

# HERE'S HOW TO PAIR SUNGLASSES WITH FACE SHAPE

Some opticians just have a knack for fitting the right frames to each face shape. For those who don't, here is your guide!



## 1 It starts with the receptionist.

When scheduling or confirming appointments, make sure each patient is told to bring along all of the glasses he or she wears, including prescription and non-prescription sunglasses.



## 2 Next comes the clinic technician.

During patient testing, make sure the clinic technician asks to see each piece of the patient's eyewear, including sunglasses, which patients may or may not even use. Clinic technicians should wrap some lifestyle questions into their routine, such as, "How much time do you spend outside each day?" and "What are your hobbies?" When assessing patients' eyewear clinic technicians should ask things like, "Do these lenses turn dark for you when you go outdoors, or do you always switch to sunglasses?"



## 3 The doctor plays a huge role in the process.

During the eye health portion of the exam (i.e. when reviewing the optomap image), optometrists must discuss UV protection with the patient. If the patient isn't currently wearing sunglasses, the doctor must prescribe them. Plano sunwear should be prescribed to patients who don't need correction, as well as to those who wear contact lenses. It's really that simple. If the doctor provides a clinical purpose for the sunglasses, it changes the patient's perception from a want to a need.



## 4 We opticians are the "closers". We make the sale.

We're the ones who present our selection of sunglasses as the solution to the need created by the optometrist, and we need to feel confident that we can help each patient find that perfect pair of sunglasses.

## THERE ARE 6 DISTINCT FACE SHAPES



OVAL SHAPED

### OVAL FACES: ANYTHING GOES

Oval is typically considered to be the ideal face shape because it is the most proportionately balanced. People with this shape can wear whatever frame shape they desire, but choosing a frame that is slightly wider than the widest part of their face will accent their features in the most flattering way. Rectangular or cat eye frames are particularly flattering because they contrast with the soft lines of an oval face, but ovals can just as easily pull off round frames.



SQUARE SHAPED

### SQUARE: THE CUVIER THE BETTER

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ROUND SHAPED

### ROUND: BOXY IS BEST

Round faces have no angles, so add some structure to your patients' faces with angular frames. Choose frames that are wider than they are deep, and look for sharper lines of a square or rectangular frame. While you should stay away from traditional cat eyes with rounded lenses, choosing frames that have upswept browlines can certainly create the appearance of more defined cheekbones.



PICK FOR THE GUYS  
OAKLEY SQUARE WIRE



PICK FOR THE GUYS  
RAY-BAN SIGNET



PICK FOR THE GUYS  
OAKLEY HOLBROOK



PICK FOR THE LADIES  
RAY-BAN JACKIE OHH



PICK FOR THE LADIES  
RAY-BAN ERIKA



PICK FOR THE LADIES  
OAKLEY PROXY



DIAMOND SHAPED

### DIAMOND: GO TOP HEAVY

Balance a diamond-shaped face by drawing the attention upward toward the eyes. Oval frames will soften the strong angles of this face shape, while still adding the illusion of some width to the face. The key is to put emphasis on the brow line. Diamond shaped faces are perfect for semi-rimless frames or two-toned frames with a darker brow line. If the brow sweeps up at the corners, it will also draw the attention up and away from the wide cheekbones and add width to the narrow forehead.



HEART SHAPED

### HEART: LOOK FOR BALANCE AT THE BOTTOM

The goal with a heart-shaped face is to draw attention downward and away from the wide forehead. Steer clear of semi-rimless frames and very bold brow lines and opt for a more balanced frame. As far as shape, hearts can wear nearly anything, but go for frames that are similar in width at both the top and the bottom of the frame. Think true rectangular or square lenses. This will keep the frame proportionate to the width of the forehead, while drawing some emphasis down to the bottom of the frame.



OBLONG SHAPED

### OBLONG: DEEP AND WIDE

Oblong faces need frames that are proportionate to their elongated features, while adding some width to the narrow shape. Rounder shapes will add softness and contour to the broad face, but look for frames that draw attention upward and outward. Here again, cat eye shapes are great, as are frames with a very prominent brow line. Accents on the outer corners of the brow line will draw the attention out and give the illusion of more width to the face.



PICK FOR THE GUYS  
OAKLEY THINLINK



PICK FOR THE GUYS  
RAY-BAN JUSTIN CLASSIC



PICK FOR THE GUYS  
RAY-BAN CLUBROUND



PICK FOR THE LADIES  
RAY-BAN CLUBMASTER



PICK FOR THE LADIES  
OAKLEY COHORT



PICK FOR THE LADIES  
RAY-BAN GATSPY

You may have caught on by now that the rule of thumb is:

## Opposites Attract.



### OVAL

Oval face shapes will have a forehead and a jawline that are approximately the same width. The chin and jawline will be rounded, with no hard lines, and the face will be widest at the cheekbones.



### SQUARE

Square face shapes will have a width and a length that are almost equal. The jawline will be very defined, and the hairline will be almost straight across the forehead. The cheekbones will be the same width as the forehead and jawline.



### ROUND

Round face shapes will also have a width and length that are equal, but the jaw and hairline will be curved. The widest part of the face will be the cheekbones.



### DIAMOND

Diamond face shapes will be longer than they are wide and high set cheek bones will be the widest part of the face. The jawline will be pointed at the chin.



### HEART

Heart shaped faces will be widest at the hairline and the face will narrow all the way down to a long jawline with a pointed chin.



### OBLONG

Oblong face shapes will be much longer than they are wide. The cheekbones, forehead, and jawline will be the same width, and the jaw will be more narrow and slightly rounded.

Want to know more? Check out the following links for ABO & COPE Accredited webinars that relate to this topic.

<https://www.2020mag.com/ce/TTViewTest.aspx?LessonId=110784>