



**EYEGLASSES
DIRECT
TO YOU**



Frames
starting at
\$49⁹⁵

Spring/Summer
2020



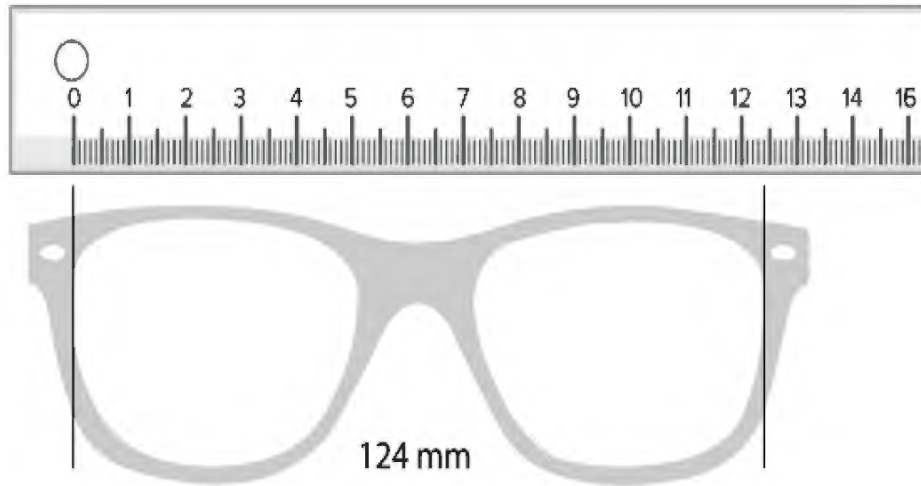
Call to order
907-885-3999

prismoptical.com

SIZING INFORMATION

Measuring Size With Current Glasses

In order to select the correct frame size you must either measure your existing frames or estimate your face width. All frame measurements are in millimeters so you a ruler with millimeter (metric) lines is best. If your ruler is in inches, simply multiply the number of inches by 25 to get the millimeters. For an existing frame measure from the OUTSIDE edge of each lens as shown in the image below.



If you have an existing pair of glasses, you can check the “Frame Numbers” which are usually found on the temples (arms) of the glasses.

Frame Width = Lens Width (Right Eye) + Bridge + Lens Width (Left Eye).



No Glasses?

Then hold the ruler horizontally across your face and below your eyes. Measure the distance between left and right temples (side of head). Use your temple-to-temple width to find the total width of your glasses.

PRISM OPTICAL • 1515 E Tudor Rd, Suite 5 • Anchorage, AK 99507

A Note About Our Frame Sizes

We separate our frame sizes into three categories: narrow (small), medium, and wide (large). Each pair is measured across the widest part of a lens, which is called the lens diameter. If the widest part of the lens is from top to bottom, then that would be the lens diameter. to get the millimeters. For an existing frame measure from the OUTSIDE edge of each lens as shown in the image below.

Consider Frames With Nose Pads

Nose pads are small plastic pieces secured under the bridge that rest on your nose. They give your glasses a more secure fit and make wearing them more comfortable. If you have had problems in the past with frames that slide down your nose, choose a frame with nose pads so they can be adjusted easily.



Narrow

Our **narrow fit frames** have a lens diameter less than 50mm.

Medium

Our **medium fit frames** have a lens diameter ranging from 50mm to 54mm.

Wide

Our **wide fit frames** have a lens diameter of 55mm and up.



Spring/Summer 2020

AVAILABLE IN NON-PRESCRIPTION ONLY



Seattle Seahawks Flak 2.0 XL Sunglasses

Get your official NFL approved Seattle Seahawks sunglasses by Oakley and show your 12th Man team pride. Prizm™ lenses provide unprecedented control of light transmission resulting in colors precisely tuned to maximize contrast and enhance visibility. We are an authorized dealer for Oakley sunglasses and eyewear. All our Oakley glasses come with a one-year warranty and we can obtain authentic replacement parts.

\$195⁰⁰



AVAILABLE IN NON-PRESCRIPTION ONLY

Hunting Glasses - WileyX Saber Advanced

Wiley X yellow hunting glasses feature fully adjustable temples for a customized fit, making the Saber Advanced suitable for many face sizes (medium to large heads). They will keep you safe with shatterproof polycarbonate lenses that surpass ANSI Z87.1 high velocity impact standard.

\$55⁰⁰



RB6335


Matte Black

Matte Gunmetal

Style:	Semi-Rimless
Material:	Metal
Sizes:	54-17, 56-17
Price:	\$215.00

RB5150


Top Black On Transparent

Top Havana On Opal Violet

Style:	Full-Frame
Material:	Plastic
Sizes:	50-19
Price:	\$165.00


RB5154


Blue-Grey Stripped

Matte Black

Dark Havana

Style:	Full-Frame
Material:	Metal
Sizes:	49-21, 51-21
Price:	\$176.00

RB5228


Shiny Black

Top Matte Black On Texture

Top Black-Dark Brown-Yel

Style:	Full-Frame
Material:	Plastic
Sizes:	53-17, 55-17
Price:	\$176.00

RB5206


Dark Havanna

Top Black On Transparent

Top Black On Texture White

Style:	Full-Frame
Material:	Plastic
Sizes:	52-18, 54-18
Price:	\$165.00



Transitions™
light intelligent lenses


LIGHT INTELLIGENT
AUTOMATICALLY ADAPTS TO
CHANGING LIGHT CONDITIONS.


EVERYDAY EYECARE
BLOCKS 100% OF UV RAYS.
PLUS, HELPS PROTECT AGAINST
HARMFUL BLUE LIGHT INDOORS
AND OUTDOORS.


HASSLE FREE
MAKES EVERYDAY LIFE SIMPLER.


FREE-STYLE
PAIR OUR LENSES WITH ANY FRAME.
SIMPLY CHOOSE YOUR FAVORITE LENS
COLOR AND CHOOSE YOUR STYLE.

light under
control™



Transitions™
light intelligent lenses

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www.transitions.com

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© 2018 Transitions Optical Ltd. Photochromic performance is influenced by temperature, UV exposure, and lens material.

light under
control™

Transitions™

Transitions® light intelligent lenses™ automatically adapt to changing light conditions. Responding to the light around you, they intelligently change from clear to dark when you go outdoors and back to clear when you return inside.

