

4 things to know before you buy your next pair of eyeglasses

With so many choices out there, knowing what to ask for when you see your eye doctor and optician may seem confusing. For instance, many people think all they can expect from their glasses is vision correction. But you can—and should—have more. That's why we created this guide. Tear it out, fold it up, and keep it handy.



EYEGLOSS GUIDE

1. Look at the lenses.
2. Focus on frames.
3. Think Transitions® lenses.
4. Mull over multiple pairs.

HOW TO CUSTOMIZE YOUR EYEWEAR

- A. Check all the features that interest you.
- B. Tear off this list and bring it to your eyecare professional on your next visit.
- C. Together, create the custom glasses of your dreams!

Lenses and Options:

- Thin, lightweight lenses
- Strong, durable lenses
- No-line bi-focals or tri-focals
- Anti-reflection
- Transitions photochromic lenses
- UV protection
- Improved night vision
- Reduced glare
- Other

Frames:

- Lightweight
- Flexible
- Strong
- Hypoallergenic
- Shapes
- Colors

Additional Pairs:

- Polarized sunglasses
- Sports glasses
- Readers
- Computer glasses
- Safety glasses
- Other

TEAR OFF HERE

1 FIRST, FOCUS ON THE LENSES.

If you're like most people, you choose frames first. As a result, you may end up with lenses that don't fit right. Or miss out on features that can greatly enhance comfort and eye protection.

To get glasses that contribute to your healthy sight, both now and in the future, your best bet is to start with lenses.

So how do you know what you need?

Some factors to consider are your prescription, lifestyle, and your eye and medical histories.

Have a strong prescription? The good news is that thick lenses can be made into thinner, flatter ones. Opticians refer to these thinner lenses by the names mid-index, high-index, and polycarbonate.

Active in sports? You'll surely want something that's strong and durable. Your eyecare provider will know what options exist.

Having trouble seeing close up? Reading glasses will probably help. Some inexpensive drugstore versions can have significant distortion, so it's best to order ones made for your prescription. You might also want lenses that let you see both far and near without squinting or switching specs. Nowadays, most have invisible lines, called progressives.

Sit in front of a computer?

Lenses created just for this activity relieve both eyestrain and tiredness; comforting if you sit in front of a monitor several hours a day.

Bothered by reflection on your lenses? Light bouncing off fluorescent bulbs and computer screens can cause eye fatigue. And if you drive at night, the glare of oncoming headlights is distracting. Anti-reflective treatment works wonders in these situations; it provides the clearest, sharpest vision.

Concerned about protecting your eyes from the sun? Most people know the damaging effect UV rays have on their skin. Those rays are just as damaging to our eyes. Thankfully, many lenses have built-in UV protection, and it's available as a coating for those that don't.

Want comfort, flexibility, and protection all rolled into one? Consider photochromic lenses. They darken when you're outside, exposed to UV rays, and get clear again when you're back inside. Transitions® lenses are the top of the line brand in this category.

Do a lot of driving? An extra pair of sunglasses with polarized lenses is indispensable.

Spend a lot of time near the water or snow? Again, polarized lenses will help, by reducing glare and reflection.

Taking medication? Some drugs can make your eyes sensitive to light. Talk to your eye doctor—there may be lenses that can help.

Continued on the other side

eyeglassguide.com

Transitions®

Healthy sight in every light™

LENS LEXICON

SINGLE-VISION

Corrects one vision problem, like nearsightedness or farsightedness

MULTI-FOCAL

Bi- and tri-focals correct more than one vision problem at the same time, such as nearsightedness and trouble reading

PROGRESSIVES

Bi- and tri-focal lenses with no visible lines



STANDARD PLASTIC

A lens material often used for weaker prescriptions. Very few lenses are made from glass today, since glass is heavier and can shatter

HIGHER INDEX

Additional plastic lens materials fall into this category, in numbers ranging from 1.56 to 1.74. (The higher the number, the thinner the lens.) Used when thinner and/or stronger materials are needed



ANTI-REFLECTION

This treatment cuts down on glare on your lenses, making them virtually invisible. As a result, people see your lovely eyes, instead of your lenses



POLARIZED LENSES

These cut down on visible glare from reflective surfaces like water and snow so you can function well in bright conditions

UV PROTECTION

Without it, the harmful rays of the sun can damage your eyes. Make sure your glasses block 100% of both UVA and UVB rays

PHOTOCHROMIC LENSES

Combine several features: protection from UV rays, darkening and lightening with the sun, and comfort from eyestrain and fatigue. Transitions lenses fall into this category



TEAR OFF HERE



2 CHOOSE YOUR FRAME.

Sure, you want to choose a frame that's flattering. But make sure your frame properly holds your lenses.

Many people don't realize that certain lenses work best with certain types of frames. Be sure to ask your eyecare professional to help choose a frame that will work well with your prescription.

Now you're ready to think about fashion. Your frames should match your face. And your personality. Are you trendy? Conservative? Somewhere in between?

According to the Vision Council of America, here are tips on how to flatter your face:

- Contrast the shape of the frame with the shape of your face. Rectangular works well for round faces, round for square faces

- Your frame size should be in scale with your face size
- Color should complement your skin tone and hair color. Cool complexions have blue or pink undertones, warm complexions have a yellow cast. Good colors for warm skin tones: camel, khaki, gold, peach, orange. Best bets for cool skin tones: black, magenta, pink, and blue

Also, pay attention to frame materials. Whether you want frames that are lightweight, flexible, strong, or hypoallergenic, ask your eyecare professional for help finding frames that are right for you.

3 ARE TRANSITIONS® LENSES RIGHT FOR YOU?

These just might be the optimal choice for your primary pair of glasses.

Not only will they help you see clearly and comfortably, they also help protect the health of your eyes, both now and in the future.

Indoors, they're clear. Outdoors, they turn as dark as sunglasses, which reduces glare, eyestrain, and fatigue.

Transitions lenses also block 100% of UVA and UVB rays. Plus you can choose from a wide variety of frames, styles, and prescriptions, gray or brown tints, and any type of plastic lenses. No wonder Transitions are the #1 recommended photochromic lenses in the world!

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WHY WE CREATED THIS GUIDE

At Transitions Optical, we've heard over and over again from customers that buying glasses can be overwhelming.

We created this guide to help you feel more comfortable talking to your eyecare professional about your choices, so you can walk away with a customized pair that will not only preserve your healthy sight, but will help you see—and look—your best, too.

4 IS MORE THAN ONE PAIR REALLY NECESSARY?

Sometimes, another pair of glasses may come in handy.

The truth is, one pair of glasses can't do it all. Even if your primary pair of glasses is photochromic, it's helpful to have sunglasses for the car, because when you drive into the sun, windshields block the UV rays that darken photochromic lenses. Simply put, in this situation sunglasses are your best choice.

Occupational safety glasses, computer glasses, and specialized sports glasses can also all be invaluable. Again, it all depends on the activities you're involved in.

Take our 5-minute quiz for customized eyewear advice and more at eyeglassguide.com



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