

everything you need for perfect vision & fashion!

Our staff of dedicated professionals welcome even the most difficult vision problems. Our dedication to professional excellence along with the latest diagnostic technology assures you and your family the proper vision care for a wide variety of vision problems and needs.

LAGUNA EYES OPTOMETRY offers fashion eyewear plus professionals — skilled in selecting, coordinating and creating styles to suit your individual looks and needs.

focus on perfection

Our optical experts provide a unique combination of traditional skills and advance technology to ensure that all your prescription needs are executed perfectly.

same day service

We will attempt to accommodate you with an appointment the same day you call us. We maintain 2000 styles of designer eyewear and 3000 new contact lenses in a "rapid replacement inventory" in an effort to provide you with the rapid, high quality service you deserve.



what's the first thing people notice about you?

Your eyes!

Selection is the key at Laguna Eyes Optometry

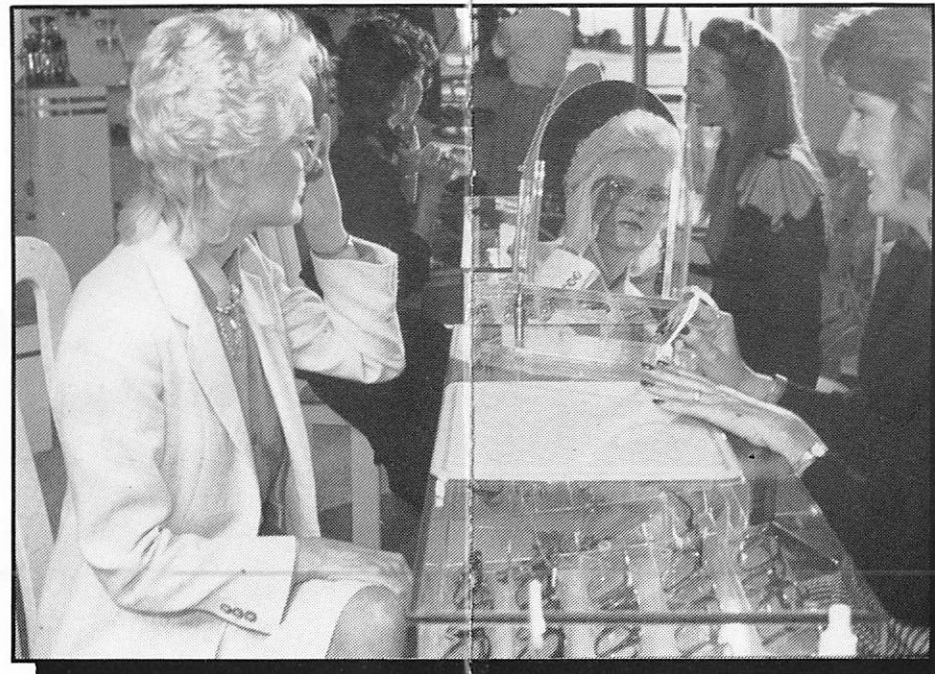
Today, more than ever before, fashion dictates a total look. From head to toe, each aspect of that look must compliment the other...from wardrobe, hairstyle and make-up to the most important fashion accessory of all...EYEWEAR.

We maintain an unequalled selection of hand-crafted eyewear from the most innovative designers in Europe, Asia, and America.

With today's technology and fashion in the optical industry, this is a great time to wear glasses.

Properly selected eyewear will enhance your appearance by making the most of your good features and minimizing the less-than-perfect. Our approach is complete. Our result is a total look...SEE THE WORLD IN STYLE!

Our service & quality are without equal.



Laguna Eyes Optometry offers fashion eyewear plus professionals — skilled in selecting, coordinating, and creating styles to suit your individual look and needs.

high tech vision care

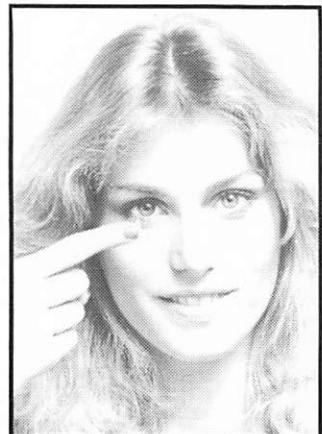
Our office is equipped with the most advanced computerized equipment in the world, in order to achieve the best vision care for you.

