



Checklist for success

- Take time to think about all the ways you use your eyes every day—for work and recreation.
- Discuss your specific needs, wants and visual challenges with your eyecare professional.
- Ask your eyecare professional to demonstrate the features and benefits of products they recommend.
- Think multiples: One pair of eyewear may not meet all your vision and lifestyle needs.
- When selecting frames, always contrast the frame shape with your face shape.
- Don't forget about sunglasses—they protect your sight from harmful UV and are an investment in your healthy vision for life.
- Make sure you and your family have regular eye exams.

Q&A

Q: HOW MANY PAIRS OF EYEWEAR SHOULD I HAVE?

A: Different activities and lifestyles require different types of lenses and frames; and having only one pair of eyewear will not meet all your needs. Owning multiples pairs of eyewear will not only improve your vision but will enhance your lifestyle as well.

Q: HOW OFTEN SHOULD I GET MY EYES EXAMINED?

A: Millions of Americans have uncorrected vision problems, and some vision problems have no warning signs and can cause permanent vision loss if left untreated. Having regular eye exams is the best way to ensure your vision is healthy.

Q: WHAT SHOULD I EXPECT TO PAY?

A: Stylish eyewear is available for every budget. Those who rely on their eyewear for daily activities know what an important investment it is!

Q: HOW DO I PREVENT MY EYEWEAR FROM GETTING SO SCRATCHED?

A: Most lenses are meant to withstand normal wear and tear, but you can request scratch resistant lenses. Be sure to always keep your eyewear in a case, and when cleaning them, rinse any dust or dirt off before wiping them gently with a cloth.

lenses & lifestyles

HOW TO
LOOK AND
SEE YOUR
BEST



fashion
FRAMES FOR
EVERY FACE
options
MATCHING
YOUR NEEDS
top tips
Checklist for
Success

For more info:

Healthy Vision: www.checkyearly.com **Fashion & Frames:** www.eyecessorize.com **Contact Lenses:** www.mycontactlenses.org

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Getting Ready

WHEN IT COMES TO EYEWEAR—
ONE SIZE DOES NOT FIT ALL!

Various lifestyles, occupations and activities require different types of lenses and frames. Matching your unique lifestyle needs with the appropriate eyewear will not only improve vision and protect your eyes, but also can enhance performance and increase comfort.

Use the information in this magazine to help take the guesswork out of selecting the right types of eyewear. There has never been a better time to build an eyewear wardrobe that suits your vision needs and lifestyle, and enables you to always be on top of your game—at work or at play.

fast fact More than 11 million Americans have uncorrected

WHAT TO CONSIDER

You and your eyecare professional will work together to create the perfect eyewear that will enhance your lifestyle, image and performance needs. Things to take into consideration include:

PRESCRIPTION: Do you have a high prescription that might cause the lenses to be thick and heavy? Has there been a significant change in your prescription? Are you experiencing any trouble seeing? Does your prescription include both distance and reading powers?

USAGE: What type of activities do you participate in: sports, reading, driving, computer use, etc.? Where do you use your eyewear and under what conditions?



Assessing Your Needs

By developing a list of your wants and needs, you can take the first step in creating the perfect eyewear. Use the following list as a starting point and share it with your eyecare professional.

Does your daily routine include:

- DRIVING
- COMPUTER USE
- SPORTS/OUTDOOR ACTIVITIES
- READING

Do you have trouble seeing:

- AT NIGHT
- IN SUNLIGHT/WITH GLARE
- NEAR AND FAR DISTANCES

Do you ever experience tired eyes or headaches?

- YES NO

If you currently use eyewear, are you satisfied with:

- YOUR VISION
- COMFORT AND FIT
- STYLE AND LOOK

Does your eyewear meet your vision and performance needs for:

- WORK HOBBIES
- SPORTS AND ACTIVITIES

visual impairments, which can impact their quality of life.



Everyone, from kids to active seniors, has specific vision needs. Here are some suggestions for your generation and things to consider as you look for new eyewear.

