

Eye Care America

Get A Clear Picture When Buying Contact Lenses

(NAPSA)—A new way to buy contact lenses deserves a second look.

Until recently, if you were one of the more than 30 million Americans who wear contact lenses, you purchased your lenses from an eye care provider—typically an optometrist in his or her own practice or operating from a retail eye care chain. That provider gave you an eye exam, recommended a specific brand and type of lens and you quickly bought a supply without question.

What's wrong with this picture? Eye care providers are perhaps the only medical professionals who sell the products they prescribe. In fact, eye care providers are estimated to earn two-thirds of their profits from selling contact lenses. So when recommending a specific lens, are eye care providers suggesting what's best for you or what's best for their bottom lines?

Purchasing contact lenses over the phone or online has become an increasingly popular option. A federal law was passed in 2004 requiring eye care providers to give consumers their prescriptions. Companies such as 1-800 CONTACTS train their customer representatives to help consumers through the ordering process and



Contact lenses were first conceived of by Leonardo da Vinci.

then contact the person's eye care provider to verify his or her prescription. Consumers receive their lenses in as little as two days and save an average of 20 percent.

If you choose to order your contact lenses over the phone or online, the Contact Lens Council recommends that you double-check the order before you submit it—a typo or other mistake could be dangerous. Remember that contact lenses are a medical device that requires proper fitting, wear and care—online ordering is not a substitute for regular examinations by an eye care professional.

To learn more about purchasing contact lenses over the phone or online, call 1-800 CONTACTS or visit www.1800contacts.com.