PRISM OPTICAL, INC

Alaska Catalog  Fall/Winter 2019

Eyeglasses Direct to you

Call to order 800-701-3999

Proudly Serving our Customers Since 1959
ORDERING INFO

How To Order In 5 Easy Steps
1. Send in your original prescription or a photocopy. Or send your current lenses and we will copy your prescription from them (this is slightly less accurate than off 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.

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 7 working days from when you order is received.
• Anti-reflective coated lenses, heavy prescriptions, bifocals and progressives usually shipped within 10 working days from when your order is received.
• Claims for lost orders must be made within 3 weeks of order date.

Priority Mail
Faster shipping from the Postal Service! If you live in a major market area your order can be shipped 2-day priority soon as it is ready. Keep in mind that remote areas still take longer. The Post Office will 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 – 1-907-885-3999
Fax Orders – 907-885-6500
E-mail Orders – contact@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, Alaska Time; you may use our Toll Free Number 1-800-701-3999.

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.

Prism Optical, Inc 1515 E Tudor Rd, Ste 5 Anchorage, AK 99507

TOLL FREE ORDER LINE: 800-701-3999
**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.

**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.

**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.

**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.

**Fall/Winter 2019**

**RJ 3043**
- **Style:** Full Frame
- **Material:** Plastic
- **Sizes:** 57-17 (Large)
- **Price:** $129.00

**RJ X139**
- **Style:** Full Frame
- **Material:** Metal
- **Sizes:** 60-15 (XL)
- **Price:** $129.00

**RJ1069**
- **Style:** Full-Rim
- **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**
- distance
- OR
- near

**Bifocal Lens**
- distance
- near

**Trifocal Lens**
- distance
- intermediate
- near

**Progressive Lens**
- distance
- near

**CALL TO ORDER: 800-701-3999**
**EMAIL YOUR ORDER: contact@prismoptical.com**
**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.

<table>
<thead>
<tr>
<th>Style:</th>
<th>Full frame</th>
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</thead>
<tbody>
<tr>
<td>Material:</td>
<td>Plastic</td>
</tr>
<tr>
<td>Sizes:</td>
<td>53-17 (Med)</td>
</tr>
<tr>
<td>Price:</td>
<td>$195.00</td>
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</tbody>
</table>

**Esquire 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.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Material:</td>
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</tr>
<tr>
<td>Sizes:</td>
<td>53-18 (Med) 56-18 (Large)</td>
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<tr>
<td>Price:</td>
<td>$120.00</td>
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**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.
Fall/Winter 2019

QD 143M
These frames combine athletic and leisure wear by bringing sporty attire from the field, the court, or gym into an everyday wardrobe.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Material:</td>
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<tr>
<td>Sizes:</td>
<td>58-18 (Large)</td>
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QD 144Z

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<tbody>
<tr>
<td>Material:</td>
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<tr>
<td>Sizes:</td>
<td>57-16 (Large)</td>
</tr>
<tr>
<td>Price:</td>
<td>$129.00</td>
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BIG SIZE FRAMES

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**Fall/Winter 2019**

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<th>Style</th>
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<tbody>
<tr>
<td>J357</td>
<td>Full Frame</td>
<td>Plastic</td>
<td>58-18 (Large)</td>
</tr>
<tr>
<td>J528</td>
<td>Full Frame</td>
<td>Plastic</td>
<td>58-18 (Large)</td>
</tr>
<tr>
<td>J348</td>
<td>Semi-rimless</td>
<td>Metal</td>
<td>56-19 (Large)</td>
</tr>
<tr>
<td>J522</td>
<td>Full Frame</td>
<td>Plastic</td>
<td>58-18 (Large)</td>
</tr>
<tr>
<td>J354</td>
<td>Full Frame</td>
<td>Metal</td>
<td>58-17 (Large)</td>
</tr>
</tbody>
</table>

Colors available:
- Black
- Navy
- Brown
- Grey
- Tortoise
- Gunmetal

**J357:**
- Black
- Brown
- Navy

**J528:**
- Black
- Grey
- Tortoise

**J348:**
- Black
- Brown
- Gunmetal

**J522:**
- Black
- Brown
- Grey

**J354:**
- Black
- Navy
Fall/Winter 2019

**J532**  
Style: Full Frame  
Material: Plastic  
Sizes: 57-18 (Large)  
Price: $170.00

**J769**  
Style: Full Frame  
Material: Plastic  
Sizes: 57-16 (Large)  
Price: $165.00

**J767**  
Style: Full Frame  
Material: Plastic  
Sizes: 55-16 (Large)  
Price: $165.00

**J483**  
Style: Semi-rimless  
Material: Metal  
Sizes: 53-15 (Med)  
Price: $181.00

**J486**  
Style: Full Frame  
Material: Metal  
Sizes: 53-17 (Med)  
Price: $197.00

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<thead>
<tr>
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<tbody>
<tr>
<td>Q308</td>
<td>Black</td>
<td>Grey</td>
<td>Tortoise</td>
</tr>
<tr>
<td>Q309</td>
<td>Blue</td>
<td>Brown</td>
<td>Smoke</td>
</tr>
<tr>
<td>Q311</td>
<td>Blue</td>
<td>Brown Horn</td>
<td>Smoke Horn</td>
</tr>
<tr>
<td>Q113</td>
<td>Black</td>
<td>Navy</td>
<td>Brown</td>
</tr>
<tr>
<td>Q303</td>
<td>Black/Blue</td>
<td>Tortoise</td>
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**Fall/Winter 2019**

