

BUYER BEWARE!

A Closer Look at Ordering Eyeglasses Online



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

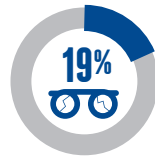
ACCORDING TO A RECENT STUDY¹:



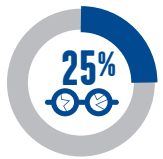
NEARLY HALF OF ALL GLASSES ORDERED ONLINE HAD INACCURATE PRESCRIPTIONS OR SAFETY ISSUES



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.

¹2011 study conducted by the American Optometric Association (AOA) with the Optical Laboratories Association and The Vision Council.