By optimizing the amount of light your eyes receive, *Transitions®* lenses also **help reduce glare, eye fatigue and strain to create more effortless sight.**

All Transitions lenses block 100% of UV rays and help protect against harmful blue light from digital devices, screens and especially bright sun.



BLOCKS 100%
OF UV RAYS



HELPS PROTECT
AGAINST HARMFUL
BLUE LIGHT
INDOORS AND
OUTDOORS

Transitions offers a choice of products tailored to your eyecare needs and available in a wide range of stylish lens colors so you can express your personal style.

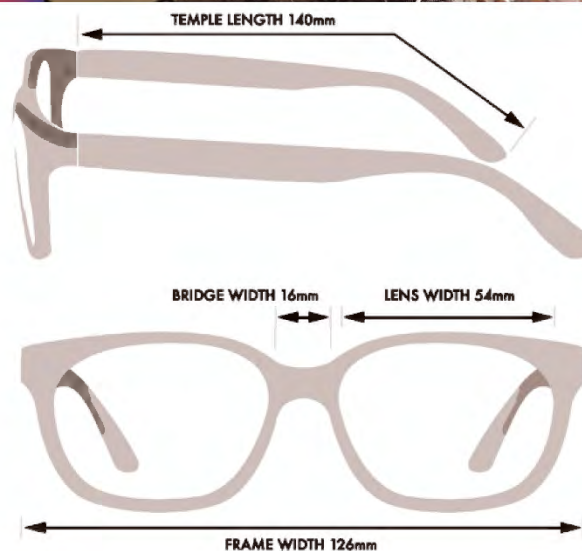
Enjoy a new level of fashion, function and freedom with seamless protection anytime, anywhere, indoors and out.

**SMART GLASSES WITH
TRANSITIONS® LIGHT
INTELLIGENT LENSES™**

THE PERFECT FITTING PAIR

FRAME WIDTH IS USUALLY THE MOST IMPORTANT FACTOR IN FINDING GLASSES THAT FIT WELL.

As a rule of thumb your eyes should be nearly centered in the width of the lenses. A frame that is too wide will make your eyes look close set while a frame that is too narrow will exaggerate the width of your face.



PUPILLARY DISTANCE (PD)

Pupillary distance is used to determine where you look through the glasses. It determines how the lenses are “centered” on the eye. To get the PD, you must measure the distance between the center of one eye to the other.



CALL 1-800-800-7000 or go to www.transitions.com to find your nearest Transitions Optical store. For only \$105.00

AIRDROP



Black Ink



Grey Shadow



Satin Black

Style:	Full-Frame
Material:	Plastic
Sizes:	55-18, 57-18
Price:	\$198.00

GAUGE 3.2 BLADE



Matte Black



Polished Black



Matte Midnight Blue

Style:	Semi-Rimless
Material:	Titanium
Sizes:	54-18
Price:	\$274.00

TINCUP



Powder Coal



Powder Cement



Powder Pewter

Style:	Full-Frame
Material:	Stainless Steel
Sizes:	52-17, 54-17
Price:	\$238.00

MARSHAL MNP



Satin Black



Satin Grey Smoke

Style:	Full-Frame
Material:	Plastic
Sizes:	53-17, 55-17
Price:	\$173.00

SUNDER



Satin Black

Style:	Full-Frame
Material:	Plastic
Sizes:	53-17
Price:	\$252.00

★★★★★ Excellent Frame
Terry P.

I love my Oakley frame. It is lightweight and sturdy. Thanks to TruBridge there is very little slippage up and down my nose. This was an excellent choice.



SALMON



Brown/Gunmetal



Black/Red



Black/Blue

Style:	Semi-Rimless
Material:	Stainless Steel
Sizes:	56-21-145
Price:	\$189.00

FROG



Black/Lime



Dk Green/Teal



Purple/Silver

Style:	Semi-Rimless
Material:	Stainless Steel
Sizes:	57-20-140
Price:	\$189.00

MEDICINE HORSE



Black/Red



Purple/Turquoise

Other Colors: Black/Turquoise, Black/White

Style:	Semi-Rimless
Material:	Stainless Steel
Sizes:	55-20-140
Price:	\$189.00

SOARING EAGLE



Blue/Lime



Black/Gun

Other Colors: Black/Red

Style:	Full-Frame
Material:	Stainless Steel
Sizes:	55-18-140
Price:	\$189.00

DEER


Olive Green
Black/Blue
Brown/Cream

Style:	Full-Frame
Material:	Stainless Steel/Acetate
Sizes:	56-20-145
Price:	\$189.00

NATIVE VISIONS EYEWEAR IS DEDICATED TO GIVING A VOICE TO TRUE NATIVE AMERICAN ARTISTS. EACH FRAME GIVES THE WEARER A STRONG VOICE TO EXPRESS THEMSELVES. WE ARE PROUD TO PARTNER WITH THESE TALENTED ARTISTS.

Native Visions

Eyewear designed by true Native American Artists



BARI


Black Tortoise



Blue Tortoise

Style:	Full-Frame
Material:	Plastic
Sizes:	60-18 (XL)
Price:	\$207.00

BOLZANO


Burgundy



Dark Blue

Style:	Full-Frame
Material:	Plastic
Sizes:	57-17 (Large)
Price:	\$207.00



Style:	Semi-Rimless
Material:	Metal
Sizes:	58-14 (Large)
Price:	\$207.00

CHIETI


Black



Deep Purple

Style:	Full-Frame
Material:	Metal
Sizes:	57-18 (Large)
Price:	\$207.00

MESSINA


Tan



Purple

Style:	Full-Frame
Material:	Plastic
Sizes:	56-18 (Large)
Price:	\$207.00

VERONA


Black



Purple



BULL


Black



Gunmetal

Style:	Full Frame
Material:	Metal
Sizes:	58-18 (XL)
Price:	\$207.00

LOFT


Black



Gunmetal

Style:	Semi-Rimless
Material:	Metal
Sizes:	61-17 (XL)
Price:	\$207.00

FLOAT


Blue



Grey

Style:	Full Frame
Material:	Plastic
Sizes:	60-18 (XL)
Price:	\$207.00

MOMENTUM


Black



Grey

Style:	Full Frame
Material:	Plastic
Sizes:	59-18 (XL)
Price:	\$207.00

STOCK


Black



Navy

Style:	Full Frame
Material:	Plastic
Sizes:	59-18 (XL)
Price:	\$207.00



1106/V

A classic rectangular shape with plastic front and temples treated in multilayer colors. The main aesthetics elements are: the metal C logo inside left end tip and metal Carrera logo on the temples. The frames are available in these colors: Black/Red, Blue/Red, Dark Havana

Style:	Full frame
Material:	Plastic
Sizes:	53-17 (Med)
Price:	\$195.00



Black/Red



Blue/Red



Dark Havana

Esquire



Brown

ESQ 7857

A classic men's frame available in shiny black, matte black and brown (shown below). Available in both medium and large eyesizes. Sturdy construction with a stylish design. Be sure to indicate your preferred color and size combination.