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<tr>
<th>Style</th>
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<tbody>
<tr>
<td>Q319</td>
<td>Full Frame</td>
<td>Plastic/Metal</td>
<td>53-17 (Med)</td>
</tr>
<tr>
<td>Q203</td>
<td>Full Frame</td>
<td>Plastic/Metal</td>
<td>51-17 (Med)</td>
</tr>
<tr>
<td>Q312</td>
<td>Full Frame</td>
<td>Plastic</td>
<td>55-17 (Large)</td>
</tr>
<tr>
<td>Q401</td>
<td>Full Frame</td>
<td>Plastic</td>
<td>52-16 (Med)</td>
</tr>
<tr>
<td>Q405</td>
<td>Full Frame</td>
<td>Plastic/Metal</td>
<td>54-16 (Med)</td>
</tr>
</tbody>
</table>

CALL TO ORDER: 800-701-3999

EMAIL YOUR ORDER: contact@prismoptical.com
VHE 717K
- Style: Full Frame
- Material: Plastic
- Sizes: 54-16 (Med)
- Price: $220.00
- Colors: Black, Blue/Brown, Tortoise

VHE 770K
- Style: Full Frame
- Material: Plastic
- Sizes: 53-15 (Med)
- Price: $228.00
- Colors: Black, Brown, Tortoise

VHE 114K
- Style: Full Frame
- Material: Metal
- Sizes: 51-16 (Med)
- Price: $231.00
- Colors: Gold/Black, Gold/Blue, Gold/Mauve

VHE 722K
- Style: Full Frame
- Material: Plastic
- Sizes: 53-16 (Med)
- Price: $231.00
- Colors: Black, Brown Horn, Tortoise

VHE 109K
- Style: Full Frame
- Material: Metal
- Sizes: 55-15 (Large)
- Price: $231.00
- Colors: Black, Brown, Purple

VHE 776K
- Style: Full Frame
- Material: Plastic
- Sizes: 53-16 (Med)
- Price: $220.00
- Colors: Black, Brown, Tortoise

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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.
Lucky Brand is a casual yet sophisticated collection that features bohemian sensibility, encouraging you to explore, express and evolve through your personal style.
NORMAN
- Style: 3 Piece
- Material: Metal
- Sizes: 53-17 (Med)
- Price: $165.00

JACOB
- Style: Full frame
- Material: Metal
- Sizes: 54-17 (Med)
- Price: $165.00

LIAM
- Style: Semi-rimless
- Material: Metal
- Sizes: 58-18 (Large)
- Price: $165.00

LES
- Style: 3 Piece
- Material: Metal
- Sizes: 54-17 (Med)
- Price: $165.00

CALL TO ORDER: 800-701-3999
EMAIL YOUR ORDER: contact@prismoptical.com
Fall/Winter 2019

Vintage-inspired roundup of retro zyls in rich tortoises 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.

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<thead>
<tr>
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<tbody>
<tr>
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<td>Price: $155.00</td>
<td>Price: $155.00</td>
<td>Price: $150.00</td>
</tr>
</tbody>
</table>

**H 4827**
- Black/Amber
- Black/Olive

**H 4828**
- Black/Silver
- Gold/Tort

**H 4825**
- Olive/Amber
- Black/Amber

**H 4831**
- Black/Marble
- Tort/Black

CALL TO ORDER: 800-701-3999
EMAIL YOUR ORDER: contact@prismoptical.com
Fall/Winter 2019

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

Classic
- Style: Full-Rim
- Material: Plastic
- Sizes: 52 (Med)
- Price: $85.00

Passage
- Style: Full-Rim
- Material: Plastic
- Sizes: 52 (Med)
- Price: $85.00

Relevant
- Style: Full-Rim
- Material: Plastic
- Sizes: 54 (Med)
- Price: $85.00

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

CALL TO ORDER: 800-701-3999
EMAIL YOUR ORDER: contact@prismoptical.com
**Celebrate**
- **Style:** Full-Rim
- **Material:** Plastic
- **Sizes:** 52 (Med)
- **Price:** $85.00

**Frequent**
- **Style:** Full-Rim
- **Material:** Plastic
- **Sizes:** 53 (Med)
- **Price:** $85.00

**Graceful**
- **Style:** Full-Rim
- **Material:** Metal
- **Sizes:** 53 (Med)
- **Price:** $85.00

**Karen**
- **Style:** Full-Rim
- **Material:** Plastic
- **Sizes:** 52 (Med)
- **Price:** $85.00

**Mindy**
- **Style:** Full-Rim
- **Material:** Plastic
- **Sizes:** 55 (Large)
- **Price:** $85.00

**Secure**
- **Style:** Full-Rim
- **Material:** Plastic
- **Sizes:** 55 (Large)
- **Price:** $85.00

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**Fall/Winter 2019**
If you are looking for just a cheap, basic pair of glasses – stop reading now. This section is for those who want the BEST optical quality to their eyeglasses. 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.

**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, it’s an easy choice.

**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.

**UV Coating**
This is only for those who spend time outdoors and aren’t wearing sunglasses. The totally clear UV block will stop harmful ultra-violet sun rays from damaging the eyes. This might prevent cataracts and macular degeneration later in life. Sure you could go without it, but is it worth the risk?

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**PACKAGE DEAL**
All four of the above treatments for **$199.00** (that’s 20% off). 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
  **$19.95**
  - Readers MR76 Purple
  - Readers MR76 Red
  - Readers MR76 Black
  - Readers MR95 Orange
  - Readers MR95 Purple

- **Replacement Nose Pads (2 pairs)**
  Most common size/type: 15mm snap-in soft silicon
  **$8.00**

- **Prism Glasses Cleaning Pouch, Grey**
  Eyeglass Cleaning Pouch (holds and cleans glasses)
  **$4.00**

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