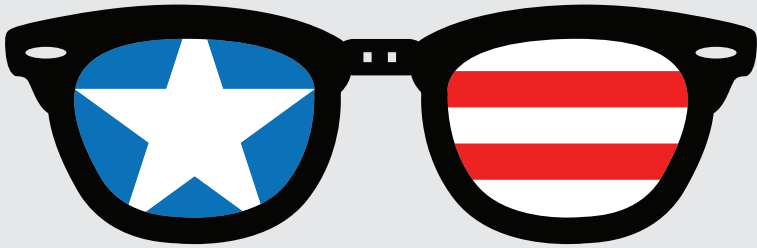


OPTICIANS



Helping America See

op·ti·cian

/äp`tiSHən/

1. A professional *qualified* to make and supply eyeglasses and contact lenses for the correction of vision.

32 pt **Congratulations.**
You've made a smart choice!

18 pt You've made the choice to have your eyewear provided by a qualified optician.

14 pt An optician is a specialist who has invested thousands of hours into education and training.

12 pt This education and training is specific to and necessary for fully understanding your eyewear needs.

10 pt The primary goal of an optician is to help you choose the eyewear that is right for you and your specific vision needs, not merely to make a sale.

8 pt This means you can be assured that the help offered to you by an optician in selecting and fitting your eyewear, and filling your lens prescription, is based on training and expertise, not guesswork.

6 pt Always insist that your eyewear provider be a qualified optician. It's the smart choice.