

Your prescription changed.
They became the dog's chew toy.
You're ready to update your look.

Whatever your reason,

It's time.



Where do you buy eyeglasses?

Between online sellers, discount retailers, warehouse stores, optical shops and eye doctors' offices, you've got options.

The price tags on low-cost choices can be tempting, but are they really a good deal?

For patients focused on getting the best value for their money, there are a few important factors to consider.



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Eyeglass Buyer's Guide

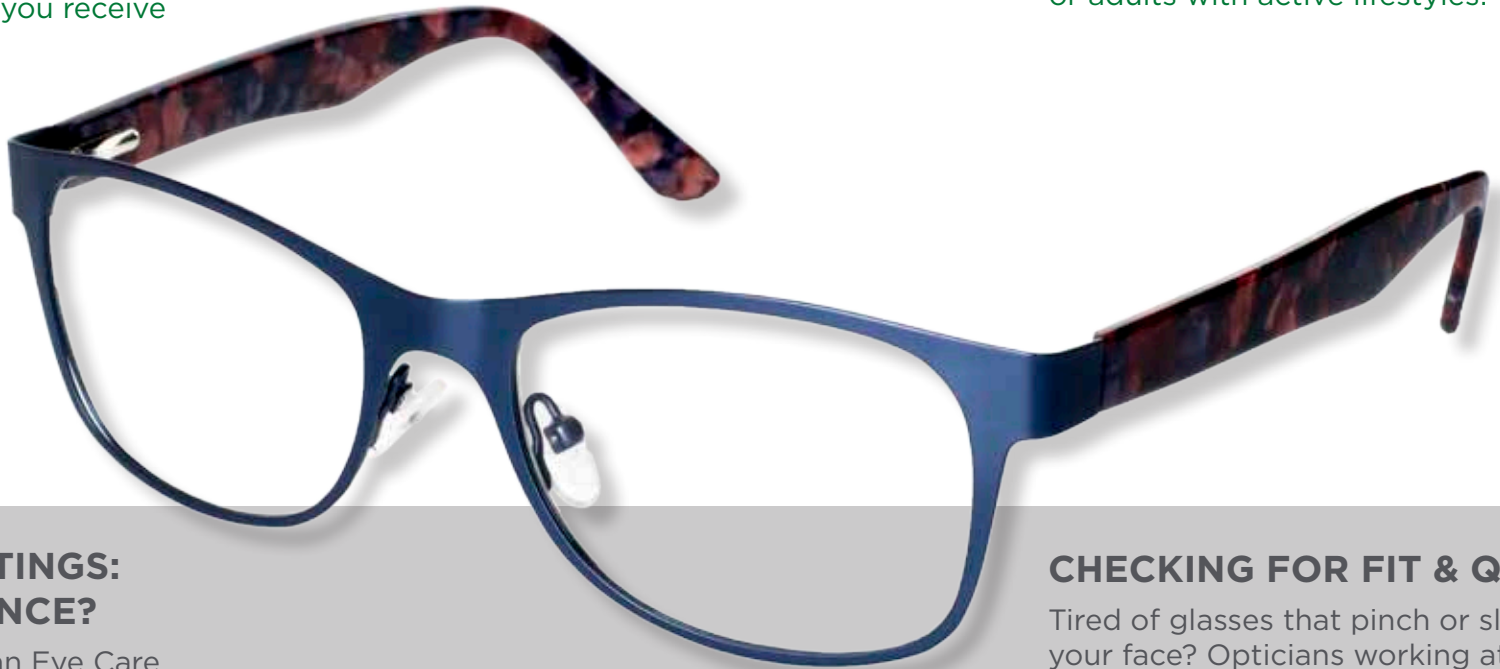


FRAME CONSTRUCTION

How do you treat your frames? If you're not putting your glasses in a case every time you take them off, or lead an active lifestyle, your frame quality is going to matter.

Ordering online provides you with a wide variety of frame choices, but you likely won't be able to discover a loose hinge or faulty temple before you receive your eyewear.

Independent optical dispensaries not only stock quality frames, but will work with you to find the perfect frame for your style and needs.



NON-GLARE COATINGS: HELP OR HINDRANCE?

Non-Glares offered by an Eye Care Professional today are nothing like the discolored, peeling anti-reflective coatings of old that crazed within months. These new technologies can block UV and harmful blue light, reduce eye strain, and of course, cut down on glare for both your vision, and others meeting your gaze.

However, coatings available through discount and online retailers don't necessarily meet these standards. They may craze and peel, reducing your visual clarity or rendering your eyewear useless. Plus, any "budget" blue light- and UV-blocking claims don't necessarily perform as advertised.

SEEING IN HIGH-DEFINITION

Not all eyeglasses are made the same. Many eye doctors now offer digitally surfaced lenses— instead of the traditional method of grinding lenses to the closest measurement, your exact prescription is mapped onto the lens, reducing distortion and giving you the best sight possible.

ACCURACY

The American Optometric Association (AOA) recently conducted a study ordering eyeglasses online through 10 of the most popular online retailers. The prescriptions in these lenses were analyzed, and it was found that **3 out of every 10 pairs (29%)** had at least one lens that failed to meet the required prescription! This problem is typically discovered and corrected when glasses are ordered through an optometrist.

WARRANTY

Does your eyewear come with a warranty, or servicing options? Most Eye Care Professionals offer manufacturer's warranties on eyewear, something that discount and online retailers don't always provide. Optical dispensaries can also adjust or service your eyewear as needed. This is especially helpful for kids' eyewear or adults with active lifestyles!

CHECKING FOR FIT & QUALITY

Tired of glasses that pinch or slide down your face? Opticians working at an optical dispensary are trained and certified to ensure proper fit and quality of your eyewear.

Your optician can adjust your eyewear to sit perfectly comfortably on your face, which also means that you will be looking through your lenses at the optimal position for the best vision possible.

Your Eye Care Professional can also verify that the lenses match the doctor's prescription, and address any issues immediately.