

What do you pay for when you buy a pair of spectacles?

(1) Professional time for advice

Just as you pay for a solicitor's professional time, you are paying for our professional advice and time spent giving the advice. One of our fully qualified Dispensing Opticians or Optical Assistants will input considerable time discussing your lifestyle needs and then the frame and lens options (or contact lenses or surgery) best suited to those needs. You must never underestimate the value of honest, well informed advice as part of your care package. We are not in the profession to try to flog you add-ons which inflate the price but are unnecessary. We dispense professionally; which takes time.

(2) Our Guarantee on our professional care and spectacles

When we dispense spectacles, it will be after we have discussed your needs and advised you on the best options. Since you are paying for the advice, as much as the actual item, we take full responsibility for your purchase.

If it turns out we dispensed inappropriately, then we will modify or change the product.

Remember the only people taking a risk on your spectacles is us.

(3) The actual spectacles

The actual product obviously has a value as well. If we did not take time to carry out thorough eye exams or spend time advising you then glasses could be cheaper. BUT people want value and we would not be providing this without a thorough eye examination, followed by professional dispensing advice with a full guarantee.

(4) Clinical Optometry - The Alternative Way

Unfortunately marketing competition tends to downgrade the value of the eye examination in a bid to tempt people in to sell something. Some opticians even offer 'free' sight tests. Devaluing the Eye Exam is actually unfair to the patient as it degrades clinical standards; the sight test becomes truly as it is perceived by some consumers, a loss leader to sell specs. 'Insight: where it all fits together' is a fairer

insight business model ensuring the vital clinical role is not devalued. This allows enhanced clinical care and huge discounts on spectacles: a win/win situation.

OUR GUARANTEE WHEN WE DISPENSE OPTICAL CORRECTION

When we dispense spectacles, it will be after we have discussed your needs and advised on the best options.

Since you are paying for the advice, as much as the actual item, we take full responsibility for your purchase. If it turns out we dispensed inappropriately, then we will modify or change the product.

However, we can take no such responsibility when the spectacles are dispensed elsewhere. In these situations we are often sorting out someone else's mistakes; often reflecting choice of poor quality or cheap lenses or simply because the dispenser has not spent time interpreting the individual's lifestyle requirements. A charge of £25 is made to troubleshoot these issues.

Any difficulties you may experience with our spectacles will be dealt with promptly.

If you have a problem with anything we have dispensed we want to know and help. We take pride in what we do and will address any concerns you may have. Because we spend time initially investigating your visual needs we have very few problems. However, if you do have difficulties ask to see one of our Dispensing Opticians who will be able to assist you. If they feel a re-check is needed this is free of charge. No matter what the reason, our commitment is to endeavour to solve any problems you may have.

Minor Repairs

Free replacement parts and minor repairs for 1 year with all frames. Accidental damage protection for two years with **insight**

Competitive Pricing

We believe in supplying value. We will never pretend a second pair is free (always from a limited range), to make a sale! We do not charge prices which include a second pair, while pretending the second is 'free'. At Aarons multiple pairs are at ½ price, allowing you to choose from our entire range, (the less expensive is ½ price) so the second pair is one you will actually value!

We will not knowingly be undersold.