



## **Wilmslow Optician Explains Why The "Varilux S-Series" Is Known As The Lens Of The Year**

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Albert Road Opticians, and Wilmslow Optician is pleased to announce that they are carrying the Varilux S-Series lens in their practice. The S-Series Varilux lenses are created with the highest technologies and managed to stay on top of the market, regardless of different competitors. Many eye care professionals recommend using them, including Albert Road Opticians.

What makes the S-Series different from the other lenses is the extra 10% invested in research. Scientists are studying and exploring the link existing between the eye and the brain, not only on an optical level, but on a psychological one as well. This phase allows the creation of a virtual environment which enables the testing of the lenses before they even meet the real world. The collected data from the experiment is then converted into optical designs by using an advanced technology that bears the name of 3DWavefront optimization. This leads scientists to the following step, the creation of prototypes. These drafts are created and measured to assure the matching with the initial design. Last, but not least, the prototypes are worn by selected individuals who will certify their performance later on.

After an eye consult, the patient who has been diagnosed with poor vision has basically three options,

depending on his situation. He could wear distance glasses, proximity glasses or reading ones, with bifocal lenses or varifocals. Eye care professionals say that the best option would be to wear the last type of lenses, but some people are reserved because they encounter difficulties in adapting to them.

Experts agree that it's a bit hard to get used to them because of two fundamental reasons. First of all, the reading area is located at the bottom of the lenses, which is why people need to sit upright when they're using them and this may cause stiffness when walking around. Thus, users might have the false impression that they feel uncomfortable due to the posture.

Second of all, Albert Road Opticians say there might appear a slight distortion of the view at the periphery of the lens. However, because of the new technologies that have been used, the S-Series lenses give a natural vision, so people shouldn't need to worry about not being able to adapt. It's because of that precise technology that they've been called the lenses of the year.

The creators have also declared that a great benefit that comes along with using them is the fact that if the customer is not satisfied with his choice, he can exchange the product for something else he prefers, without any other costs.

For a higher rate of accommodation, eye care professionals recommend their patients to start wearing the S-Series immediately and continuously after they've received them. Also, they advise people to wear the glasses as close to the face as possible for a better and less disturbing experience.

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## **Albert Road Opticians**

*We are an opticians specialising in eye tests and supply of eye wear. Our USP is we provide a very personal service and our eye wear is hand picked from all over the world (niche eyewear).*

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