the early years. We provide free NHS children's eye examinations to all under 16's.

- Free NHS eye exams
- Dedicated children's waiting area/frame area
- Sunglasses for children
- Contact lens fitting for children
- MiSight contact lenses for children: A new revolutionary contact lens which has been proven to reduce the progression of short-sightedness in most children
- Coloured overlays for dyslexia and specific learning difficulties
- Vision training
- Wide ranges of children's frames (including free NHS)
- Club membership and goody bag for the under 11's

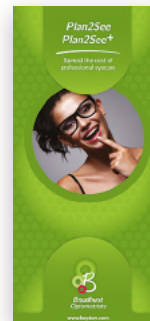


plans

We have a range of plans available to our clients catering for contact lens wearers and glasses lovers alike.

Most of the plans include eye examinations, contact lens checks (where applicable) and also OCT retinal scans. This allows us to ensure that we can provide the most appropriate eye care for you.

Membership of our plans will also mean that you will receive large discounts on products purchased (other than Plan2Wear). You will also be invited along to launch evenings and special events.

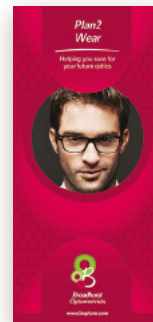
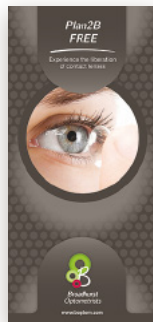
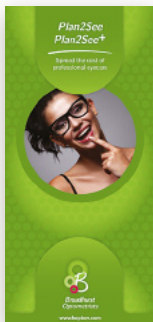


Plan2See+

Perfect for varifocal wearers and glasses lovers – our most popular plan

- 40% discount off glasses
- 30% discount off sunglasses
- 25% off contact lenses
- 15% off contact lens solution
- Routine eye care including OCT included

*Ask in practice for the monthly payment amounts



Plan2See

Ideal for glasses or occasional contact lens wearers

- 20% discount off glasses
- 10% off sunglasses
- 15% off contact lenses and solutions
- Routine eye care including OCT included

Plan2BFree

Ideal for contact lens wearers with occasional glasses wear

- Includes the cost of contact lenses and solutions
- 30% off glasses
- 30% off sunglasses
- 25% off additional contact lenses
- Routine eye care including OCT included

Plan2Wear

Savings plan

- Choose to save any monthly amount towards your eye care and eyewear
- Receive a bonus of 15% when you spend your savings
- Use 4 months payments in advance at any time

MENTION THIS BROCHURE TO RECEIVE
• COMPLETE PAIR OF GLASSES • INTRODUCTORY OFFER •
**£25
OFF**

• OCT RETINAL EXAMINATION UPGRADE WITH AN EYE EXAMINATION •
**FREE
UPGRADE**



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