Style:	Full frame
Material:	Plastic
Sizes:	53-18 (Med) 56-18 (Large)
Price:	\$120.00



NIKE 4192

Lightweight, semi-rimless metal frame features rubber sleeves for comfort and grip, and Flexon memory metal bridge and temples for durability.

Style:	Semi-Rimless
Material:	Titanium
Sizes:	51-19 (S), 53-19 (M)
Price:	\$215.00

Flexon
Memory Metal



Satin/Black Chrome

IMPORTANT NOTE ABOUT FRAME COLORS

Frame manufacturers are much like clothes manufacturers. They are constantly coming out with new styles and innovative color combinations. Sometimes frames can have several colors. When we (and the manufacturer) list a color, we are generally referring to the front facing part of the frame. So the front of the frame could be mostly black, the sides (temples) bright red and the nose piece green and we'd still label it black. It's crazy, but it's how it works. Generally, the pictures and notes will help you decipher what the actual colors are.

Gunmetal is roughly equivalent to gray. Gray can be anything from a silvery chrome finish to gunmetal to a greyish white. Rose is generally more of a pink tint. Navy blue can range from a very dark (almost black) to a baby-blue color. Tortoise is a speckled brown. Color, like beauty, is in the eye of the beholder.



RJ 3043

Sturdy plastic frame in a larger size. Two-toned coloring adds a modern flare, with a shiny black frame exterior and crystal clear frame interiors. The spring hinges add flexibility, making for a comfortable fit.



Black



Grey Stripe

Style:	Full Frame
Material:	Plastic
Sizes:	57-17 (Large)
Price:	\$129.00

RJ X139

Limited edition old-school aviator style, with a double bridge. Very large size, but keep in mind that not all prescriptions will work with this size. Available in all gold or gold with black accent.



Gold



Black/Gold

Style:	Full Frame
Material:	Metal
Sizes:	60-15 (XL)
Price:	\$129.00

RJ1069

These stunning frames combine black with gold (or gunmetal on the frame front. The gold (or gunmetal) detailing on the temples enhances the style, while spring hinges allow for extra flexibility and comfort. Adjustable nose pads.

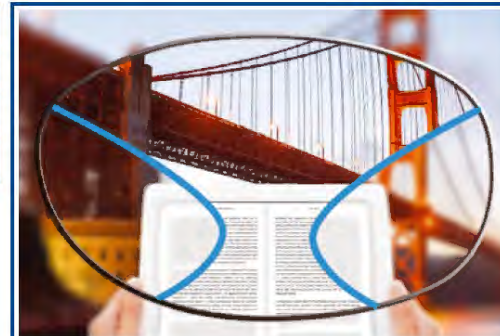


Black/Gold



Black/Gunmetal

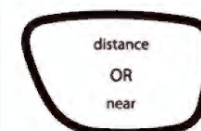
Style:	Full-Frame
Material:	Metal
Sizes:	55 (Large)
Price:	\$149.00



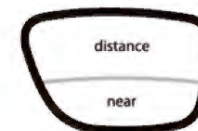
Need help seeing up close?

Consider a Progressive Lens (a no-line bifocal, as pictured on left). This type of lens gives clear vision at far, intermediate and near.

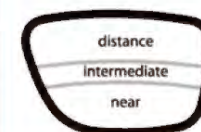
Single vision Lens



Bifocal Lens



Trifocal Lens



Progressive Lens



BIG SIZE FRAMES

Handpicked by Randy, these bold, edgy glasses are designed for men and women that are looking for unique and trendy fashion eyewear that will set them apart from everyone else. They are very affordable and come in larger sizes.



QD 143M

These frames combine athletic and leisure wear by bringing sporty attire from the field, the court, or gym into an everyday wardrobe.



Black

Navy

Style:	Full Frame
Material:	Metal
Sizes:	58-18 (Large)
Price:	\$129.00

QD 144Z



Black

State

Smoke

Style:	Full Frame
Material:	Plastic
Sizes:	57-16 (Large)
Price:	\$129.00

SHAQUILLE O'NEAL™
EYEWEAR



daisy fuentes

DAISY FUENTES JOANA

Stylish and feminine, the Daisy Fuentes eyewear collection captures contemporary appeal that is truly fashion forward.



Black

Style:	Full Frame
Material:	Metal
Sizes:	53-17 (M)
Price:	\$161.00



J357

Style:	Full Frame
Material:	Metal
Sizes:	55-18 (Large)
Price:	\$165.00

J528

Style:	Full Frame
Material:	Plastic
Sizes:	58-18 (Large)
Price:	\$181.00

J348

Style:	Semi-rimless
Material:	Metal
Sizes:	56-19 (Large)
Price:	\$165.00

J522

Style:	Full Frame
Material:	Plastic
Sizes:	58-18 (Large)
Price:	\$181.00

J354

Style:	Full Frame
Material:	Plastic
Sizes:	58-18 (Large)
Price:	\$181.00



J532

Black



Brown



Navy

Style:	Full Frame
Material:	Plastic
Sizes:	57-18 (Large)
Price:	\$170.00

J769

Black



Purple



Tortoise

Style:	Full Frame
Material:	Plastic
Sizes:	57-16 (Large)
Price:	\$165.00

J767

Black



Blue



Brown

Style:	Full Frame
Material:	Plastic
Sizes:	55-16 (Large)
Price:	\$165.00

J483

Black



Blue



Brown

Style:	Semi-rimless
Material:	Metal
Sizes:	53-15 (Med)
Price:	\$181.00

J486

Black



Brown



Burgundy

Style:	Full Frame
Material:	Metal
Sizes:	53-17 (Med)
Price:	\$197.00



LUMIFY®

REDNESS RELIEVER EYE DROPS



- Works in 1 minute
- Lasts up to 8 hours

Sterile

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YOU WON'T
BELIEVE
YOUR EYES!



