



PHOTO/RUDY MALMQUIST

**COOL SHADES.** Peg Black, a certified optician with GR Ophthalmology-Optical holds a pair of Christian Dior sunglasses. The company offers total eye care at its seven locations.

# See it clear at GR Ophthalmology

PRESS ADVERTISING

**G**rand Rapids Ophthalmology-Optical is proud to be named the No. 1 Optical Shop in Grand Rapids by a recent voters choice poll on Mlive.com.

For more than 25 years, the staff has strived to provide the best possible experience and value because each person understands that glasses often help to create the first impression people have when they look at you. In addition, seeing clearly is one of our greatest gifts.

All seven of the company's optical locations offer extensive frame and sunglass collections in the latest designer styles as well as affordable everyday eyewear, along with virtually any type of lens to provide a customized solution for your unique lifestyle.

The company's certified, friendly opticians are experts at helping cus-

tomers choose the best pair of glasses to help them look their best and to see life clearly.

Grand Rapids Ophthalmology-Optical understands the importance of value, so it has its own automated optical lab on site to ensure timely service and the highest quality and value for each prescription.

Discounts are offered for additional pairs of glasses, including sunglasses and sports-specific eyewear. The company takes pride in supporting everything it sells with a goal to make sure every customer is 100 percent satisfied.

GR Ophthalmology's opticians work with almost all vision insurance carriers to maximize customer benefits and reduce out-of-pocket costs.

Stop in any time to shop for glasses and complimentary adjustments. Grand Rapids Ophthalmology offers total eye care, from routine vision care to the most advanced medical care at all locations.

For information, call 616-949-2600 or visit on the Web at [www.seeitclear.com](http://www.seeitclear.com).