

Pointers For Parents

Harry Potter Makes Glasses Cool For Kids

by Rodney Tahran, O.D., F.A.A.O.

(NAPSA)—Poof! It must be magic. There has never been a kid in the history of America who has eagerly wanted to wear glasses. Yet, suddenly, with the video and DVD release of the literary and movie phenomenon *Harry Potter and the Sorcerer's Stone*, kids are—all over again—wild about Harry. Thank you, J.K. Rowling! Thank you for creating a character that is changing attitudes toward children's eyewear.

In fact, Harry Potter-style glasses just may be the “gotta-have” fashion accessory this year. While children are under this trendsetting spell, now is the perfect time for parents to make sure their children receive thorough eye exams from their eye care professional.

Good Things Come in Packages

Kids want to be in fashion. Grownups want their children's glasses to be safe and durable. In an effort to make the eyewear purchase a smooth experience for all, many eye-care professionals are offering popular children's brand frames with premium lens options. The features parents demand in their children's lenses, such as anti-reflection and scratch protection, are built in. Combine that with fashionable, brand-name frames, and you've got the basis for one-stop shopping.

Essilor Laboratories of America is offering eyewear dispensaries across the country its Harry Potter Lens and Frame package. The package offers a 20-piece assort-



ment of premium frames and availability of a variety of premium Essilor lens options. Promotional items include a Harry Potter glasses case.

Essilor Laboratories of America has found that packaging makes dispensing simple for both the eye care professional and the consumer. Practitioners place one order for the lens and frame package. Patients receive everything for one attractive price.

To learn more, visit www.visionweb.com, the world's largest eye care network.

Selecting a Lens Material

Children are always active. Whether your little Harry or Hermione is attempting to catch the Golden Snitch or follow the invisible path to Hogwart's Express, impact-resistant materials are the safest—and smartest—choice in lenses. Polycarbonate lenses such as Essilor's Airwear® with Crizal® are tough; yet, lightweight and thin, with 100 percent ultraviolet protection and two-sided scratch resistance to provide additional protection and durability. Annoying glare that can cause eye strain and

fatigue is reduced drastically, providing crystal clear vision.

Polycarbonate material is now available for every lens design and has become the lens of choice by ophthalmic professionals prescribing lenses for children and active adults because of its toughness and durability plus thin and lightweight characteristics. To learn more about the popularity of polycarbonates, visit www.airwear.com.

Anti-reflective lenses enhance your vision even when working in artificial light or on the computer, because there is no glare to cloud your vision. They can have superior resistance against scratching too, making them a popular choice for children's lenses. For more information on the advantages of anti-reflective lenses, visit www.crizal.com.

While Harry fans are eagerly awaiting J.K. Rowling's next book in the series, children no longer have to wait for the trendy spectacles that also improve their vision. The magic has arrived.

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