However, personal attention with thorough and methodical examination by our doctors is still the most important part of the service we provide.

Our primary concern is not only the elimination of your existing vision problems, but the ultimate goal of prevention.

full service contact lens care

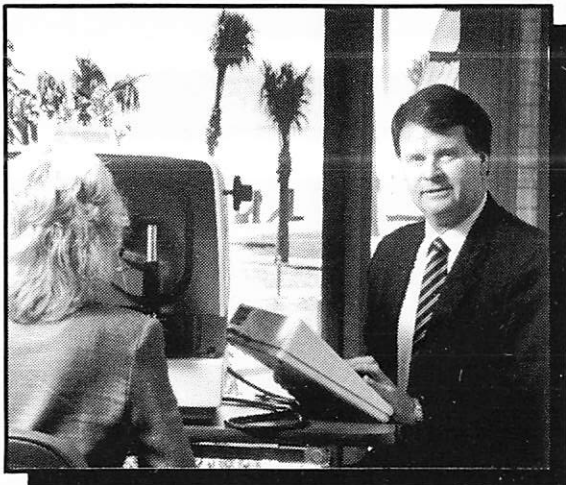
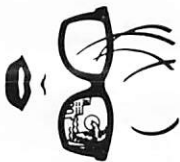
Full service is a total commitment by Laguna Eyes Optometry to provide you with the best "state-of-the-art" contact lenses. New technology in the form of new contact lens designs and materials are made available just as soon as research proves their effectiveness and the F.D.A. approves their use. Laguna Eyes Optometry specializes in preventive care — solving problems before they happen. It means patience and communication. It's all-out effort to give you the best.



list of lenses in our inventory

- | | |
|-----------------------|--------------------------|
| ● Acuvue Disposable | ● Barnes-Hind Hydrocurve |
| ● NewVue Disposable | ● Vistamarc |
| ● Professional Series | ● Tonic Soft Lenses |
| ● Bausch & Lomb | ● Bifocal Soft Lenses |
| ● Ciba | ● Fluoropolymer Lenses |
| ● Wesley Jesson | ● Gas Permeable Lenses |
| | ● Hard Lenses |

Laguna Eyes
OPTOMETRY



WILLIAM D. HARRISON, O.D.

DEBORAH A. BITTNER, O.D.

— we provide vision —
care for the following

- Oakland A's
- U.S. Shooting Teams
- Kansas City Royals
- Pittsburg Pirates
- New York Yankees
- P.G.A. Golfers
- Numerous baseball stars

why not you?

copyright 1990 Laguna Eyes Optometry

exceptional quality
from our customized
laboratory

Quality optical craftsmanship
is a lost art...or is it?

Not at Laguna Eyes Optometry. Each prescription is produced by hand by our own custom laboratory opticians as a fine piece of jewelry.

Our opticians take justified pride in their creations.



**excellence
is our standard**

CARTIER • GIORGIO ARMANI • FRED OF PARIS • CHRISTIAN DIOR

• PALOMA PICASSO • RALPH LAUREN • PORSCHE CARRERA • CAZAL • GIANFRANCO FERRE • CIANNI VERSACE • LAURA BIANCIOTTI • JEAN PAUL CAUTTEP • NIKON

Laguna Eyes
OPTOMETRY
FASHION EYEWEAR



Services Available

- High Tech Vision Care
- Custom-designed Eyewear
- Full Service Contact Lens Care
(3000 in stock)
- Emergency Repairs & Exams
(lab on premises)

210 Forest Avenue
Laguna Beach, CA 92651
(714) 497-1769

Corner of Forest Ave. & Coast Hwy.

CARTIER • GIORGIO ARMANI • FRED OF PARIS • CHRISTIAN DIOR