



Pech Optical Corp. Newsletter

Quarter 3 - 2022



PECH OPTICAL CORP.

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Dispensing Tips for Kids

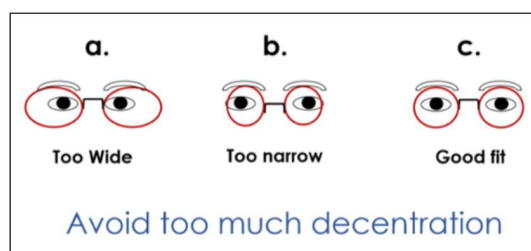
A day in the life of a child includes many activities that involve screen time, school, play, sports and sleep (just to name a few). It is our job to provide the clearest and most comfortable vision to help them succeed!

First and foremost, we must take into account that a child's visual perspective in many of these activities is going to be different from adults. From the way they hold digital devices to the way they see the world around them, their visual focal points are going to require more specific needs. The combination of lens design and no-glare treatment can effectively minimize the impacts of visual fatigue for children.

What Kids Want

Kids just want to look *COOL!* They will likely be most interested in the frame selection than anything else. First time glasses may be a bit traumatic for children but making them feel welcome with a "kid friendly" selection that includes an array of colors will help peak their interest. This can also build confidence and get them excited about wearing their new glasses.

The proper fitting of frames is an important factor in dispensing eyewear for kids. Keep in mind that children come in all different shapes and sizes, so be sure to look for frames that fit the child by size, not by age. Explain what to look for in a good fit and don't try to sell frames that are too big. The "right fit" for a child can make all the difference in the world!



Be sure to address kids at their level and with age-appropriate language. Explain to the child how to take care of their glasses and give a special case or cleaning cloth to hang on to until their glasses come in. These small gestures help to include kids in the process and makes them feel important!

What Parents Want

Finding out that their child needs glasses for the first time can be overwhelming and emotional for parents. A lot of parents have never needed glasses themselves and get confused when it comes to the many options. The number one thing that they want when purchasing eyewear for their child is to work with an optician that fully understands how to fit glasses on kids. Someone who can explain the difference in frames and lenses in a way that is easy to understand.

The financial burden of purchasing eyewear for children can also be a huge stressor for parents. Be upfront about what all the costs are and let them know if you offer any specials or deals, such as second pair discounts or frame and lens packages.

Parents can be a walking advertisement for your business! Remember to be kind, be patient, listen and reassure parents that they are doing a great thing by making sure their child receives the best vision possible. When they find an optical practice that they trust their children with and have a good experience, they will spread their satisfaction with everyone they come in contact with!



Featured Lens

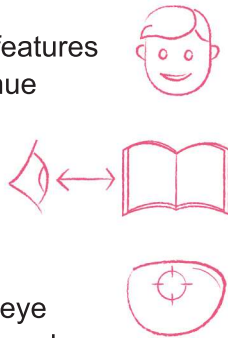
Eyezen® Kids

Designed For How They See The World

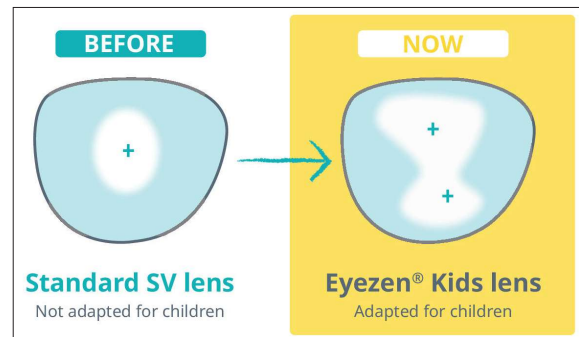
Essilor of America, Inc. recently launched **Eyezen® Kids** lenses. Eyezen Kids lenses are digitally surfaced and uniquely designed for how children see the world. Children's facial features and the way they use their eyeglass lenses differ from adults. Therefore, they need a lens optimized to their unique vision needs.

Eyezen Kids lenses take the unique features and visual behaviors of children into account for a better all-around visual experience.

- **Morphology:** Children's facial features differ from adults' as they continue to grow.
- **Object Distance:** Children's arms are shorter, so they look at objects at a closer distance than adults.
- **Gaze Directions:** Children are eye movers and use the upper area and periphery of the lens more than adults.



Designed for children 6 to 12 years old, the Eyezen Kids design optimizes a larger area of the lens compared to standard single vision lenses. The Eyezen Kids lens design utilizes two reference points (vs. one in a standard single vision lens) to provide optimal correction across the entire lens, maintaining the individual's prescription across a greater area of the lens surface.



Like all Eyezen® lenses, Eyezen Kids come with embedded blue light protection, reducing the exposure to harmful Blue Light by at least 20%.

Changing Life through Lenses® (CLTL) Day

CLTL, an Essilor Vision Foundation platform, is a unique charitable solution which provides no-cost glasses to help your practice provide vision care and eyewear to patients in need within your community.

Why register for a CLTL Day? Because without charitable eye doctors, millions of children across the U.S. would be unable to obtain vision services. Hosting a vision event can also build awareness for your practice and establish patient loyalty.

When you pledge to host a CLTL Day and register your practice you will receive step-by-step guides, checklists, posters, and **FREE GLASSES** to help you host a successful event! Visit www.evfusa.org/cltl-day to get started!



