

COSMETIC TINTS or EYEWEAR MAKEUP

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Does your practice sell eyeglasses or – does it sell eyewear that is unique for your patients? Does your tint board contain the same old simple gray and rose hues we've all seen for 30 years? Are your tints buried in the back of a cabinet gathering dust?

High-end optical shops and dispensaries across the country have a science to cosmetic tinting. They don't just give patients a certain color. They customize eyewear to highlight patients' sense of style or lifestyle. Tints make each patient's eyewear a unique accessory for him or her.

Your patients can look and feel "special" about the purchase they just made. Your patients can have that certain "je ne sais quoi"-that little something extra that sets them apart. People will notice they look great, but just won't be able to put their finger on it. This results in patients always returning to your practice because what you do is unique. Soon everyone will want to buy their eyewear from *your* practice.

Tints can be customized to match a patient's wardrobe or other fashion accessories. Tints can accent frames, reflect a mood or update your look. Tints can be used to enhance facial features and show off highlights in hair. They can even soften or hide features. Recently, I made a new pair of glasses for my Mother. She just recovered from cataract surgery and was so happy with her improved vision, until she saw herself in the mirror. With the new prescription she could now see those "fine lines" around her eyes. All it took was a light tint to "soften" those lines right out of existence.

Cosmetic tints can be functional. We all have patients that work on a computer in a bright office environment. A gradient tint on their lenses will act as a *visor* against the bright overhead fluorescent light and your patient will be more comfortable.

Some people are sensitive to bright light, even with an anti-reflective coating they still complain of too much "brightness". A soft tint of 10% to 15% will reduce this brightness.

All kinds of people, men and women, young and old are tired of the standard tints. They want updated, fashion forward funky tints. They want something that will reflect their sense of style or lifestyle. While many people still enjoy the elegance of the standard tints, others want something *vibrant*. At OPTICOTE you can get these fashion forward tints. Greens aren't just green, they're "Seaweed" or "Mist", Oranges are more than orange; they are shades like "Sunkist"® or "Happy". Yellows are "Sunshine" or "Lemon

Kiss". Purples are "Amethyst" or "Sunset". Blues are "Twilight" or "Electric". And reds are "Cherry Bomb" or "Scarlet".

For that really *Wild and Crazy Guy*, OPTICOTE can tint designs or shapes into the lenses. If a patient has a thing for Elton John, you can offer to tint a star in his lenses. For that "funky" patient, try offering to tint a solid horizontal stripe in a "Cherry Bomb" color. Your OPTICOTE Representative can show you how to have fun with these techniques.

The following are merchandising tips to help you start having fun and increasing sales with cosmetic tints.

- Have lots of tinted sun wear and tinted ophthalmic eyewear in a variety of shades and styles. This will give your shop added color and puts patients in the right *frame* of mind to purchase tints as a customized package.
- Show the entire package. Edge tinted lenses in new frames with different shapes and colors so patients can try them on to get the complete look.
- For an economical way to display and demonstrate tints try this: When patients return to pick up their new eyewear ask them if you may keep their old eyewear. Remove the lenses and clean up the old frame, then edge some fun tinted lenses in them. Leave them throughout the dispensary for patients to try on.
- Create a fun tint display- your OPTICOTE Representative can help you with that.
- Show tints to all patients- you can't sell them if you don't show them.

Remember, cosmetic tints will help make your practice unique and set you apart from your competition. They help increase multiple pair sales in your practice. They help you sell unique eyewear that makes your patients feel special, and keeps them coming back for more.

We haven't even talked about sun tints, mirrors or anti-reflective coatings, but I need something to write about next time!