We believe the best vision comes from healthy eyes. If you suffer from dry, red eyes or gritty sensation, we recommend a comprehensive eye exam by one of the Doctors at Prism Eye Care.

We can ship Lumify drops, which instantly eliminate redness, or Refresh Lubricant drops for ongoing dryness, directly to your Post Office box with no prescription.

LUMIFY 2.5ml \$15.95

REFRESH OPTIVE Advanced 10ml \$12.95

REFRESH OPTIVE Fusion 10ml \$12.95

CALL TO ORDER: 800-701-3999

EMAIL YOUR ORDER: sales@prismoptical.com

Q308


Black



Grey



Tortoise

Style:	Full Frame
Material:	Plastic
Sizes:	54-18 (Med)
Price:	\$197.00

Q309


Blue



Brown



Smoke

Style:	Full Frame
Material:	Plastic
Sizes:	54-18 (Med)
Price:	\$197.00

Q311


Blue



Brown Horn



Smoke Horn

Style:	Full Frame
Material:	Plastic
Sizes:	54-15 (Med)
Price:	\$197.00

Q113


Black



Navy



Brown

Style:	Full Frame
Material:	Plastic/Metal
Sizes:	55-17 (Large)
Price:	\$201.00

Q303


Black/Blue



Tortoise

Style:	Full Frame
Material:	Plastic/Metal
Sizes:	55-17 (Large)
Price:	\$197.00



Q319



Black



Tortoise



Grey

Style:	Full Frame
Material:	Plastic/Metal
Sizes:	53-17 (Med)
Price:	\$201.00

Q203



Black



Brown



Burgundy

Style:	Full Frame
Material:	Plastic/Metal
Sizes:	51-17 (Med)
Price:	\$197.00

Q312



Black/Blue



Black/Green



Navy/Red

Style:	Full Frame
Material:	Plastic
Sizes:	55-17 (Large)
Price:	\$210.00

Q401



Black



Blue



Pink

Style:	Full Frame
Material:	Plastic
Sizes:	52-16 (Med)
Price:	\$197.00

Q405



Grey



Navy



Pink

Style:	Full Frame
Material:	Plastic/Metal
Sizes:	54-16 (Med)
Price:	\$197.00

VHE 717K

Black



Blue/Brown



Tortoise

Style:	Full Frame
Material:	Plastic
Sizes:	54-16 (Med)
Price:	\$220.00

VHE 770K

Black



Brown



Tortoise

Style:	Full Frame
Material:	Plastic
Sizes:	53-15 (Med)
Price:	\$228.00

VHE 114K

Gold/Black



Gold/Blue



Gold/Mauve

Style:	Full Frame
Material:	Metal
Sizes:	51-16 (Med)
Price:	\$231.00

VHE 722K

Black



Brown Horn



Tortoise

Style:	Full Frame
Material:	Plastic
Sizes:	53-16 (Med)
Price:	\$231.00

VHE 109K

Black



Brown



Purple

Style:	Full Frame
Material:	Metal
Sizes:	55-15 (Large)
Price:	\$231.00

VHE 776K

Black



Brown



Tortoise

Style:	Full Frame
Material:	Plastic
Sizes:	53-16 (Med)
Price:	\$220.00

D109



Black



Pint/Tortoise



Purple

Style:	Full Frame
Material:	Metal
Sizes:	55-17 (Large)
Price:	\$205.00

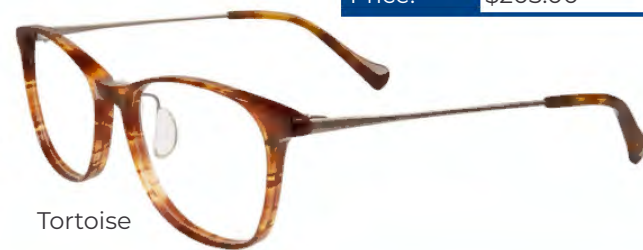
D210



Black



Blue/Brown



Tortoise

Style:	Full Frame
Material:	Plastic/Metal
Sizes:	52-16 (Med)
Price:	\$205.00



Lucky Brand is a casual yet sophisticated collection that features bohemian sensibility, encouraging you to explore, express and evolve through your personal style.

**AIR OPTIX COLORS**

Valid Contact Lens
Prescription for
colors required

\$88⁰⁰
6-pk

**AIR OPTIX
plus HydraGlyde**

Monthly
replacement

\$54⁰⁰
6-pk

**Acuvue
Oasys**

Two week
replacement

\$114⁵⁰
24-pk

**Optifree Puremoist
16oz with case**

\$16⁹⁵

Shipping \$3.00 extra

SAVE BY ORDERING ONLINE

Contact Lenses

Starting at **\$14.95** (free shipping!)

Limited Budget? No problem, buy only what you need.



Prism Optical has partnered with
www.907Contacts.com to provide
EXCLUSIVE pricing for our
customers. No minimum purchase.





PRIZM™ DEEP WATER POLARIZED LENSES

Prizm™ technology fine-tunes vision for specific sports and environments. These lenses filter out the shades of blue that overwhelm your vision on open water.



