

Your glasses need to be right.

Your glasses should be comfortable, complement your face, and provide you with the best possible vision and protection of your sight. Because anything less is not good enough for our patients, we have a full-service optical shop that stands up to the quality you can expect from the office of your board-certified eye MD. Dr. Gray is very particular that our optical sales are not on commission. This is to ensure that the only factor guiding your purchase is our aim to give you the best quality of vision and comfort. You will not find this non-commissioned sales approach elsewhere.

We are not interested in making a fast deal and a one-time sale. We aim to give you the best glasses you have ever owned, and to earn your business for a lifetime.

We are frequently asked what makes a quality pair of glasses. We can help you cut through all the confusing choices and marketing hype, and give you the assurance that you are getting a high quality product that will be the best for your eyes and your vision. We will be here to service and stand behind our products to ensure that you get a high level of value for your money, and not just a quick “deal”.

There are many different types of lenses and frames on today’s market. When you get your glasses here, our expert optician presents all the options and the latest optical technology and tailors your glasses to your individual needs. Our products must meet our high quality standards before we ever offer them for sale in our store, as we know that we will be standing behind them well beyond the sale. Our opticians are not on commission—we want to be sure that you can trust absolutely the recommendations our opticians make.

A Lens is a Lens. Right?

Wrong. The material of which your lens is made makes a big difference in clarity, optical purity, brittleness, impact resistance, durability, resistance to scratching, weight, and thickness. Most of the special deals of which you hear use the material **CR-39**. This is because of its availability and lower production cost. However, it is much thicker than any other lens material, scratches easily, and is relatively brittle, making it less desirable for most prescriptions.

Trivex has pure optics, resistance to solvents, the lightest weight, and superior impact resistance. It is especially good for children’s eyewear and rimless frame styles.

Hi-Index lens material provides the desirable property of being thin and light, and is also durable and resists solvents. It is the material of choice for moderate and high prescriptions, and provides an astounding reduction in thickness of the lens.

Polycarbonate is another good choice for children's glasses and for workplace safety glasses, as it is nearly unbreakable and lightweight.

Progressives: This lens is a no-line infinity-focal lens, and your success in this style of lens is very dependent upon the expertise of the optician fitting and measuring you for your glasses. If the progressive lens is not precisely aligned to your eyes and placed in the frame correctly, you will likely have problems seeing through this lens. Our experienced opticians will also guide you in finding the right frame size that will make this type of lens work well for you; a frame that is too shallow will result in the near vision portion of the lens being cut off or encroaching on your distance view. Low quality progressive lenses will have a much smaller area for near focusing and have much more distortion on the sides. Besides being experts in the precision fitting of progressive lenses, we only offer high quality versions of this lens that will result in the best vision for you. We also go one step further: if you get your progressive lenses here and you can't get used to them, we will re-make your lenses in the lens format of your choice at no charge.

Lens Treatments and Tints

Anti-reflection: A good quality anti-reflective coating, applied correctly, can make a huge difference in the quality of your vision through your glasses. Conversely, a poor quality AR coating can make your vision worse. A quality AR coating reduces glare at both surfaces of the lens, and improves the optical purity of the lens by a significant percentage. It optimizes vision, especially in low light conditions such as night driving. It also is cosmetically desirable, since it makes the lens nearly disappear. Low quality AR coatings are common at discount stores, and poorly block unwanted reflections. Low quality AR coatings also may lift off of the lens, leading to extreme haziness. We offer several high quality choices of AR coatings. Some of our AR coatings include static charge resistance to dirt and oils, so the lenses take longer to get dirty.

Scratch Resistant Coating: The scratch resistance of any plastic lens can be greatly enhanced by the application of a scratch resistant treatment to both sides of the lens. Some optical stores will only apply it to the front surface of the lens. And what happens when you find a scratch on your supposedly scratch resistant lens? When you order your lenses here, you can choose to get a good quality scratch resistant coating applied to both sides of your lens. Our scratch resistant lenses come with a warranty: the lens is replaced at no charge to you if scratches appear during the warranty period.

