Optical Express announce launch of new ecommerce site

Optical Express

Vision for a better life

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Optical Express, the number one provider of laser eye surgery in the world, has launched a new ecommerce site to help streamline the ordering process of eye care products such as contact lenses.



The new site has been redesigned in order to integrate fully with the existing customer and product information available on the main Optical Express site, with the aim to fully enhance usability for consumers.

The site now includes a collection of <u>contact lenses</u>; from dailies and monthlies, to toric and varifocal lenses even extended wear lenses Optical Express has them all available online.

The site is home to many leading brand names such as Acuvue, Focus Dailies and Air Optix, with a wide range of standard and specialized lens types to suit everyone. Furthermore Optical Express can advise

patients of the best contact lenses based on specific needs, always at competitive prices.

Help is at hand on the new site for those who wish to purchase their contact lenses online. A series of quick guides are available which cover comparisons of competitor brand lenses, lens options, contact lens tips, and the option to view and choose lenses by their type or brand.

With a current prescription suitable for contact lenses, customers can buy online from Optical Express 24 hours a day.

The new site, which offers free delivery on all products, combined with the company's ability to offer market-leading prices, provides the perfect complement to the current 200+ Optical Express stores nationwide.

Optical Express is registered with the General Optical Council; therefore patients can be assured that only quality lenses from Europe's top suppliers are sold through the group, and experience the convenience of being able to shop online with local aftercare and advice available through the Optical Express network of UK stores.

About Optical Express

The Optical Express Group was founded in 1991 and is now a global leader of selected healthcare services. The Group covers optical stores, <u>refractive laser eye surgery</u>, spectacles, contact lenses, dental clinics, state-of-the-art medical hospitals and cosmetic treatment centers.

Optical express provides trained specialists to help patients determine which laser eye surgery treatment is best suited to their unique needs and will explain the most advanced eye surgery treatments such as Advanced CustomVue Wavefront and Intralaseas well as LASIK.

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