

# 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.

# Eyeglasses Purchased Online

You have a right to your eyeglasses prescription and as a patient at Salisbury Eyecare and Eyewear, you will always be provided with a copy when requested. We hope you'll want to buy your eyeglasses from our office and we believe we offer the best value available when you consider service, quality, and price. We have worked hard to ensure we have affordable options for all our patients that still maintain our high standard of quality. If you decide to shop elsewhere for glasses, we certainly understand and we will be pleased to provide your eye examinations and eye health care.

Local opticians and optical shops generally do a good job of filling our prescriptions, but we have some concern with the use of eyeglass vendors over the internet. In fact, studies show that 50% of glasses made online are incorrect in measurement, prescription, fit, or quality. Fitting eyeglasses properly involves precise measurements, unbiased advice based on your needs, and skillful adjustments of the frame and lenses. Since internet vendors do not actually meet with you in person they can't provide those services. We provide all the optical services at no additional cost for patients who buy eyeglasses at Salisbury Eyecare and Eyewear, but we can't provide them for glasses purchased elsewhere.

In the event you feel you must purchase your eyeglasses from an online vendor, we offer a \$50 "Online Glasses Package" in which we will fully troubleshoot your internet eyewear. We will provide all necessary measurements to fill your prescription and will verify your prescription once the glasses arrive.

The following services or measurements are not available if you purchase glasses elsewhere. These measurements should be provided by the person selling the glasses and their return or refund policy should be closely examined by the consumer prior to purchase to know what options they have, should problems occur.

- Prescription verification
- Pupillary distance
- Seg height
- Vertical optical center
- Eye size
- Bridge size
- Temple length
- Frame model and color
- Lens material and index
- Multifocal design and brand
- Optional lens features, such as tint, coatings, etc.
- Eyeglass dispensing adjustment
- Education and training on lens and frame features and care
- Ongoing adjustments
- Minor repairs

**\*\*If you do purchase glasses elsewhere and are having difficulty with the vision in your new prescription, we are happy to refract you at no charge and make sure the prescription is accurate, ensuring you get your best vision.\*\***