Lenses for Every Life Stage



Kids

Children have very active lifestyles and require lenses that are comfortable, durable and protect their sight now and for the future.

TOP PICKS:

- ◆ Polycarbonate or Trivex lenses keep eyes safe, make glasses lighter and increase comfort.
- ◆ Photochromics provide convenient UV protection for indoor/outdoor use.
- ◆ Scratch resistant lenses are a must for a child's carefree lifestyle.
- ◆ Anti-reflective lenses eliminate glare and reflections that cause eyestrain.



Generation Y

Young people in this age group—late teens and 20's—are usually focused on fashion, function and fun!

TOP PICKS:

- ◆ Photochromic lenses increase vision comfort outdoors.
- ◆ Computer lenses offer the best, most comfortable vision while studying or staying connected to friends and family.
- ◆ Polycarbonate and Trivex lenses provide maximum protection in competitive sports or high-impact extracurricular activities.
- ◆ High index lenses make glasses thin and light, for a better look and feel.
- ◆ Anti-reflective lenses eliminate glare and reflections that cause eyestrain.



Baby Boomers

Baby Boomers spend time focused on a combination of family activities, work-related tasks, social events, sports and hobbies.

TOP PICKS:

- ◆ Progressive lenses offer the most natural vision at all distances.
- ◆ Polycarbonate or Trivex lenses provide maximum protection in sports or high-impact activities.
- ◆ Anti-reflective lenses reduce uncomfortable glare while driving and/or working at the computer.
- ◆ Photochromics provide convenient UV protection.
- ◆ Reading glasses are an option for detailed close work.



Active Seniors

Today's seniors are active, energetic, and busy with work, family, hobbies and community activities.

TOP PICKS:

- ◆ Progressive lenses provide a wide field of vision.
- ◆ Photochromic lenses increase visual comfort both outdoors and inside.
- ◆ Anti-reflective lenses improve vision during night driving.
- ◆ Polarized lenses eliminate blinding glare that can cause daytime traffic accidents.



LOOKING AT LIFESTYLES

Protect your eyes, increase your comfort and enhance your performance at work and play, no matter what your lifestyle.

CAREER ORIENTED: There are many lens options available to make your life easier at work, such as anti-reflective lenses which eliminate glare and reduce eyestrain, or progressive lenses that improve vision at all distances.

OUTDOOR ENTHUSIAST: Put safety, comfort and performance-enhancing options at the top of your list no matter what activity you are participating in. Consider polycarbonate or Trivex lenses for maximum impact resistance or custom tints to enhance contrast.

COMMUTER: Make polarized sunglasses part of your everyday wardrobe. You will reap the benefits as they shield damaging UV rays and reduce glare for a stress-free and safer driving experience.

FASHION FORWARD: Keep your eyewear looking just as good as the rest of you. Think about options that offer you the thinnest profile, such as a combination of high index material and anti-reflective treatment which make lenses nearly invisible.

fast fact One in three seniors has a vision problem, which

makes them 200% more likely to be involved in auto accidents.



Matching Your Needs

After discussing both your vision and lifestyle, your eyecare professional will make recommendations to meet your specific needs. Your customized eyewear may include a variety of options in lens designs, materials and treatments, such as:

Lens designs

- Single vision lenses:** for distance vision
- Reading lenses:** for near vision
- Bifocal lenses:** lined lenses for both distance and near vision
- Trifocal lenses:** lined lenses for distance, intermediate and near vision
- Progressive lenses:** no-line lenses for distance, intermediate and near vision
- Computer lenses:** for intermediate vision

Lens materials

- Plastic lenses:** comfortable and lightweight
- High index plastic lenses:** thinnest, most lightweight and comfortable
- Trivex lenses:** impact resistant, thin and light, crisp vision
- Polycarbonate lenses:** impact resistant, thin and light
- Glass lenses:** provide good crisp vision; can be heavy