Program Benefits



No-cost, single vision or bifocal glasses for qualified patients



Real-time account creation and access to immediate ordering



Free trial collection of frames with 30 styles, sizes 42-58



Library of resources that includes best practices & guides

Mark Your Calendars!

FREE WEBINARS All webinars hosted by Karen Stotz, ABOC, NCLEC

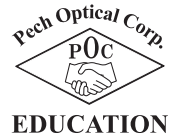
We realize your time is valuable so we have updated the format of our standard webinars to just 15-20 minute sessions! Receive all the information you need without missing out on time with your patients.
Mark your calendar in advance! Registration is open one week prior to sessions.

DATE	TIME	TOPIC
Tues, Aug 9	8:30am, 10:30am & 12pm CDT	"How to Innovate Your Practice" (Tidbit Tuesday) 15-20 min
Tues, Sept 13	8:30am, 10:30am & 12pm CDT	"Connecting to Your Optical World" (ABO Approved) 1 Hour
Tues, Oct 11	8:30am, 10:30am & 12pm CDT	"Think Outside the Box to Build Business" (Tidbit Tuesday) 15-20 min

JOIN US TO LEARN! Register for sessions by visiting www.pechoptical.com or email carrie@pech.com.

Knowing When The Time Is Right

Children learn and grow every day. They learn to communicate both verbally and non-verbally with others. Often times parents have to decipher certain "signs" in order to understand what children are feeling. Kids may not realize that what they see is not normal or that their vision is changing. They develop coping mechanisms on their own, without even realizing it, to get them through their daily activities. Most times, parents won't be aware of any visual issues until their children experience eye exams at school. So what are some signs and symptoms of poor vision in children?



- Frequently loses place while reading, or will rely on a finger to keep place while reading
- Avoids close work like reading, drawing or coloring
- Holding reading material closer or farther away than normal
- Eye rubbing, red eyes or styes
- Frequent headaches or complains of fatigue, particularly after reading or close work
- Tilts or turns head to read or covers one eye when reading
- Omits or confuses small words while reading
- Complains that lighting is too bright or too dim
- May exhibit academic underachievement
- Complaints of difficulty seeing the board
- Squinting or frowning when trying to see at a distance
- Blurring or double vision while reading or writing



Have an open discussion with parents during annual exams and offer them advice so they know what to watch for and know when the time is right for prescription eyewear.

Ear-Lock Temple Tips

Many frames manufactured today don't have the option to select the temple length. Ear-lock temple tips are a cost effective and easy solution to help ensure a "snug" fit for children! They help hold eyewear in place to prevent slippage while kids are running and playing.

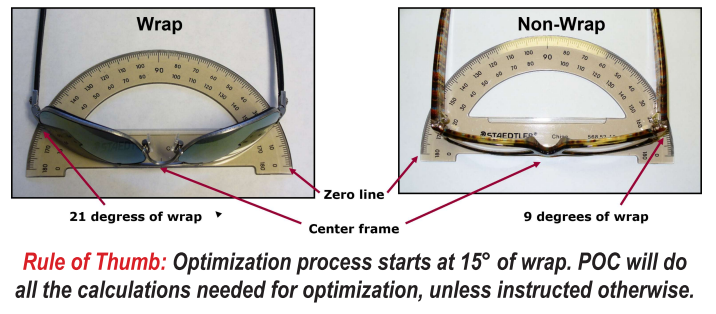
Temple locks are generally made out of silicone for a comfortable fit and can be used on almost any pair of eyeglasses or sunglasses. They can be easily adjusted to fit individual needs and come in a plethora of colors to match just about any frame!



Your Best Source for Wrap Sunwear!

Pick up a frame in your dispensary. Every different shape and design continues to drive fashion and function in the marketplace. Since frames come in a variety of shapes, sizes and materials, it is important to determine the best fit of lenses into each frame. Pech Optical is confident that we are your best source for completing wrap sun and sports frames!

Not only do we have equipment specifically engineered to handle these types of jobs, we have employees that specialize in completing these jobs from start to finish. It takes proper wrap knowledge and design from every department to ensure the perfect results are achieved. Large lens sizes, high base curves, and complex beveled edges are often associated with today's designer and sport frames. These issues can make a job difficult to complete, but they will not stop Pech Optical from trying to find a solution!



Dispense wrap frames with confidence and increase your second pair sales and profits!

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Visit us at our website
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NEW
Crizal®
Rock™

BENEFITS:

1. **Most scratch-resistant** Crizal No-Glare lens ever made⁽¹⁾
2. **Best combination** of scratch and smudge resistance⁽²⁾
3. **Excellent clarity** of vision with reduced glare
4. **Optimal protection** against UV light with protection from backside UV reflection

(1) Internal Sand Resistance test 2019 – compared to all previous generations of Crizal coatings
(2) External laboratories tests and internal technical tests in 2019. Combination here defined as the merger of two distinct criteria which are scratch resistance and smudge resistance
– Crizal Rock rated best on smudge resistance and equal on scratch resistance, compared to the most known lenses brands by consumers (MSW brand tracking 2018 in 17 countries). Scratch resistance may vary depending on lens configuration.



Nose jokes stink,
but eye jokes
are cornea!