

Supporting your local eye doctor vs. buying glasses online

Buyer Beware: Know the facts

We realize that by asking us to measure your pupillary distance (PD), you are interested in purchasing your eyewear from an online competitor.

Please understand, that the comparison in costs for these competitors often reflects the quality of materials you are receiving and does not include the (wo)man-hours for an optical expert to:

- *Help you with a proper frame selection (frame size does matter),
- *Educate you on ALL of the material options and features that can give you your best visual experience,
- *Verify the lenses once they are received back from the lab,
- *Apply special techniques with complicated prescriptions to improve both cosmetics and performance,
- *And provide adjustments at any time free of charge.

Proper measurements are extremely important especially for those with higher prescriptions or for those needing a bifocal or progressive lenses. This includes measurements other than just the PD. Improperly fit eyewear may cause headaches, pinching, pulling sensations, eye strain and fatigue. In children it can induce additional issues such as amblyopia. The American Optometric Association (AOA) bought 200 pairs of glasses from the 10 most popular online eyewear vendors and tested them. The results are shocking. They found nearly half of the eyeglasses (44.8 percent) had incorrect prescriptions or safety concerns.

Because of the value of the time and services we offer to maximize the success of your visual experience, you may purchase our Online Glasses Care Package for \$50. This includes your PD measurement, verification of the eyewear once they are received and any adjustments that you may need at any time.

Also, keep in mind that some online retailers won't give you a full refund in the event there is a manufacturing error or a frame size problem. And, some of these companies may not offer a full warranty for your purchase.

We also understand that most Americans live on a budget. This is why we offer a *Value Package starting at \$129*. If cost is of the utmost concern, please see one of our experienced opticians to help you choose quality eyewear at a price you can afford.

References:

http://www.accessdata.fda.gov/cms_ia/importalert_237.html

https://www.aoa.org/documents/public/A_Closer_Look_at_Ordering_Eyeglasses_Online.pdf

<http://www.wsj.com/articles/the-pros-and-cons-of-buying-glasses-online-1445351350>

<u>Value Package</u>	<u>Online Glasses Care Package</u>
Value Line Frame & Polycarbonate Lenses	
Single Vision \$	\$50 Pupillary Distance (PD) Glasses Verification Adjustments Minor Repairs (nose pads & screws)
Bifocal \$	
Trifocal \$	
Computer \$	
Basic PAL \$	
Digital PAL \$	
<i>Warranted for only Manufacturer's Defects only unless material / coating upgrade or purchased warranty (\$)</i>	