Photochromatic Tints: Transitions is the most well-known brand of photochromatic tint, which is a lens which automatically darkens when it is exposed to UV light from the sun. It provides 100% ultraviolet light protection, and it is helpful when you don't want to have to switch your glasses with prescription sunwear. However, it does not turn dark in the car, as your windshield screens out

the UV rays that darken the lens. Not all discount photochromatic lenses are Transitions brand, or the most up-to-date version of Transitions. This makes a difference in how fast and how well the lenses darken and clear up, and how durable is the effect.

Transitions Drivewear is an additional product we offer, and it will darken in the car and is polarized, unlike the standard Transitions lens. Something to know about the Transitions Drivewear is that since it is polarized, it is always tinted. It is a great sunwear lens, especially for people who have to drive a lot or have to frequently go between indoors and outdoors. The quality of vision and comfort you get from looking through a Drivewear lens is amazing. It is specifically made to enhance your vision while driving a car.

Polarized sunglasses: These are the ultimate comfort and vision for driving and fishing. Polarization is a tinted lens which selectively blocks glaring rays from horizontal surfaces. We offer the top-rated brands such as Maui Jim, Transitions Drivewear, and Oakley in your prescription or in non-prescription. We especially recommend that contact lens wearers have a good pair of polarized sunglasses.

Frames

How do you know the frames you are buying are made from good quality materials that will be durable and comfortable to wear? Did you know that if the quality of frame material is poor the frame might not be adjustable or be able to hold an adjustment well? Or that if you have a moderate to high prescription a low quality frame simply cannot hold in the lens very well? If you've ever had a lens pop out over and over you know how frustrating this can be. This could mean that the "deal" you thought you were getting turned out to be an ongoing source of frustration and waste of time as you go back again and again to try to get the frame adjusted for comfort and vision. There are many frames offered at discount stores and big chains which can look good when you are picking them out, but the quality can be so poor they will not last for long and you may experience all sorts of problems after you pick them up. Another pitfall to watch out for is optical shops selling discontinued frames. If there is a problem with a discontinued frame, there is no recourse to replace it and parts are not available to repair it.

All of the frames we carry are subjected to rigorous quality standards and are handpicked to give you a wide variety of style choices, good workmanship and a comfortable fit.

Titanium: Titanium is very popular for eyeglass frames, as it is half the weight but provides the same strength as steel. It is hypo-allergenic and corrosion resistant, so it doesn't react with skin oils to irritate the skin or allow discoloration of the frame. There is a lot of variation in the percentage of titanium in a frame advertised as "titanium", ranging from 100% titanium to only having a tiny percentage of titanium. Make sure you are getting the full titanium content that you are paying

for. If you have sensitive skin or skin which is particularly oily, a 100% titanium frame is a good choice.

Plastics: Some plastics can be re-formed with heat, and others cannot. Almost all eyewear frames can soften with heat, but not all can be adjusted easily and precisely. Occasionally, frames are made with nylons or other composite materials that do not soften properly on heating when attempting adjustments. Our experienced opticians are skilled in the handling of all eyeglass materials, and can help you avoid adjustment and fit problems by helping you select the right frame material.

Flexon: “Memory metals” are metals that will spring back into shape when bent or twisted. These are great frame materials for children’s glasses and for people who are hard on their frames. The downside is that since they regain their shape, there is a limit to how much these frames can be adjusted for an individual fit. It is imperative that the optician helping you select your frame is aware of this and makes sure that the fit of the memory metal frame is right for you from the beginning.

Drill Mount: A truly rimless frame connects the lenses by drilling through the lens and attaching the nose and temple pieces to the lens. This must be done with precision. The connecting system (how the hardware holds into the lens) is highly variable between brands. If the connecting system is not well-engineered, cracks and loosening of the glasses occur early on in the life of the spectacles. Also, it is crucial that the right lens material be used in the manufacture of this type of spectacle. Moderate to high prescriptions may not achieve the barely-there look of a drill mount, as the lens thickness will be very apparent. If you want a pair of glasses that nearly disappears on your face, is optimally light, and you are not hard on your glasses, this style of frame is a good choice.