

# BUYER BEWARE!

## A Closer Look at Ordering Eyeglasses Online



**YOU DON'T ALWAYS GET WHAT YOU PAY FOR WHEN BUYING GLASSES ONLINE.**

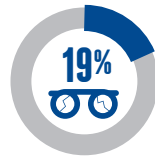
**ACCORDING TO A RECENT STUDY<sup>1</sup>:**



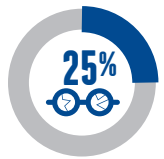
**NEARLY HALF OF ALL GLASSES ORDERED ONLINE HAD INACCURATE PRESCRIPTIONS OR SAFETY ISSUES**



**29% OF GLASSES HAD AT LEAST ONE LENS THAT FAILED TO MEET THE REQUIRED PRESCRIPTION**



**19% OF ADULT LENSES AND 25% OF CHILDREN'S LENSES FAILED IMPACT RESISTANCE TESTING**



**Every Pair of Eyeglasses Must Be Custom Fit to Ensure Comfort, Quality and Accuracy**



**Eyeglasses that aren't properly fitted can cause:**

- Discomfort
- Additional vision problems
- Headaches

**Optometrists are a trusted source to help ensure patients get fashionable, accurate and comfortable eyeglasses. Remember...even "discounted" designer eyeglasses purchased online don't guarantee better quality!**



American Optometric Association

To find a doctor of optometry near you, visit [aoa.org](http://aoa.org).

<sup>1</sup>2011 study conducted by the American Optometric Association (AOA) with the Optical Laboratories Association and The Vision Council.