

Pointers For Parents

Eyeglasses That Would Make Any Hogwarts Student Proud

(NAPS)—The historical “four-eyes” stigma has created a need for parental persuasion when it’s time for children to undergo an eye exam and face the possibility of needing glasses.

But parents hoping to encourage children reluctant to wear glasses have found an unexpected hero—Harry Potter.

A new eyeglass collection, designed for children 12 and under, has been inspired by Harry Potter, the bespectacled hero of J.K. Rowling’s best-selling books and the feature film *Harry Potter and the Sorcerer’s Stone*.

The collection is composed of 6 metal frame styles that incorporate different Harry Potter elements from the storylines, including lightning bolt logos, glow-in-the-dark temple disks like the Golden Snitch, a winged ball from the wizarding world’s favorite sport, Quidditch.

“Kids want to be accepted, and it’s cool to be a Harry Potter fan,” says Mitzi Bishop, general manager of LensCrafters in Burbank, Calif. “Harry’s huge popularity will help make glasses stylish for children.”

In the U.S., one out of every four children has some type of vision deficiency.

Experts agree that glasses are important for children, because



Eyeglasses with a touch of fantasy raises the “cool quotient” with kids.

vision problems, left uncorrected, can lead to difficulties in school and to serious eye health issues in the long term.

Meanwhile, the Harry Potter collection—available exclusively at LensCrafters stores, priced at \$99.95—are a fashion statement in addition to a vision aid. And each pair comes with a unique book-shaped case that could double as a child’s very own Harry Potter collector’s item.

“Harry Potter glasses are the ultimate in kid-friendly eyewear because they make a child feel cooler with his glasses than without,” said Dr. Jim Sementilli of LensCrafters in Chicago.

To find the nearest LensCrafters location, visit the Web site at www.lenscrafters.com.