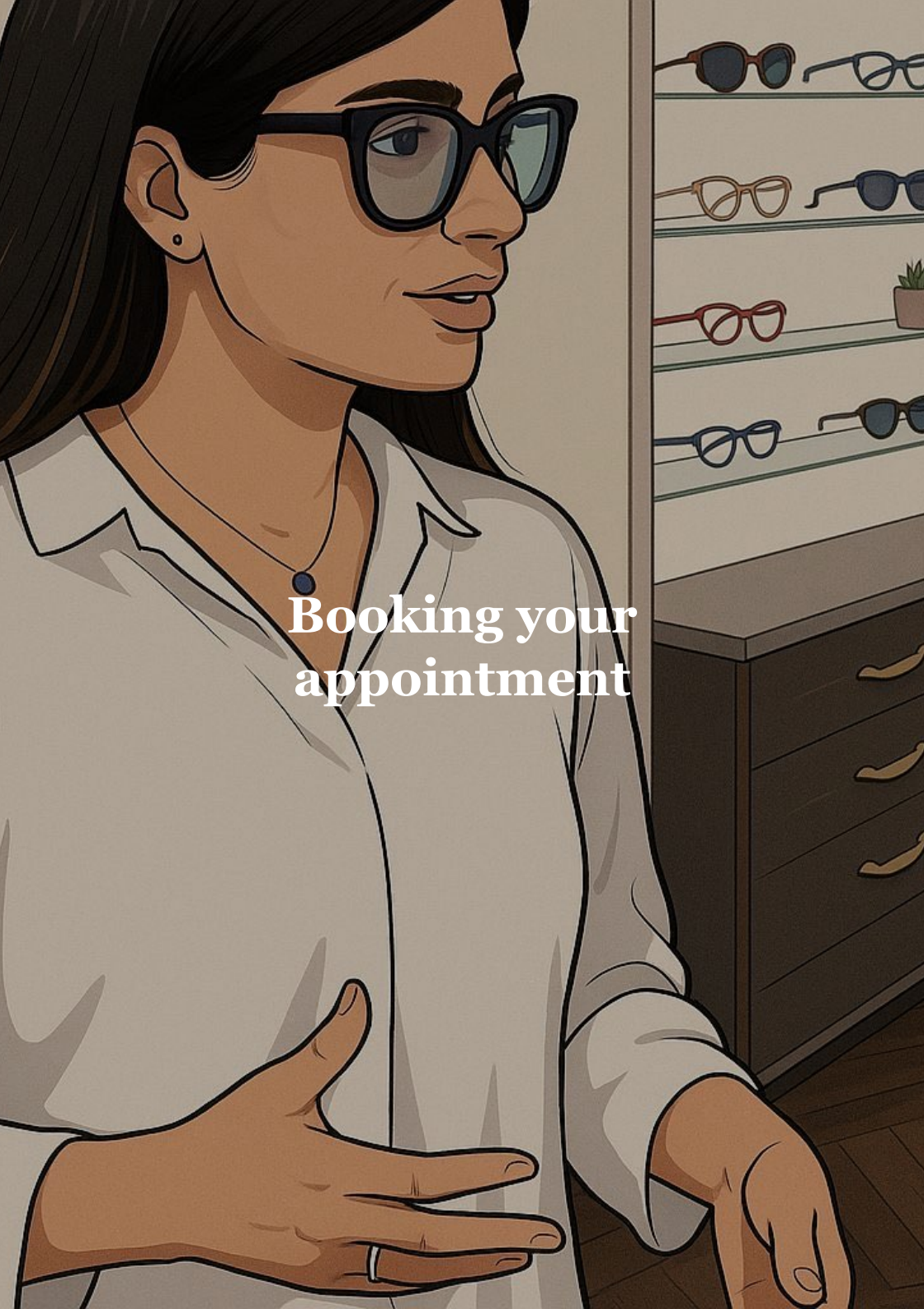




The ASK Journey

Welcome to ASK Opticians! We believe your eye care journey should be thorough, relaxed, and tailored to your unique needs. Here's what you can expect at each step of the journey.





**Booking your
appointment**

Understanding your vision & expectations

When you book your appointment, we take the time to understand your individual needs and what you are hoping to achieve. Whether it's a vision concern, a routine check-up, or an eyewear update, we tailor the experience to you.

Time Commitment:

- **Eye Examination:** 45–60 minutes
- **Dispense Consultation (Eyewear):** 30–60 minutes

We allow ample time so nothing feels rushed -your care is our priority.

You can choose the payment model that suits you best:

- **Join the ASK Circle membership** - our exclusive monthly payment plan offering priority booking, member-only offers & discounts, and inclusive services throughout the year. Ask the team for more details.
- **Pay on the day**

Ways to book

- In store with a friendly member of the team
- Over the phone
- Email us
- Book online using our easy online booking service. Scan below.



ASK OPTICIANS

PUTTING THE EYE IN SIGHT



ASK

Arrival at your
appointment



A warm welcome awaits

When you arrive, please ring our doorbell and our team will greet you at the door and ensures all your details are up to date. Relax in our comfortable waiting area - we're here to make you feel at home.

We make sure we check any current eyewear if you have not visited us before, so we have an idea of your history.

An illustration showing a person from the side, wearing a white head-mounted device with a blue sensor on the forehead and a blue handle on the side. The device is mounted on a white base. A woman with long dark hair and glasses is standing next to the person, looking at the device. The background is a solid light gray.