OAKLEY TURBINE

Polished Black

Style:	Full-Frame
Material:	O Matter
Sizes:	63-17
Price:	\$220.00



OAKLEY FLAK 2.0 XL

Polished Black

Style:	Semi-Rimless
Material:	O Matter
Sizes:	59-12
Price:	\$184.00



Polished black or grey frame. See chart for lens colors

OAKLEY FUEL CELL

Matte Black w/Ruby Iridium

Style:	Full-Frame
Material:	O Matter
Sizes:	60-19
Price:	\$194.00



PERFORMANCE LENSES FOR EVERY CONDITION





SUNGLASSES

Available as non-prescription or prescription (some limitations apply)

Spring/Summer 2020



RB2132F NEW WAYFARER

Style:	Full-Frame
Material:	Propionate
Sizes:	55-18
Price:	\$145.00



Black Rubber



Tortoise



Matte Blue on Opal Brown

RB4264 CHROMANCE

Style:	Full-Frame
Material:	Nylon
Sizes:	58-18
Price:	\$216.00



Matte Black w/ Blue Mirror

RB2016 DADDY-O II

Style:	Full-Frame
Material:	Propionate
Sizes:	59-15
Price:	\$125.00



Matte Black



CALL TO ORDER: 800-701-3999

EMAIL YOUR ORDER: sales@prismoptical.com

O-Frame 2.0 PRO XL XM

Large size fit. The frame conforms to your face comfortably, even in extreme cold. Dual-Vented lens with anti-fog coating, glare reduction and Iridium lens coating.

\$99⁹⁵



Matte Black frame with Fire Iridium tint

Line Miner™ XM

Large size fit. The frame conforms to your face comfortably, even in extreme cold. Dual-Vented lens with anti-fog coating, glare reduction and Iridium lens coating.

\$149⁹⁵



Matte White frame with Prizm Snow Hi Pink tint

SMITH Snow Goggles

Knowledge OTG

Large fit with flat bridge*, with patented adjustable lens ventilation system and a lens tint designed to reduce eye fatigue while enhancing contrast and depth perception. Can fit over most eyeglasses.

*regular fit bridge also available

\$85⁰⁰



Black frame with Ignitor Mirror tint

Cascade Classic

Medium fit, wide strap and universal lens tint (combines rose and copper base tints). Improves depth perception, increases contrast and cuts glare in all conditions *Other colors available upon request.

\$30⁰⁰



Rise (Black/Red) frame with Rose & Copper tint

\$99⁰⁰ Package Special

Frame plus polycarbonate clear lenses. -6.00 to +4.00 Other exclusions may apply

BICYCLE



Navy Matte



Purple Matte

Style:	Full-Frame
Material:	Plastic
Sizes:	47-15
Price:	\$49.95

CONFETTI



Fushia



Teal



Blue

Style:	Full-Frame
Material:	Plastic
Sizes:	45-16
Price:	\$49.95

FROLIC



Berry



Brown



Grape

Style:	Full-Frame
Material:	Plastic
Sizes:	48-16
Price:	\$49.95

GENTLE



Blue



Black



Burgundy

Style:	Full-Frame
Material:	Plastic
Sizes:	46-17
Price:	\$49.95

PIXIE



Black/Crystal



Brown/Crystal



Plum Crystal

Style:	Full-Frame
Material:	Plastic
Sizes:	48-16
Price:	\$49.95





**Don't miss a shot
at protecting
your child's
precious vision.
Prescription and
non-prescription
safety goggles
can be worn
comfortably for
most sports**

**FIERCE**

Dark Silver and Red



Matte Blue Indigo and Grey

Style:	Full Frame
Material:	Plastic
Sizes:	52-18
Price:	\$219.00

GAMER

Gloss Black and Metallic Blue



Matte Black and Dark Silver

Style:	Full Frame
Material:	Plastic
Sizes:	57-18
Price:	\$219.00

FLASH

Royal Blue with Lime Green



Rock Candy Pink



Black/Blue



Grey/Black



Grey/Purple

Style:	Full Frame
Material:	Plastic
Sizes:	48-17
Price:	\$219.00

CRUSH

Matte Grey and Blue



Gloss Black and Red



Matte Grey with Deep Pink

Style:	Full Frame
Material:	Plastic
Sizes:	52-18
Price:	\$219.00

VICTORY

Black with Lime Green



Black with Sonic Orange



Black with Aluminum Pearl

Style:	Full Frame
Material:	Plastic
Sizes:	51-18
Price:	\$219.00



Silver with Magenta

FREE Goggle Strap

Converts glasses to goggles



\$219⁰⁰
Sports Package

Sport safety frame plus polycarbonate clear lenses. Strap to convert to goggles included. Power range: -6.00 to +4.00.
 Other exclusions may apply

ANCHOR



Matte Black



Matte Gunmetal



Matte Navy

Style:	Full-Frame
Material:	Metal
Sizes:	52 (Med)
Price:	\$85.00

CLASSIC



Black Matte



Brown Matt



Gray Matte

Style:	Full-Frame
Material:	Metal
Sizes:	52 (Med)
Price:	\$85.00

PASSAGE



Brown Matte



Denim Blue Matte



Gray Matte

Style:	Full-Frame
Material:	Plastic
Sizes:	52 (Med)
Price:	\$85.00

RELEVANT



Black



Burgundy



Navy

Style:	Full-Frame
Material:	Plastic
Sizes:	54 (Med)
Price:	\$85.00

SHERMAN



Black



Brown



Gunmetal

Style:	Semi-Rimless
Material:	Plastic
Sizes:	52 (Med)
Price:	\$85.00

CELEBRATE



Style:	Full-Frame
Material:	Plastic
Sizes:	52 (Med)
Price:	\$85.00

FREQUENT



Style:	Full-Frame
Material:	Plastic
Sizes:	53 (Med)
Price:	\$85.00

GRACEFUL



Style:	Full-Frame
Material:	Metal
Sizes:	53 (Med)
Price:	\$85.00

KAREN



Style:	Full-Frame
Material:	Plastic
Sizes:	52 (Med)
Price:	\$85.00

MINDY



Style:	Full-Frame
Material:	Plastic
Sizes:	55 (Large)
Price:	\$85.00

SECURE



Style:	Full-Frame
Material:	Metal
Sizes:	55 (Large)
Price:	\$85.00

PRISM EYE CARE

With Prism, you will receive the highest quality vision services from an experienced optometrist who cares about every member of your family.

We focus on providing residents of rural Alaska with top-quality eye care. Using state of the art portable exam equipment, each patient receives a comprehensive eye exam.

Our doctors are able to provide our patients with the same care that they would receive in a traditional eye doctors' office. All of the equipment they need fits nicely in a suitcase, and is so portable that the exam can be done nearly anywhere.

