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*The Art of Choosing Frame Colors*

**PULL THE TRIGGER ON BALLISTIC EYEWEAR**

**FIVE STEPS TO AN EFFECTIVE BLOG**

# TURA'S KATE YOUNG

## CRAFTED FOR THE STYLE SETTER

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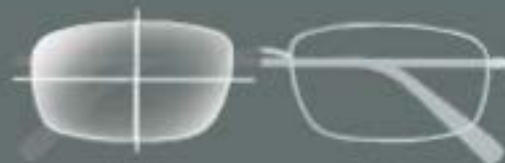
### SEIKO

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SEIKO FRAMES



**SKIN TONE**

The first thing you'll need to determine is if your patient is cool or warm toned. This is usually done by assessing skin tone. Warm-based people have a yellow undertone to their skin and look best with earth tones. Cool-based people have a blue undertone and look best with jewel tones. This means that warm-toned people look best in brown and yellow while cool-toned people look best in ruby red and sapphire blue.

A simple and effective way to assess skin tone is to hold two colored swatches—amber and navy blue—against the patient's skin. Try having her turn her forearms over and place the swatches on the skin on the underside. Just remember

that almost all colors (except orange) come in either a warm or cool tone. A red that has yellow in it is warm while a red with blue in it is cool.

**HAIR COLOR**

The next thing to consider is hair color. For the most part, people's hair color coordinates with their skin tone.

When it doesn't, match the skin tone because the frame will be sitting on the face. Also, hair color can be changed but skin tone cannot.

For many years, the standard frame color for a woman with graying, silver, or white hair was lilac or rose. For men it was silver or gunmetal. When you have a silver- or gray-haired patient,

**BASED ON HAIR COLOR**



<p><b>BLOND HAIR</b> Opt for rose, green and different hues of cherry. For cooler tints, look into black, blue, coral or even gold frames.</p> <p>FYSH 3526-919</p>	<p><b>RED HAIR</b> Choose from ebony and calmer neutrals (like oatmeal). Try green accents for more flare and punch.</p> <p>KLIiK 521-175</p>	<p><b>BROWN HAIR</b> For dark undertones, focus on black, cobalt or coral frames. With lighter undertones, go for cerise, beige, mild greens or mauve.</p> <p>FYSH 3521-649</p>	<p><b>BLACK HAIR</b> Embrace black, cyan and other extravagant tones. Avoid ashy, pastel tones as they might appear washed out.</p> <p>KLIiK 532-413</p>	<p><b>GRAY/WHITE HAIR</b> Select frame colors like vivid reds or navy. Make a statement with darker shades of wine or pale blue, while avoiding lemony or tawny tones.</p> <p>EVATIK 9108-132</p>
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evaluate their skin tone. Sometimes a gray-haired man may still have very warm-toned skin and a silver frame will not look appropriate; a bronzed-hued frame will look better.

Consider trying frames that contrast and complement hair color. A woman with dark auburn hair may be tempted by dark tortoise colors, but try some of this year's trending soft neutral or pastel hues.

**CHANGING COLORS**

Sometimes men can be a little resis-

tant to color and want to stick with black or brown. Don't be afraid to pull a few frames with such strong colors as blue, matte red, or emerald green. Encourage them to leave them on for a minute or so to really see themselves in a color. Sometimes patients just need to be given permission to wear something a little different, so it's up to you to encourage them.

There are patients who want to embrace a frame that isn't in a neutral color but have concerns about how that frame color will work with their basic wardrobe. In fashion, neutral colors are considered black, white, gray, and different shades of brown. There are other colors that are considered neutral-based, meaning that they blend well with other colors. Some examples are navy, dark green, and burgundy. It can be helpful to have some of these colors available to show how these frames coordinate using swatches of colored fabrics.

Remember that color is equally as important as shape and size when it comes to frame styling. As you practice matching colors to skin tones, hair color, and with other colors, you will soon become more comfortable and be considered a frame style expert!

Joy L. Gibb is the lead optician at Daynes Eye and Lasik in Bountiful, UT.

**Color is equally as important as shape and size when it comes to frame styling.**

**BASED ON SKIN COLOR**



Skin pigmentation is fundamental in determining frame color choices. All complexions are divided into two categories: cool (bluish or pink undertones) or warm ("peaches and cream" or yellow undertones).

<p><b>Warm complexion</b></p> <p>KLIiK 531-614</p> <p>FYSH 3529-681</p> <p>EVATIK 9107-802</p>	<p><b>Cool complexion</b></p> <p>KLIiK 525-637</p> <p>FYSH 3529-682</p> <p>EVATIK 9103-625</p>
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frame offerings. For frames made from natural materials or men's frames, think wood. These noses look like something ancient and hand-carved, which in fact, they are.

Do you want a more fanciful nose? Check out Debby Burke Optical's colorful and fun noses. Consider contrasting them by using solid color frames.

#### LIGHT AS AIR

When you want to showcase lightweight rimless frames, look for something sleek, minimalistic, and metallic that sends the message

loud and clear. Framedisplays.com has a great solution with its Ball Frame Holder. The frames appear to be suspended, further enforcing the light and airy feeling of the frames.

#### KID-FRIENDLY

Presenting frames in a unique and kid-friendly way to get the little ones' attention is a strategy that really works. OptiSource International has some fun and friendly single frame holders in its OptiPets line that will delight your younger patients. Its Jungle Animals set, for example, has eyeglass-wearing

hippos, zebras, giraffes, and other fun animals.

#### SPORTS-MINDED

If you carry specialized eyewear for sports or safety use, take a look at OptiNoses from OptiSource. It has holders for just about any sport or recreational activity. Highlighting a specific activity rings a bell in the consumer's mind, and opens up the conversation about specialized second pairs.

#### GETTING FISHY

Some of your patients will fall in love

with these OptiPets/Fish displays from from OptiSource so much that they will want to purchase them from you. In an office I worked at a few years ago, we used several of these displays that come in many colorful combinations for our **FYSH frames (from WestGroupe).**

Eye-catching individual eyeglass displays are an effective merchandising tool as well as a practical device for patients to have at home.

Sharon Leonard is a licensed optician and contact lens practitioner in the Syracuse, NY, area.

**WHERE TO FIND IT:** (A) Debby Burk Optical 516-935-4584 • debspecs.com // (B) Framedisplays.com 877-274-9300 • framedisplays.com // (C) OptiSource International 800-678-4768 • 800-optisource.com



**WESTGROUPE,  
EVATHK, E-9107**

For male patients looking for a sporty yet modern look, this full-rimmed, stainless steel frame gets a bold dash of color with yellow, blue, or orange temple accents. It's just as sharp for the office as it is for casual time on weekends.

**800-361-6220, westgroupe.com.**

**SILHOUETTE  
OPTICAL, ADIDAS  
EYEWEAR, EVIL  
EYE EVO**

Built for aggressive bikers and their gravity-defying moves, this sculpted frame with an extreme wrap design offers a wide field of vision and protection from sun glare and wind. A Four-Position Nose Bridge™ and three positions on the temple allow for a precise, secure fit. Hydrophobic, fire red lenses complete the look. **800-223-0180, adidas.com/eyewear.**

**WILEY X, WX  
LEGEND**

Wiley X expands its Street Series sunglass line with the WX Legend. This ready-for-action model—which meets ANSI Z87.1 high-velocity and high-mass impact standards—is available in either a matte black frame with silver flash lenses or a gloss hickory brown frame complemented by polarized venice gold mirror lenses. **800-776-7842, wileyx.com.**

