

# Optical Express Launches Online Eye Expert



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Author: [Optical Express](#)

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Optical Express has launched a new 'Eye Expert' section on its website. A collection of articles addressing a range of topics related to eyes, to provide a resource that is both informative and interesting.



With the addition of the Eye Expert section, Optical Express is positioning itself as more than just a provider of frames, lenses, and [laser eye surgery](#) - Optical Express is also a valuable source of information. The new articles cover a wide variety of topics dealing with eye anatomy and health, through to eye care, and addressing such questions as 'Are carrots really good for your eyes?' From the technical and the practical, to the entertaining, the content is designed to appeal to a wide array of readers.

"We're the only provider of the complete eye care solution - from laser eye surgery to glasses, to [contact lenses](#), to [intraocular lens treatment](#)," Joanna Patterson, marketing assistant for Optical Express, said. "By offering an informative resource, we're really trying to go above and beyond our current offerings and provide even more for our customers and patients. The Eye Expert section addresses a current lack of comprehensive resources of this kind related to eyes."

There are resources dedicated to eye diseases, and others that are more beauty-oriented, but no one has really looked at tackling eyes in a broad way like Optical Express has.

Patterson added, "We are really excited about launching this part of our website, and hope that people embrace it. We've put a lot of time into compiling all of this information."

New articles will be added frequently, as well as responses to questions and queries posed by readers.

"We've launched the site with information that we think will prove useful, but we're hoping that comments and responses will really dictate the direction that we move with this," Patterson said. "The [Eye Expert](#) section should ideally be a reflection of the information that our patients and customers are seeking. We are looking forward to getting feedback."

## **About**

## **Optical**

## **Express**

The Optical Express Group was founded in 1991 and is now a global leader of selected healthcare services, specialising in opticians services. The group covers optical stores, refractive laser eye surgery, glasses, contact lenses as well as dental clinics.

Optical Express provides trained specialists to help patients determine which laser eye surgery treatment is best suited to their unique needs and offers the most advanced eye surgery treatments such as LASIK eye surgery and LASEK as well as Advanced CustomVue Wavefront and Intralase.

## **For more information, please contact:**

Lindsay Taylor  
Marketing & Communications  
5 Deerdykes Road  
Westfield Industrial Estate  
Cumbernauld  
Glasgow  
G68 9HF  
+44 (0)1236 723 300  
[uk.opticaexpress.com](http://uk.opticaexpress.com)

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