

Revolutionary Eyewear Report: The Ultimate
Glasses Solution That So Few British
Opticians Know About For People Who Wear
Glasses 7 Days A Week.

THE LINDBERG REPORT BY A FAMILY OPTICIAN

Why Should You Read This?

Congratulations on getting this report. You will learn the insider secrets of the Optical World and learn about a special pair of glasses that will make your life easier and clearer!

If you wear glasses every day, all day, then over 2 years you will have had over 10,000 hours of glasses bearing down on your poor nose.

The skin on our nose can be particularly thin and because of this, it is very easy for glasses to damage the skin around the nose and cause discomfort.

Furthermore, glasses usually rest behind the ears on a bone known as the Mastoid bone. Having a weight, such as glasses pressed against this pressure point on the bone can contribute to headaches.

The weight of your glasses is key. They need to be light and comfortable to rest on your nose for such long periods. One way around this was the idea of rimless glasses.

Rimless Glasses - Nothing New

A rimless design is nothing new, it dates as far back as 1820 and became popular in the early 1900s when President Roosevelt started to wear them.

However, many rimless designs are fragile, the screws can come loose and your glasses can simply fall apart. No matter how light they are this is not a good thing!

We have travelled across Europe to glasses exhibitions in search for the perfect pair of spectacles for our customers. We finally discovered a frame that had the answer to so many problems for spectacle wearers like yourself.

A Discovery of Joy for Spectacle Wearers

The frame was originally made by a Danish Optician by the name of Poul-Jorn Lindberg, who together with an Architect designed a beautifully simple, yet strong rimless frame that no other Optician or frame manufacturer can copy.

The Lindberg frame has no screws and hence nothing to come loose - very important for rimless glasses. It has no welds or joints, which are other weak points on traditional glasses. The colours of the frame are put on by a process of "electrolysis" using electricity rather than being painted on, which means the colours will never fade or flake off.

It is the only frame in the world that we can give a **lifetime guarantee.**

The Lindberg frames are very hard to come by in the UK. Mr Lindberg's son now runs his father's business and actually restricts who can display Lindberg frames in order to protect its exclusivity. We have exclusivity and also specialising in Lindberg fitting, adjustments and repairs.

How People Can Judge You In Glasses

You may have heard the saying of how people can judge you about what shoes you wear, well what glasses you wear is just as important.

Shoes are down below whereas glasses become the centrepiece of your face. If you wear glasses all of the time you not only want

comfort, you want style and sensibility. We are not talking about designer labels, it is simply glasses that suit your face shape, skin tone and hair colour.

You should feel confident in glasses and that is all about finding the perfect pair for you.

Reassuringly Expensive!

Now you may be thinking Lindberg frames are expensive. They are an investment and are not for everyone. They are what we like to call reassuringly expensive. However, they can actually save you money because they are the only frame you may ever need again.

Recently I needed to buy some bedroom furniture. I looked at Ikea at and got an estimate for £500. I then found a more bespoke service where the furniture was professionally fitted and of much higher quality. The cost was ten times more! However, it had a lifetime guarantee and I liked the thought of never having to go bedroom shopping again! I went for the more expensive option.

Just like a Lindberg frame, it will save you time and money on going for quality. Like everything in life, you get what you pay for.

A Secret I Should Not Say

Now, here is a secret we should not really tell you about but I will. There is a giant company called Luxottica. They make mass-produced frames. The key words here are "mass produced". Lindberg frames are handmade.

Luxottica then "stamp" on designer names such as "Armani" and "Ralph Lauren" and sell these mass produced frames at inflated prices to many Opticians, who then sell them in their own stores. Now it is all legal, Luxottica has simply paid the designers a fee to use their name. So there lies a word of warning, when a "designer" name is involved it does not necessarily mean good quality.

Incidentally, do you know what glasses the famous designer Giorgio Armani wears? It's ironic but he wears Lindberg frames!

So How Much Are These Lindberg frames?

They typically start from around £450 and go up to **£1,000,000!** That is not a misprint. Lindberg produces 5 very special frames a year, made from platinum, gold and lots of diamonds! They get bought by very wealthy people over in Dubai. We do not have them in stock at our practice!

Most of the frames we stock, whilst they do not have gold or diamonds, are made from surgical grade titanium. This is the lightest and strongest metal ever produced.

The Lindberg frames come in many styles from fully rimless to special light rims with every colour under the sun. Lindberg can even laser engrave your name to the inside of the frame!

A Special Gift To You

What we would like to give you as a thank you for showing your interest in this report is a Lindberg gift certificate of £50.

We only see a limited number of people a day in order to give the best eye care service you can possibly get. If you ever need an eye test or indeed would like to experience the feeling of wearing the lightest glasses in the world simply call the practice.

You can call the **Practice telephone number below** to make your next appointment or ask any questions.

David Bray Opticians

Matlock, Derbyshire

Tel: 01629 584280

Richards Opticians

Newark, Nottinghamshire

Tel: 01636 704656

Farmilo Optometrist - Queens Rd

Clarendon Park, Leicester

Tel: 0116 270 9595

We would like to thank you for your interest and look forward to one day seeing you at the practice.

P.S. As well as the £50 gift certificate, we will include a unique Eyewear Styling Consultation gift worth £40.

This is a free 45-minute styling appointment to find you your perfect glasses. We take into consideration your hair colour, face shape, complexion and tailored face measurements. Our aim is to guide you through the process of choosing the right frame for you. A process that can sometimes feel a chore soon becomes a little more exciting with our expert and honest advice.

Simply print off the voucher below and bring this in when you come to see us. Don't worry, there is no deadline so just whenever you are ready for your next pair of glasses, bring this along.

Please note this is a very relaxed and enjoyable process for you to look your best in glasses. We have complimentary lattes and every kind of tea you can think to keep you refreshed at the practice.

We are no ordinary Opticians!

Call us any time on the **Practice telephone number below** to have an eye care experience you will enjoy!

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Bring this Voucher & Receive :

1. **FREE** retinal scan with your eye test (worth £15)
2. **FREE** 45 minute eyewear styling consultation to find your perfect glasses (worth £40)
3. To get your copy of the full Lindberg report, Call our store

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Farmilo Optometrist - Queens Rd

Clarendon Park, Leicester

Tel: 0116 270 9595

or get a digital version from the website :

www.afamilyoptician.co.uk

What to do next :

1. If you are ready for an eye test call our Store.
2. If you are not quite ready you can still call our Store or visit our website www.afamilyoptician.co.uk to get a copy of the Lindberg Report.