ABOUT LENS OPTIONS

When purchasing a new pair of eyeglasses, selecting the right lenses is just as important as picking your favorite frames. The lens choice you and your eyecare provider select will impact the quality of your vision as well as your comfort, appearance and safety.

**Lens treatments** are enhancements incorporated into the lens to improve vision, protect your eyes, enhance performance and increase comfort.

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**ANTI-REFLECTIVE**

Eliminates reflections, helps with night time driving and digital device use.

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**PHOTOCHROMIC**

Clear indoors, shades and protects eyes when exposed to UV rays.

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**POLARIZED**

Reduces glare, improves contrast and visual clarity.

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It’s important to select your eyewear after having an annual eye exam and considering the following factors: your comfort level, lifestyle and vision correction needs. You can then decide, with your eyecare provider, what lenses and frames are right for you.

For more information about the benefits of having an annual eye exam, visit [ThinkAboutYourEyes.com](http://ThinkAboutYourEyes.com).

Whether you need a corrective prescription, protection from digital screens, defense against the sun's UV rays, help reading the fine print, or anything in between, there’s a lens available for you.
ONE PAIR OF SHOES WON'T WORK FOR EVERY ACTIVITY. NEITHER WILL ONE PAIR OF GLASSES.

Most people need at least two pairs of glasses—one for indoor use, and one for sun protection—though you may need to consider adding a pair with lenses designed for specific tasks such as computer use.

Here are a few things for you to consider:

**Everyday Glasses:** Your everyday glasses are one of the most important things that you own. In addition to being a fashion statement, they are your window to the world. Glasses should always include protection against UV rays and an AR coating to reduce reflections.

**Daytime Driving and Outdoor Activities:** Polarized lenses will protect your eyes from the damage caused by the sun's rays, eliminate all types of glare, enhance contrast to help you see clearly, and provide maximum UV protection.

**Outdoor Sports:** In addition to polarized lenses, there are lenses optimized for outdoor activities such as golf, water sports, and shooting.

**Computer and Digital Device Use:** If you spend a significant amount of time at a computer or using other digital devices, consider lenses specifically designed to prevent digital eye strain.

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**WHAT IS DIGITAL EYE STRAIN?**

Many individuals suffer from physical eye discomfort after using digital technology or having “screen time” for longer than two hours at a time. This discomfort—known as digital eye strain—can include symptoms such as dry eyes, headache, blurred vision, and neck and shoulder pain.

Eyewear is available with lenses featuring magnification, anti-reflective and blue-light filtering capabilities and more to help reduce the symptoms associated with digital eye strain.

However, you don’t have to sacrifice style for function when it comes to eyewear. These specialized lenses can be incorporated into virtually any pair of frames, so you can choose eyewear that complements your personal look, while meeting your eye health needs.

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**WHERE STYLE MEETS FUNCTION**

Eyewear is not only considered a health necessity, but also a fashion accessory. Whether you require vision correction/protection, or don’t need a prescription but just like the look of glasses, opt for eyeglasses that complement your look so they fit seamlessly into your wardrobe and align with the varying aspects of your lifestyle.

Why have just one pair? Starting a collection of glasses will allow you to easily match your frames to any outfit or situation. However, it’s most important to ensure your frames suit your face. The golden rules of face-fitting are: the shape of the frames should contrast with the shape of your face, and the frame size is proportionate to your face.

Here’s a breakdown of what frames typically work well for the most popular face shapes:

- **OVAL:** Anything goes, as long as the frames are in proportion to the face.
- **ROUND:** Slightly angular frames will create a narrowing effect.
- **HEART:** Slightly rounded frames that dip between the eyes will break up a wider forehead. Also opt for frames that are wider at the bottom.
- **SQUARE:** Round, oval or curved frames will soften the face and jaw.
- **OBLONG:** Deep frames will minimize facial length. Also try wide, oversized frames to bring proportion to the face.

Talk to your eyecare provider about your digital habits—and those of your child(ren)—and the eyewear solutions available to relieve the symptoms of digital eye strain.