

# IN SIGHT

DIFFERENT FRAMES OF MIND  
An Optical Shop



Where the FOCUS is on YOU!

## Children's Eyewear Basics A Parent's Guide

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How can parents feel reasonably sure their child is getting the lenses the doctor has prescribed and as good a fit in frames as their child deserves? The first trip to the optician doesn't have to be scary, either for child or parent. Unfortunately most optical dispensaries stock a limited selection of frames for children. Finding a frame that fits well and is cosmetically acceptable to parents and fashion conscious kids can be difficult, **but not impossible**. To reduce frustration, a logical first step is to "phone shop" to get an idea of which shops actually carry a large selection of children's eyewear in various sizes and materials. Most children's eyewear is designed to fit immature noses, but children who are larger or smaller than their peers may find a plastic frame uncomfortable because of the "projected development" of the bridge of the nose that designers must use. Fortunately, metal frames have become more durable and the adjust-

able nose pads most often used on metal frames can comfortably accommodate the bridge of nearly all young patients. Patience in finding just the right pair for your young one can pay off in cooperation by your child in wearing his or her glasses. Proper adjustment is necessary to a comfortable fit, another must. Since children grow rapidly and sometimes in "spurts", frequent routine adjustments keep frames comfortable and in better condition than those that are only adjusted when something goes awry. Durability of a frame is most often reflected in the cost of children's frames, but most should withstand at least a year of wear. Some are able to last through 2 or more years without significant problems. Buying a frame "a little large" is rarely necessary with today's styles shrinking in size, and can unnecessarily increase the thickness of the lenses reducing cosmetic appeal.

397 E. Central St., Franklin, (508) 520-6939

We invite you to bring in your prescription and see our fabulous collection. At **Different Frames of Mind** we have the largest selection, **over 100 frame styles, specifically for children**, in the area. Our frame prices start at \$49.00. **Back To School Special!** Bring in this portion of this ad and receive FREE School Supplies with each complete children's eyeglass purchase. Remember each year should start off with an annual Back To School Vision Checkup.