Lens treatments

- Anti-reflective lenses:** reduce light reflections and glare; provide crisper vision
- Photochromic lenses:** conveniently change from clear inside to dark outside
- Polarized sunglass lenses:** provide UV protection and eliminate all types of glare
- Scratch resistant lenses:** increase durability and minimize abrasions

TYPE	FEATURES & BENEFITS	RECOMMENDED FOR
ANTI-REFLECTIVE	<ul style="list-style-type: none"> Reduce glare Lenses seem "invisible" Eliminate halos and ghost images 	<ul style="list-style-type: none"> Driving at night Computer users High index lens wearers Seniors Refractive surgery patients
HIGH INDEX PLASTIC MATERIAL	<ul style="list-style-type: none"> Lighter Thinner Scratch resistant 	<ul style="list-style-type: none"> People with medium to high-powered prescriptions (thick eyeglasses)
PHOTOCHROMIC	<ul style="list-style-type: none"> Block UV rays Change from clear lens indoors to sunglass lens outdoors 	<ul style="list-style-type: none"> People with light sensitivities Children Drivers Outdoor activities
POLARIZED	<ul style="list-style-type: none"> Eliminate all types of glare Enhance contrast Provide maximum UV protection 	<ul style="list-style-type: none"> Driving in the sun Outdoor activities
POLYCARBONATE AND TRIVEX	<ul style="list-style-type: none"> Impact resistant Scratch resistant Thinner Lighter 	<ul style="list-style-type: none"> Children Sports enthusiasts Safety
PROGRESSIVE LENSES	<ul style="list-style-type: none"> Provide natural vision at all distances Improved cosmetics 	<ul style="list-style-type: none"> 40+ crowd Children who need bifocals

LENS GUIDE

fast fact As many as two million Americans have undiagnosed



Face Forward

When selecting the right eyewear frame, it's important to choose a style that will flatter your face shape, not compete with it. Overall, it is important to remember these general rules:

- The shape of the frame should contrast the face shape for maximum cosmetic appeal.
 - Curved face shapes look best in angular frames
 - Angular faces look best in curved or round frames
- Eyewear should balance personal proportion.
 - Frame size should be to scale with face size
 - The top of the frame should follow natural brow line
 - Eyes should appear centered in the frame

FACE SHAPE	GREAT FRAME SHAPES	SHAPES TO AVOID
Square	Oval, round	Strong lines or angles
Round	Rectangular	Round or curved
Oval	Lucky you...any shape will work!	No limits; go for it!

ASK WHAT'S NEW IN CONTACT LENSES

Are you thinking about contact lenses? Have you worn them before? There's a lot that's new! Ask your eyecare professional about...

SILICONE HYDROGEL CONTACT LENSES

Let your eyes breathe. These "next generation" lenses stay moist, and your eyes feel clean and fresh even late in the day.

MULTIPURPOSE SOLUTIONS

All you need in a single bottle. With one solution for all steps, it's easy to ensure the health of your eyes by keeping lenses clean.

TORIC CONTACT LENSES

Sharp vision even if your eyes are slightly irregular. With toric contact lenses, slight irregularities in the shape of your eyes are corrected so that your vision is clear and natural.

SINGLE-USE CONTACT LENSES

Look and see your best for that special occasion. Single-use contact

lenses can enhance your vision for a big basketball game or high school reunion, and there is no fussing with lens care.

MULTIFOCAL CONTACT LENSES

Restore youthful vision. New designs in multifocal contact lenses can restore the youthful vision you once enjoyed. There are no lines, no visual jumps, just a blended natural vision that lets you see clearly at all distances.

COLOR CONTACT LENSES

Enhance or change your natural eye color. Colored contact lenses can enhance the beauty of your natural eye color—or completely change the color of your eyes. They're fun to wear occasionally or all the time.



Contact lenses let you see the wide, wonderful world—and let the world see you! Don't forget: You should always have a back-up pair of eyeglasses, as well as a pair of UV-protective sunglasses.

WWW.MYCONTACTLENSES.ORG

glaucoma, which can cause permanent blindness if left untreated.