



10 Tips for Getting the Best Price on Contact Lenses

- Evaluate all your options, including optical stores, mass merchants, Internet sites and your eye doctor. Don't automatically assume that any one of these will be cheaper.
- Don't assume that any seller who is less expensive for a particular lens will be less expensive for all lenses.
- Ask about rebates. And no matter where you buy, visit the lens manufacturer's website to see if a rebate is being offered that the seller didn't tell you about.
- Check your health insurance plan, to see if you have vision benefits that get you a better price.
- Do the math when you order online. Websites may be deceptive when totaling your order, and may hide shipping or handling charges.
- Avoid shipping costs by ordering larger quantities.
- Don't buy online at the last minute. Standard shipping is often free, but expedited delivery will cost you extra.
- Add up the intangibles. After a head-to-head comparison of lens prices, you should look at things like shipping (for online purchases), gasoline (if you're making a special trip to a brick-and-mortar store), and the value of your time.
- Focus on value. Price is only one component; also consider availability, convenience, customer service, and bundled products and services.
- Read carefully, especially when reviewing vision benefits. There's a big difference between "40% of retail" and "40% off retail."

For more information on vision correction and eye health, visit AllAboutVision.com