The ASK eye-tech suite

High-tech care with a personal touch

Our Optometrist will take you through a series of advanced pre-checks, including but not limited to:

- **Optomap 200 degree retinal imaging.**
This is where we see over 85% of your retina vs the traditional 15%.
- **OCT (Optical Coherence Tomography)**
Scanning the layers of your retina, allowing us to detect conditions up to 4 years earlier.
- **Intraocular pressure testing**
Used to detect signs of glaucoma or inflammation.
- **Auto-refraction measurements**
Gives us a good baseline of your prescription to ensure ultimate accuracy when accessing vision.

These steps help us gain a complete picture of your eye health before your full exam.



**Your enhanced eye
examination**

A deep dive into your vision

In the exam room, we will take a comprehensive approach to both your sight and eye health. Alongside checking your prescription, we assess for any signs of eye conditions and how your eyes are functioning as a whole.

Our examination includes:

- **Refraction testing** using a Nidek Phoropter (to determine your glasses prescription)
- **Dry eye assessment** to check for any signs of dry eye which is a common condition
- **Slit Lamp assessment** to check anterior and then posterior eye health using a VOLK lens
- **Visual field analysis** using our **Henson 9000**—a fast, accurate tool to assess your peripheral vision and detect early signs of conditions like glaucoma
- Review of your **Optomap and OCT** results for a full retinal and optic nerve health check

We will also talk to you about your lifestyle to understand your daily, weekly, monthly needs - whether it's work, driving, screen time, or hobbies - so we can offer the most appropriate solutions for your eyes.

Expect clear explanations, expert care, and personalised recommendations every step of the way.

A stylized illustration of a man with a beard and sunglasses, wearing a blue and white striped shirt. He is holding a magnifying glass over his eye. The background shows shelves with various items, suggesting a workshop or a store. The text "Handover to Eyewear Specialist" is overlaid on the image.

Handover to Eyewear Specialist

Seamless continuity of care

Bringing your vision to life

After your eye examination, we take great care in transitioning you with one of our expert eyewear specialists. This isn't just a handover - it's a continuation of your personalised journey.

You will have a clear explanation of your results and visual requirements, including any lens considerations along with lifestyle needs during your consultation. This conversation ensures that nothing is lost in translation and that your eyewear specialist has been informed throughly of your vision, health, and preferences.

This is where we begin to **bring your vision to life** - merging clinical insight with creative expertise to help you find eyewear that's not only accurate for your prescription, but also beautifully tailored to your look, personality, and daily demands.

Every decision moving forward - from lens design to frame style - is made with **your comfort, clarity, and confidence in mind**.



ASK

The illustration features a dark blue, diamond-shaped tray with a thin black border. Inside the tray, there are three pairs of eyewear: a pair of round, dark-rimmed glasses, a pair of rectangular sunglasses with gold frames and dark lenses, and a pair of round glasses with blue frames and gold temples. The word 'ASK' is written in a bold, yellow, sans-serif font, tilted at an angle. The background consists of geometric shapes in shades of yellow, orange, and red, creating a modern, abstract aesthetic.

**Eyewear styling
consultation**

Here's where the fun begins - let's build your Eyewear Wardrobe!

Our eyewear styling consultation is a personal, in-depth session where we help you discover the perfect frames and lenses.

At ASK Opticians, we've **curated a world-class collection of eyewear** brands, each handpicked to bring something unique to our boutique. We travel across the globe to source only the **finest eyewear and lenses**, ensuring we offer a diverse and exclusive range for every face and style.

We proudly feature many brands including:

- **DITA:** Exquisite Japanese craftsmanship with bold, luxury design
- **Cartier:** (including the **Noble and Precious** collection) – Iconic, refined, and a true statement of elegance
- **Ahlem:** Parisian chic meets artisanal craftsmanship with subtle, architectural style
- **Theo:** Eyewear with attitude - quirky, colourful, and unforgettable from Belgium
- **Cutler and Gross:** Handmade British design that blends classic with cutting-edge fashion
- **Maui Jim:** Polarised sunglasses with unmatched lens technology for crystal-clear outdoor vision

Whether you are after sophistication, comfort, or innovation, **we have something for everyone**. Our expert team will guide you through frame fit, style, lens design, and any enhancements to ensure your eyewear is both stunning and supremely functional.



**Collection of your
eyewear**

Perfect fit, every time

Once your glasses are ready, we will book you in for a 30 minute fitting appointment.

We will ensure the fit is just right and go over any care tips you might need. You can enjoy your favourite drink from our ASK bar menu whilst we do all of the above.



TLC appointment

We check in after 3 months

We schedule a **TLC appointment** three months after collection. This allows us to:

- Re-check the fitting
- Tighten, adjust and professionally clean your frames
- Ensure you're still loving your eyewear!


Your comfort and satisfaction matter to us - always.



Recall & reminders

We'll let you know when you're due to come in next

We send you reminders when it's time for your next eye examination, so you stay on top of your eye health with ease. You'll never have to worry about missing a check-up

An illustration of an optician with long dark hair, wearing a dark blue top, examining a patient's eyes using a phoropter. The patient is a woman with brown hair tied in a bun, wearing a blue and white striped shirt. The phoropter has the brand name 'color spitta' on its side. The background is a simple grey wall with a vertical line.

Thank You for choosing ASK Opticians

Your eyes deserve expert care and the ASK personal touch.

49 High Street
Woburn Sands
Milton Keynes
MK17 8QY

01908 753885
www.askopticians.co.uk