

What YOU need to know to make an educated decision about your eyewear

## BENEFITS TO BUYING ONLINE

- Usually super cheap prices.
- Seemingly endless options (perhaps too many).
- Get your glasses shipped to your house.
- Find discontinued models.

## BENEFITS TO PURCHASING GLASSES FROM AN EYE CARE PROFESSIONAL

- You can try on as many frames as you'd like, and get professional advice from people who style and fit all day, every day.
- We are responsible for all the measurements required for your best custom eyewear fit.
- We use only high quality frames from companies that stand behind their product, so we can stand behind what we dispense.
- We use only the absolute highest quality lenses (no plastics or polycarbonates here) to ensure durability and visual clarity. The same goes for our coatings.
- When a problem arises (which does happen) we will work face-to-face to make it right. Many progressive wearers require multiple adjustments to adapt to the new lens technology. *Hint – Websites can't adjust glasses very well.*
- We verify tolerances on all lenses from the lab. *If it's not right, we send it back.*
- Get complimentary adjustments, fittings, and basic repairs on any pair you purchase from us...for life.

## THINGS TO CONSIDER WHEN PURCHASING ONLINE

1. Who will verify that your Rx and your PD are correct?
2. What is the return policy?
3. What type of lenses are they using and what is the quality of the coatings?
4. Who will adjust them when they arrive, and down the road.
5. How will you get replacement nose pads, temples, screws, wires (for semi-rimless), etc.

## NEED YOUR PD? Here's how...

**No previous orders from ClearVue?**  
We'll need to see your wonderful face in order to measure your PD. Just stop by during normal office hours and ask for an optician.

**Bought glasses from us in the past 2 years?**  
We probably have your previous PD on file. We'd be happy to provide it to you via email or over the phone. Or, you're also free to stop in and we'll measure it afresh for you if you'd like.

**Bought glasses from us more than 2 years ago?**  
While it's not common for the PD in adults to change much, we'd feel better knowing that we got an up to date measurement for you. Come on in and we'll get that taken care of at no charge.

**Are you under 18 years old?**  
Come in so we can measure your current PD, to ensure it's accurate.

\*Study conducted by the American Optometric Association, the Optical Lab Association and the Vision Council.

OUR DESIRE <sup>is that you get</sup>  
the best eyewear possible for **YOUR** particular needs.



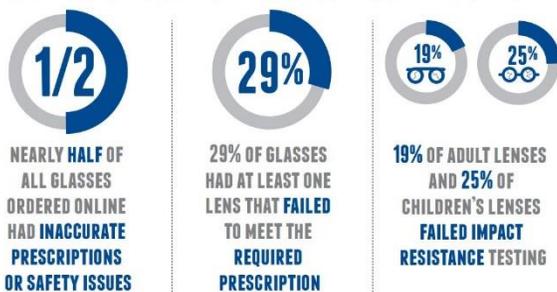
## BUYER BEWARE!

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\*:



There's a buzz going around about online glasses. Results are mixed. Some people have no complaints. Others regret the quality of the product they receive, and vision they experience.

We're biased of course, because we'd love to have the privilege of caring for *all* your visual needs. Our opticians have over 50 years of combined optical experience, and have personally selected and fit over 35,000 pairs...each. They are true experts at helping you select glasses that incorporate multiple factors, like your face shape, frame size, prescription, style, wearing position, and many other details that affect how a pair of glasses will perform for you in real life.

In addition, we've never sacrificed quality for budget. Instead, we've made a commitment to provide only frames and lenses (by the way – the lenses make the biggest difference) that deliver exceptional quality, to the extent that we stand behind it with a guarantee.

## WHAT IS PUPILLARY DISTANCE (PD) AND WHY IS IT IMPORTANT?

Pupillary distance (PD) is a measurement of the distance between the centers of your two eyes and is dependent on whether you are buying eyewear for distance or close up. This measurement is used to properly align the center of your lenses with the center of your eyes. If the centers of your eyeglasses are not aligned properly, you may experience eyestrain, headaches, distorted vision, double vision, blurred vision and/or an inability to wear your glasses.

A pupillary measurement is part of the eyeglass fitting process conducted by the eye care professional for the purpose of making glasses by that respective professional. This measurement is only one of a series of measurements, sometimes as many as six. In addition PD placement for each eye (monocular PD placement) can vary depending on the frame selected. That customization cannot be duplicated online. The frame must be on a patient's face to gather that information. Pupillary distance measurement as the one and only measurement as indicated by web based companies dismisses other important measurements provided to the laboratory by your direct, face-to-face eye care provider.

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

As always, we will gladly provide a PD for you as our patient when you request it. We cannot be responsible for the final clarity and quality you experience when purchasing glasses online. There are too many variables besides your Rx and your PD that will affect the final outcome of your glasses. Any concerns about accuracy, quality or visual clarity will have to be addressed directly with the retailer you purchased your glasses from.

Have more questions about buying glasses, frame quality, or lens materials? Just call or email us using our contact info below.