To learn about our next visit to your community, visit us on Facebook:



PrismOpticalofAlaska



H 4827



Black/Amber



Black/Olive

Style:	Full Frame
Material:	Metal/Plastic
Sizes:	51-21 (Med)
Price:	\$155.00

Vintage-inspired roundup of retro zyls in rich tortois and classic colors, as well as blue, green, yellow and pink crystal. Expertly crafted metal-zyl combinations and retro round metals in sought-after shapes such as luxurious cat eyes and 1950s inspired looks.

H 4828



Black/Silver



Gold/Tort

Style:	Full Frame
Material:	Metal/Plastic
Sizes:	53-19 (Med)
Price:	\$155.00



H 4825



Olive/Amber



Black/Amber

Style:	Full Frame
Material:	Metal/Plastic
Sizes:	54-18 (Med)
Price:	\$155.00



H 4831



Black/Marble



Tort/Black

Style:	Full Frame
Material:	Plastic
Sizes:	50-18 (Med)
Price:	\$150.00



AWARE



Matte Brown

Matte Burgundy

Style:	Full-Frame
Material:	Metal
Sizes:	50-17
Price:	\$49.95

BALANCE



Grey Fade

Blue Fade

Style:	Full-Frame
Material:	Plastic
Sizes:	56-17
Price:	\$49.95

JOCELYN



Blue Tortoise

Purple Tortoise

Style:	Full-Frame
Material:	Plastic
Sizes:	53-17
Price:	\$49.95

CASEY



Brown

Matte Black

Gunmetal

Style:	Full-Frame
Material:	Metal
Sizes:	55-18
Price:	\$49.95

ELWOOD



Black Matte

Brown Matte

Grey Matte

Style:	Full-Frame
Material:	Plastic
Sizes:	55-13
Price:	\$49.95

HALFTIME



Black Matte

Brown Matte

Navy Matte

Style:	Full-Frame
Material:	Plastic
Sizes:	57-18
Price:	\$49.95



DABBLE



Black/Blue Matte



Cherry/Black Matte



Fuchsia/Black Matte

Style:	Full-Frame
Material:	Plastic
Sizes:	45 (Small)
Price:	\$49.95

URBAN



Black Matte



Crystal



Tortoise Matte

Style:	Full-Frame
Material:	Plastic
Sizes:	51 (Med)
Price:	\$49.95

IDEA



Black



Brown



Teal Fade

Style:	Full-Frame
Material:	Plastic
Sizes:	56 (Large)
Price:	\$49.95

BUZZ



Black



Crystal



Tortoise

Style:	Full-Frame
Material:	Plastic
Sizes:	54 (Med)
Price:	\$49.95

SLICK



Black



Red



Crystal

Style:	Full-Frame
Material:	Plastic
Sizes:	51 M 54L 57 XL
Price:	\$49.95

TOMORROW



Black



Brown



Grey

Style:	Full-Frame
Material:	Plastic
Sizes:	51M 55L
Price:	\$49.95

PARALLEL



Style:	Full-Frame
Material:	Plastic
Sizes:	53 (Med)
Price:	\$49.95

METRO



Style:	Full-Frame
Material:	Plastic
Sizes:	53 (Med)
Price:	\$49.95

MARIA



Style:	Full-Frame
Material:	Metal
Sizes:	53 (Med)
Price:	\$49.95

DELUXE



Style:	Semi-Rimless
Material:	Metal
Sizes:	54 (Med)
Price:	\$49.95

APPLAL



Style:	Full-Frame
Material:	Plastic
Sizes:	51 (Med)
Price:	\$49.95

APPROACH



Style:	Full-Frame
Material:	Plastic
Sizes:	52-16-140
Price:	\$49.95



uvex



SAFETY GLASSES

Spring/Summer 2020



CALL TO ORDER: 800-701-3999

EMAIL YOUR ORDER: sales@prismoptical.com

ANNE



Black/Burgundy

Dark Blue/Light Blue

Brown

Style:	Full-Frame
Material:	Plastic
Sizes:	48 (Med)
Price:	\$49.95

DOUG



Antique Silver

Gold

Matte Brown

Style:	Full-Frame
Material:	Metal
Sizes:	52M, 56L
Price:	\$49.95

ELWOOD



Black Matte

Brown Matte

Grey Matte

Style:	Full-Frame
Material:	Plastic
Sizes:	55 (Large)
Price:	\$49.95

EMMA



Black/White

Blue

Brown/Beige

Style:	Full-Frame
Material:	Plastic
Sizes:	51 (Med)
Price:	\$49.95

EXOTIC



Black

Brown

Burgundy

Style:	Full-Frame
Material:	Plastic
Sizes:	52 (Med)
Price:	\$49.95

FACTOR



Black/Crystal

Blue/Crystal

Plum/Crystal

Style:	Full-Frame
Material:	Plastic
Sizes:	53 (Med)
Price:	\$49.95

NEXT



Blue Fade

Plum

Style:	Full-Frame
Material:	Plastic
Sizes:	55-16
Price:	\$49.95

OUTGOING



Burgundy Fade

Plum Fade

Style:	Full-Frame
Material:	Plastic
Sizes:	52-16
Price:	\$49.95

PIPER



Black/Grey

Burgundy/Pink

Navy/Light Blue

Style:	Full-Frame
Material:	Plastic
Sizes:	52-17
Price:	\$49.95

TACTIC



Matte Brown

Matte Black

Matte Gunmetal

Style:	Full-Frame
Material:	Metal
Sizes:	53-18
Price:	\$49.95

WILLY



Gold

Black

Silver

Style:	Full-Frame
Material:	Metal
Sizes:	56-17
Price:	\$49.95

TRUST



Black

Brown/Tortoise

Navy/Tortoise

Style:	Full-Frame
Material:	Metal
Sizes:	50-18, 52-18
Price:	\$49.95



Earn points with every purchase!

Redeem for upgrades like Transitions™, scratch protection or free shipping.

PRISM REWARDS

We are **HERE** for you, from Utqiagvik to Metlakatla,
and everywhere in-between.



