

# easy specs online

A guide to buying spectacles online,  
the easy way.

1. Why are glasses so expensive?
2. Understanding my prescription and how to get it.
3. Is buying prescription glasses online safe?
4. How to choose a pair that fit and suit me.
5. Lenses & coatings explanation

## 1. Why are prescription spectacles typically so expensive?

At EasySpecsOnline, we believe that prescription glasses are a necessity, not a luxury. Most optometrists have expensive overheads, while we charge you for your specs and thats it.

You shop around for the best deal on everything from insurance to movie tickets - why not your glasses too?

By law, an optometrist must – following your paid eye test – provide you with a written prescription, regardless of whether you plan to buy glasses from them. A fact worth keeping front of mind if you are pressurised into parting with your money there and then.



Mr Piggy has been feeling the recession too. At least he knows where to get affordable specs.

“THANK YOU! THANK YOU! THANK YOU! I am very happy with my new glasses.  
Great product, great service, fast, efficient & friendly.

Teresa S - Satisfied Customer (Very)

## 1. Your prescription

To buy glasses online, you need a copy of your prescription - which must be less than two years old. You will need to give your prescription details to order your glasses. For the majority of prescriptions, especially printed ones, this is a simple matter of copying the numbers into an online order form. However, some handwritten or more complicated prescriptions may need some translation.

When you're given your prescription, we recommend asking for your pupillary distance - another measurement needed to custom make your glasses. Frustratingly, some optometrists deliberately don't include it – probably to stop you from buying your glasses online. They will certainly have it on record if you have previously bought glasses from them.

Many optometrists will measure your PD on request, just after your eye test. If they refuse, you should insist that they do take the measurement and give it to you, because it is part of your prescription.

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### 3. Is buying spectacles online safe?



Both online and in traditional optometric practices, the optical market is regulated by the Health Professions Council of SA to ensure medical health standards are adhered to.



EasySpecsOnline.com uses the same lens laboratories and as traditional optometrists and we also stock some of the best lenses in the world, so you can always be sure that the quality of the specs you get from us is top notch.

Our team at EasySpecsOnline.com is made up of professional Optometrists, Optical Technicians and support staff who will ensure that your spectacles are manufactured to the highest standards.

All our products comply with all internationally recognized Bureau of Standards eg CE, ISO 9002 and FDA Safety Standards.

**Also, your spectacles will not be released for delivery before they have been thoroughly checked by one of our Optometrists.**

### 4. The right pair of specs for you

There are so many glasses designs to choose from, many people find it less daunting to have the advice of someone physically with them in a shop. However, you typically end up paying a lot of money for that advice, so if you can follow a few guidelines and use those to narrow down the glasses that will suit you, then you can save yourself plenty of money.



### Will they suit me if I buy online?

There are a number of ways to make sure your glasses will fit before ordering them online.

- We have a 'virtual mirror' where you can upload a photograph of yourself, then see how particular glasses look on your face. In fact, similar technology is appearing in optometric practices all over the country.

"I needed to get a pair of prescription safety glasses to replace my rather battered old ones as I work in the oil & gas exploration industry, where they are compulsory. I realised this was a rather unusual request for EasySpecsOnline, but they answered my online query quickly and went out of their way to fulfill my request.

I'm really pleased with the results. The glasses fitted well and the prescription is spot on. They are very competitive on price as well. I will be using the company again."

Tim S ( Satisfied Customer)

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## Will they fit if I buy online?

This question is more complicated – simply because most glasses are very adjustable – so really, most glasses can be made to fit, once you're happy that they suit you.



Check the measurements of an old pair of glasses you find comfortable or that really suit you. We show measurements for every pair we offer so you can compare them for a close match.

"I found doing business with EasySpecsOnline to be the most unbelievable value for money. I will look to them again in the future."

Michele B (Satisfied Customer)

## So much choice - how do I pick the right pair for me ?

Glasses are one of the most personal things you can buy because you wear them on your face. These guidelines might help you draw up your shortlist:-

- **Oval faces** have the most flexibility in glasses styles but we suggest choosing glasses that are as wide as the broadest part of your face.
- **Square Faces** are complimented by glasses that are slightly curved or wider than they are deep. The top of the frames should sit high enough on the face to downplay the jaw line.
- **Oblong Faces** are longer than they are wide with a long straight cheek line and sometimes a longish nose. They look good with deeper glasses perhaps with decorative arms and a low bridge to shorten the nose.
- **Round Faces** suit glasses with straight or angular lines. Deep colours such as black or tortoise also minimise fullness.
- **Triangular Faces** are defined by a broad forehead and narrow mouth and chin. Glasses with a thin rim and vertical lines will help balance the bottom part of the face. They should not sit too high on the face. Avoid large glasses, heavy nose bridges, bold colours and square shapes.
- **Large Noses** can be balanced by oversized glasses – smaller designs will accentuate the nose.
- **Long Noses** suit glasses with high sidebars that draw attention upward toward the temples and away from the nose. A double bridge helps a nose appear shorter.
- **Small Noses** benefit from a high bridge in a light colour which lengthens the nose.
- **The size of your glasses** should be in scale with your face size.
- **Colouring** works well when it compliments your best feature (e.g. blue frames to match blue eyes).

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## 5. Lenses and Coatings

Lenses are what often make up the bulk of the cost when buying glasses from traditional optometrists, especially on the thinner lenses. It's not unusual to make savings of more than a R1000 online.

### Why thin lenses?

As your prescription increases the lenses need to be thicker. If you use standard optical plastic, then they can become unattractive and the weight of them can become uncomfortable.

### Why all the coating options, and what are they for?

#### In fact, what is the point of extra coatings when you get a hard coat free?

While a hard coat is a great option, having an extra coating may be beneficial to you, depending on your needs. Here is a bit of an explanation:

#### Anti-Reflection Coating

This is our most recommended extra coating option, especially if you work with computers. It helps to reduce annoying glare you experience when wearing your glasses.

#### Super Anti-Reflection Coating

This is like Anti-Reflection coating on steroids. Dramatically reduces glare, great for night driving too.

#### UV400 Coating

UV light from the sun can damage your eyes, this coating is really great for the outdoors person, eliminating the maximum possible amount of UV radiation before light gets in your eyes.

#### Transitions / Photochromic

Ever seen glasses that go dark in the sun and lighten up again indoors. This is them. Transitions is a registered trademark of Transitions Optical Inc

#### Fixed Sunglass Tint

Want a pair of prescription sunglasses? A fixed tint and tint colour choice is all you need.