

## Men's Trends.



WESTGROUPE EVATIK E-9189 / MODO PTU 4422 / IC BERLIN Y15HVW90 / TURA TITANFLEX 820780



CLASSIQUE CIE SEC326T



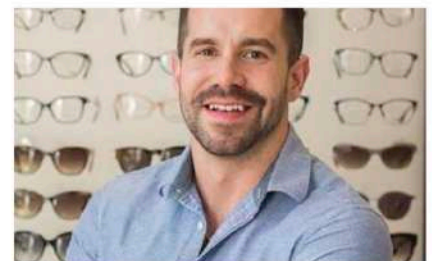
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## METAL

"Give men what they want. Men still want metal frames. Being the person in charge of what goes on their faces, it's important to make sure that your male patients don't end up with the 'wire' frames of the past. As always, show them the best. Men love features and technology. Show them the laser-cut surgical steel of an OWO frame. Don't forget to bend the temples all the way out, displaying the durability, despite not having any screws in the hinges. Rubber ear socks and nose pads are always a great talking point when it comes to men. Grab a semi-rimless style from Silhouette to teach them that even if they want their glasses to disappear, they get function, technology and style. Talk up this choice. Make sure that your gentlemen know what they're getting, and why you support it. Don't forget to give them all information about weight. You can show off your skills as an optician with an amazing adjustment. A great number of these metal frames will have a sunglass match, larger, more wrapped and greater protection. It's important to pull these when you're searching for the perfect ophthalmic. Even if the patient hasn't expressed a sun need, you know they need them, and you know they want metal. Impress them with what metal frames have to offer in clear and sun. When you have strong metal lines in your office, these will be your easiest patients of the day, celebrate it and give men what they want."



Dennis Heffley, Business Administrator/  
Optical Manager, McCauley Celin Eyecare  
Associates, Pittsburgh, PA