CUSTOMER REWARD PROGRAM

Below are the point values needed to redeem the following rewards:

Accessory Rewards

Points Value

Cleaning/Repair Kit	100
Prism Microfiber Cleaning Cloth, 5" square, red	45
Prism Microfiber Cleaning Pouch w/ drawstring, red	65
Silicone Replacement Nose Pads, 3 pairs	150
Eyeglasses Holder Strap	160
Deluxe Soft Velcro Flap Case, black or brown	120

Eyeglass Rewards

Points Value

Reading Glasses (MR76 or MR95, +1.00 to +3.50)	350
Free Eyeglasses (single vision plastic, in a value frame)	1,350
\$200 off any complete pair of eyeglasses	2,350
\$300 off any complete pair of eyeglasses	3,500
Free Oakley or RayBan Non-Rx Sunglasses (up to \$300)	3,600

Shipping Rewards

Points Value

First Class Shipping	170
Priority Mail Shipping	250
Rush Service (move to front of line & ship priority)	500

Lens Upgrade Rewards

Points Value

Safe-Guard® Warranty	550
Tinting on plastic, high index or polycarbonate lenses	300
Anti Reflective Non-Glare Coating with Safeguard	1,400
Ultra Violet Coating for plastic lenses	300
Upgrade to Transitions	1,200
Upgrade to Polarized Lenses	1,100

Contact Lens Rewards

Points Value

50% off ONE box of Color Contacts (with valid Rx)	600
OptiFree Solution 16oz with case	350
Contact Lens Case, screw top (set of two)	85

Misc Rewards

Points Value

Prism Coffee Mug	100
Prism Ink Pen	10
Round-Trip Airfare to Hawaii & 1-week Resort Hotel	100,000



The Rules

- Participation is restricted to Prism Optical customers.
- Customers earn one point for every dollar spent with Prism Optical not including shipping charges. Changes made to this program are at the sole discretion of Prism Optical.
- Earn 150 Reward Points when you have an eye exam by a Prism Optical affiliated doctor of optometry.
- The value of each reward is listed on the chart above. Rewards are not refundable. All items are subject to availability: all point deductions are made at the time of order.
- Points are considered earned when they are posted in our record system.
- Points expire five (5) years from the year in which they are earned. Invoices sent with your latest purchase will show your total points.
- Points balance will be updated with each purchase.
- Points can only be used in conjunction with an order for eyeglasses or contact lenses.
- The points balance will equal the sum of paid purchases during the period, less any refunds or returns.
- No retroactive credit will be given. Points may not be transferred or combined from different accounts to earn a reward.
- Prism Optical reserves the right to alter, change or terminate the program at any time without notice.
- Questions or exceptions as to what constitutes a qualifying transaction are at the sole discretion of Prism Optical. Prism Optical reserves the right to verify and adjust points at any time prior to or following posting and redemption.
- Prism Optical reserves the right to disqualify customers who violate these rules.
- Points are not redeemable for cash, and cannot be used as payment for obligations owed to Prism Optical.
- To redeem your points your account must be without any outstanding, past due balances or refused COD's.
- Points are considered fully redeemed when used for an order and all redemptions are final.
- The Prism Optical Rewards Program is void where prohibited by federal, state or local law.
- Determination and payment of tax liability, if any, is the sole responsibility of the customer.
- Returns of items purchased with Reward Points will be accepted for point credit only.

FREQUENTLY ASKED QUESTIONS:

Do you have payment plans?

Yes, you may order your glasses and send in payments. Your order will be processed and shipped once it is paid in full.

Can I have a friend or relative pay for my glasses?

Family and friends often pay for orders. Send us your order stating who will be making payment for you. Make sure your name is clearly noted on the payment, by the individual sending it. If you would like to give us the name of a friend or a loved one that you want us to write to or get in touch with to pay for your glasses. Prism Optical will do so on your behalf. Simply fill out the order form give their name, email, phone number or address of the person to contact and we will do so. When we receive confirmation and payment, you will be notified and your order will be shipped.

How soon will I receive my order?

Most orders are shipped within 10 working days. Custom or specialty lenses will take a few additional days to process. If there is an unusual delay you will be notified. Please allow additional time for your order to be inspected by your institution.

Can I order frames not pictured in the catalog?

Prism Optical does its best to offer you a wide variety of frames. If there are certain frame styles you would like to see in our catalog, let us know and we will try to include them in future editions. However, we cannot supply frames other than those shown in this catalog or those which we carry in stock.

Can I order contact lenses using my eyeglass prescription?

We cannot use your eyeglass prescription to order your contact lenses. Contact lenses require a different examination and a different prescription.

Do I need an order form to place an order?

We do not require an order form to place an order. Simply give us the information over the phone, via email or by ordering on our website:

www.prismopticalAK.com

Lens Materials

NOTE: Semi-Rimless frames require polycarbonate lenses.

Plastic is much lighter than glass, lenses especially in heavy prescription.

High Index lenses are flatter and thinner and best for strong prescriptions.

Polycarbonate lenses are impact resistant, making them a better choice for active adults, sportswear, and safety wear. They can be thinner than glass or plastic.



Single Vision Lenses

Single vision lenses are those that have the same focal power throughout the lens. They can be used to treat any of these conditions: near-sightedness, far-sightedness or astigmatism. These are the most commonly prescribed lenses and are mostly worn by people under 40 years of age.

Bifocal or Progressive Lenses

Bifocal or progressive lenses are used to treat presbyopia, which is the loss of the ability to see up-close and typically begins around age 40. These are multifocal lenses because there is more than one focal power present in the lens. With progressive lenses, the focal power increases from the top to bottom. The best part is that they look just like single vision glasses. Unlike bifocal or trifocal glasses they don't have any obvious line dividing different focal powers.

Tinting

You may tint your clear lenses in a variety of colors: Brown, Gray, Blue, Yellow, or Pink. All the way from a very faint 5% to a super dark 80% and every percentage in between. Solid and Gradient (dark on top, light at the bottom) shades are available. Not available on Transitions or Polarized Lenses.

Tint Limitations

Blue	60%
Yellow or Pink	30%
Trilogy or Polycarbonate Plastic or High Index	60%
	80%

Darkest Available

Fax us at: 907-885-6500

Text to us: 907-444-1850

Email to us: sales@prismoptical.com

CHOOSING THE BEST LENSES FOR YOUR GLASSES

Here are the *BIG four* that turn ordinary glasses into something special!

