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Brits favourite sights revealed to highlight importance of vision

LOOKING at nature and seeing a loved one's face are the sights we cherish the most, a new survey has revealed.

The research, commissioned by Specsavers ahead of National Eye Health Week (September 23-29), asked more than 2000 adults to rank their favourite visions across the country, and to highlight the most incredible things they've seen.

Coming out top was Lake Windermere with one in 10 saying the natural beauty was their favourite vision in the country. Mountains were the second highest visions with Snowdon and Ben Nevis ranking as joint favourites.

According to a quarter of Brits (24%) their child being born is the most incredible thing they've ever seen, with a fifth saying a natural wonder such as the Northern lights and almost one in eight saying the perfect sunset is the most incredible sight for them. However, the sights we would miss the most if we lost our vision are nature (one in five), a loved one's face (16%) and seeing our child/grandchild playing (12%).

Asking respondents what they would miss the most if they lost their sight, nearly a quarter (23%) said reading, 15% would miss leisure time with their family and 13% would miss driving.

But while 99% of Brits say they think having an eye test is important, almost a quarter (22%) say they don't get their eyes checked often enough because they either forget (28%), they can't be bothered (13%) or they don't have the time (19%).

One in five people in the UK will live with sight loss¹, so it is clear more needs to be done to put the nation's eye health at the top of the agenda – especially as 50% of sight loss is avoidable with early detection². That is why, this National Eye Health Week, Specsavers is raising the importance of regular eye tests.

Dr Nigel Best, Specsavers clinical spokesperson, says: 'Half of all sight loss is avoidable with early detection, but despite this, many are not taking the necessary steps to put eye health at the top of their agenda. Eye checks can do a lot more than just checking for changes in vision but can help prevent sight loss through early detection of conditions and even spot other health concerns such as high blood pressure and diabetes, so it is important everyone makes the time.'

'There has been significant advancements in our ability to diagnose disease and everyone should take advantage of the latest innovations, such as our Optical coherence tomography (OCT) machines, in stores.'

To help people imagine what their vision could look like through different eye conditions, Specsavers has also launched an augmented reality (AR) filter on social media.

The filter which is across both Specsavers' Facebook and Instagram accounts, can be applied to users images, to give an impression of common eye conditions such as glaucoma, macular degeneration, diabetic retinopathy and cataract.

¹ <https://www.rnib.org.uk/state-nation-2017>

² <https://www.rnib.org.uk/professionals/knowledge-and-research-hub/research-reports/prevention-sight-loss>

Your eyes can reveal a lot about your health so it's really important to have regular eye tests – once every two years, or more often if recommended by your optometrist. To find out more or book your next appointment visit www.specsavers.co.uk

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Issued by Beattie Communications on behalf of Specsavers

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