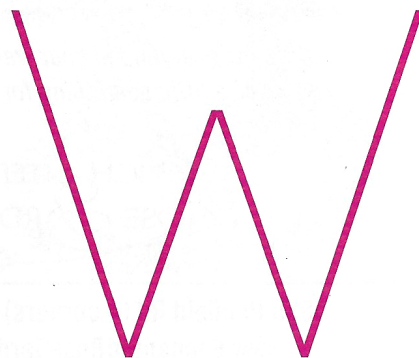


SEEING WELL AND

LOOKING GOOD

BY
(585)
STAFF

With so much beauty in the world, you deserve the best vision to see and experience it. Choosing an eye doctor is an important health care decision. After all, you will trust this professional to help you see the world clearly.

When choosing your eye doctor, it's helpful to understand the difference between an ophthalmologist and an optometrist. Optometrists are trained to diagnose and treat eye diseases. In some states including New York, they can also prescribe limited medications. Ophthalmologists are physicians and have a thorough education in eye care, vision health, and the whole body. Additionally, they can prescribe a wider range of medication and have been trained to perform eye surgery.

It's important to ensure you see the right eye care professional for your needs. Dr. Ralph Viola of Eyes on Rochester specializes in vision and eye care to help protect and maintain your sight. He will determine if a prescription is needed, check for common eye diseases, and discuss your overall health. Best yet, with an on-site optical shop and optician on staff, you can be fitted with new eye wear the same day.

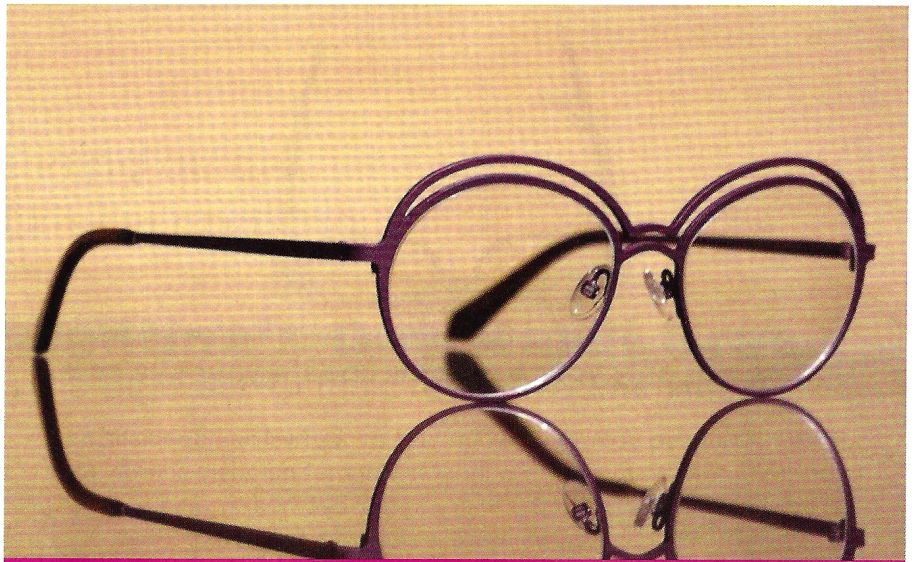
The best way to maintain your vision is through regular eye exams. For more information, visit eyesonrochester.com.

Equally important is how your glasses make you feel. After your ophthalmologist or optometrist prescribes the perfect lens, next comes picking out a frame. Tamra Asmuth of One Hip Chic prides herself on matching the perfect frames to her clients. She spends as long as it takes with each customer to choose the frame that best expresses his/her style. Her philosophy is that mainstream stores spend all of their energy appealing to the masses, but glasses can highlight very individual styles. She thinks that each person deserves a frame just for them.

That's not the only thing that makes the Park Ave shop unique, though. Asmuth travels the world each year buying unique frames to showcase in her store. Right now she has styles from Belgium, Italy, France, and Austria. Because of this dedication, no place in Rochester sells the frames she does. Styles change each fall and spring, so she likes to stay ahead of the game. She typically has a new frame arrive every week.

One Hip Chic has sold frames made out of wood and buffalo horn and has had the customer's name engraved onto the inside. Asmuth designs custom frames, too. She's designed shaped lenses and the frames to go with them and even had diamonds and rubies built into the lenses themselves.

It is said that glasses are jewelry for your face. With regular exams and fashionable frames, you can see well and look good!



All photos courtesy of One Hip Chic