Extended Scratch Resistance with 1 year warranty We call this SafeGuard Len Warranty. Anyone who has worn glasses knows that scratches are a big problem. We coat our lenses with a special hardcoat so they are less likely to occur. It's the best \$39 you'll ever spend.	\$39.00	Polished Edges Using polished edges is one of the best kept secrets in the optical industry so you have to specifically request it. Instead of having the edges of your lenses frosted, we polish them clear. It's more work for us, but so worth it for you! This has both cosmetic and optical benefits. And for the cost, its an easy choice.	\$20.00
Anti Glare Coating On most lenses, the surface will reflect light in all directions, increasing glare. Scientists have developed a coating that blocks these light reflections. You will see much better and anyone looking at you won't see light reflecting off your glasses. We only use Premium anti-glare coatings, the same as high quality camera lenses.	\$120.00	UV Coating The totally clear UV block will stop harmful ultra-violet sun rays from damaging the eyes. This is not a sunglass or tint, yet provides the same protection from harmful UV light. This will less the risk of cataracts and macular degeneration later in life. Sure you could go without it, but is it worth the risk?	\$65.00

PACKAGE DEAL

Add all four of the above treatments for **\$149.00** (that's \$95.00 off list price).
Your lenses will be premium quality and you'll be guaranteed the best vision possible.

ACCESSORY ITEMS

Reading Glasses MR76 or MR95

Power: +1.00, +1.50, +2.00, +2.50, +3.00, +3.50

Readers MR76

Purple



\$19⁹⁵

Red



Black



Readers MR95

Black



\$19⁹⁵

Orange



Purple



Extra Nose Pads, 3 assorted pair



\$10⁰⁰

Fit most eyeglasses. Soft silicon.

Prism Glasses Cleaning Pouch, Red

Eyeglass Cleaning Pouch
(holds and cleans glasses)



\$4⁰⁰

ORDERING INFO

How To Order In 6 Easy Steps

1. Send in your original prescription or a photocopy. Or send your current glasses and we will copy your prescription from them (this is slightly less accurate than using a prescription).
2. Determine your best frame size by using the Frame Fitting guide near page.
3. Choose your frame. Make sure the size is available for what fits you.
4. Select the type of lens material and coatings you need on the order form.
5. Choose your options for tints and warranties. above.
6. Fill in the order form with your selections above and PRINT CLEARLY.
ORDER BY POSTAL MAIL, TELEPHONE, FAX, INTERNET OR E-MAIL.

What Else You Need To Know

- We can put our lenses into your optical frames but cannot be responsible for the frame should they be damaged in the process.
- We keep your complete record on file for future orders

Shipping And Delivery

- Single Vision lens eyeglasses are normally shipped within one week from when you order is received.
- Anti-reflective coated lenses, heavy prescriptions, bifocals and progressives usually shipped within 10-14 working days from when your order is received.
- Claims for orders not received must be made within 30 days of the order date.

Overnight Express Mail

If you need your eyeglasses right away, most plastic lenses can be shipped the next working day if the order is received before 11AM Eastern Time. All other orders shipped Overnight Express Mail will be delivered to you within 24 hours from the time we ship it. Express Mail is \$42.00. Please note: Overnight Express Mail takes 2 days in some areas and is not available on all orders.

Priority Mail

Faster shipping at a reasonable cost from the Postal Service. If you live in a major market area your order can be shipped 2-day priority mail as soon as it is ready. Outside a major market it takes about 3-4 days. The Post Office does not guarantee the exact time of delivery, but it is still faster than regular first-class mail. Expedited Priority Mail is \$19.00.

Telephone, Fax, Email or Online

Telephone Orders – 1-800-701-3999

Fax Orders – 1-800-885-6500

E-mail Orders – sales@prismoptical.com

Online Orders – www.prismoptical.com

Customer Service

Our customer service lines are open 8:00 AM through 6:00 PM, Monday through Friday; you may use our Toll Free Number 1-800-701-3999.

PRISM OPTICAL • 1515 E Tudor Rd, Suite 5 • Anchorage, AK

IRON-CLAD GUARANTEE

Prism Optical, hereby guarantees that your eyeglasses will:

- Look right on your face
- Fit just right over your ears, eyes & nose bridge
- Have the right prescription, just as your doctor ordered it

You have a full month from the time you receive your glasses to examine them. If you are not fully satisfied you can return your order for a full, prompt refund!

ONE YEAR EXTENDED FRAME WARRANTY

No matter what you do to your frames: drop them, sit on them, step on them: Prism Optical, at its discretion, will repair or replace the frames for a full year from date of purchase. Simply mail in the broken frames with all the parts (there will be an additional charge for any missing parts) and include \$35.00 for labor, shipping and handling. Your repaired or replaced glasses will be on their way to you in just a few days.

This warranty does not cover:

- Lenses. If lenses need to be replaced, please be sure to include payment for the new lenses. See order form.
- Frames not listed in this catalog. Manufacturer warranty will apply.
- Frames that have been glued or soldered.

WE KNOW OUR CUSTOMERS EXPECT HIGH QUALITY EYEGLASSES

We deliver using precision manufacturing equipment and state-of-the-art lens processing techniques. Every pair is double-inspected before leaving our facility.



OUR OPTICAL LAB IS **CAPABLE**
OF PRODUCING OVER
12000 EYEGLASSES
PER YEAR.

CENTRALLY LOCATED
JUST NORTH OF SEATTLE,
WE CAN HAVE FRAMES AND LENSES
QUICKLY

ASSEMBLED AND SHIPPED DIRECT
TO YOUR POST OFFICE BOX IN
ALASKA WITHIN A COUPLE
OF WEEKS IN MOST CASES.

We offer our exclusive Prism SafeGuard™ lens protection warranty so that you can replace scratched lenses for up to a year. This add-on service can give peace-of-mind.



Prism Optical of Alaska, Inc
1515 E Tudor Rd, Suite 5
Anchorage, AK 99507

WE ARE HERE FOR YOU



CALL TO ORDER

907-885-3999



OR VISIT OUR WEBSITE
prismoptical.com

VISIT OUR
FACEBOOK PAGE TO

SIGN UP



FOR OUR
NEXT VISIT DATE



PrismOpticalofAlaska

Frames
starting at
\$49⁹⁵

