



EYE STYLE GUIDE

Eyeglasses and Colored Contacts to Suit Your Face



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01.

THE RIGHT EYEGLASSES TO FRAME YOUR FACE

Certain frame styles look better depending on your face shape. Not sure what face shape you have? We are here to help!



○ OVAL SHAPE

The most common face shape, oval-shaped faces tend to have balanced

proportions. If you have an oval face, your face is longer than it is wide.

Try this: Frames adding dimension and depth will make your softer features pop. Try any rectangular or square frame.

If you're feeling bold, try butterfly shaped frames. But don't pick frames wider than your face and avoid circular and oversized frames!

✓ **Square or Rectangle**



✗ **Oversized**



♥ HEART SHAPE

A little wider toward the top of the head and increasingly narrower going down,

those with heart-shaped faces usually have a prominent jaw line and high cheekbones.

Try this: Frames wider under your eyes to balance your narrower chin are the way to go. Circular and round frames are the way to go - as well as the butterfly style frame.

To keep things proportionate, stay away from decorative heavy frames and undersized or oval frames.

✓ **Butterfly or Round**



✗ **Oval or Square**





SQUARE SHAPE

If your features (such as your jaw line or cheekbones) are very pronounced and you

have distinctive angles that make up your face, chances are you have a “square-shaped” face.

Try this: Because people with this face shape already have square features, it’s better to steer clear of all square/rectangular shaped frames. Stick to round and oval frames to create curves on a square-shaped face.

This will also help lengthen the face and soften pronounced natural angles. Any frame that is flat on the bottom might not be the most flattering style for this face structure! It’s all about balance.

✓ **Round or Oval**



✗ **Rectangle**



DIAMOND SHAPE

Those with a diamond-shaped face have a narrower hairline

then ones with a heart-shape. Main features of a diamond face are pointed chin and higher cheekbones.

Try this: With higher cheekbones, accent angular features with softness. This can be done with cat-eye or rounded frames. Cat-eye frames add volume around narrow cheekbones.

Avoid narrow frames as they don’t match sharp cheekbones and narrow eye lines. Emphasize your cheekbones with more dramatic frames!

✓ **Cat-Eye or Round**



✗ **Rectangle or Small**



CIRCLE SHAPE

Circle-shaped faces are round with less angular features. A rounded chin and full cheeks are

common characteristics of circle shaped faces. Most of the time circular faces are just about the same width and length.

Try this: To best compliment a circle-shaped face, you’ll want to look for frames that elongate your face. Focus on drawing attention to your eyes to balance your face.

This can be done by avoiding circular/round frames. Pick frames that are square and narrow to add angles that highlight your natural features.

✓ **Rectangle or Square**



✗ **Round or Small**



PEAR SHAPE

A pear-shaped face is defined by a broad chin and jawline with a narrower forehead and

smaller cheekbones.

Try this: Frames for a pear-shaped face should add width to the top half of your face. Browline-shaped frames that will balance your features. Aviator style frames are not only classic, but they also draw attention to your forehead and away from your chin.

Avoid square and round frames, which emphasize the bottom of your face too much to match pear-shaped faces.

✓ **Rectangle or Square**



✗ **Round or Small**



02. FRAME COLORS THAT FIT YOUR APPEARANCE

Selecting the right frame color can help make your skin, hair, and eye color pop! Here's what you should consider:



FAIR COMPLEXION

If your skin is fair or you have light colored hair, this is for you. People with lighter skin or hair tend to look best with softly tinted frames because of the pop of color and contrast. Slightly pigmented frames add depth to your features and vibrancy to your hair!

Try this: If you want to go with warmer colors, look into frames that are more peachy/pink with yellow undertones. Neutrals like a blush pink will work nicely. For a cooler look, keep the peach-based frame with blue undertones. This may be an appealing look especially if you have light hair or eyes. An eye-catching aqua or opal is sure to do the trick!



MEDIUM COMPLEXION

You might have more olive or golden skin and darker hair, which makes you the perfect candidate for funky cool colored frames! People with medium skin and hair can play around with a lot of styles since they are in the middle of the color board.

Try this: We recommend frames with pinks and blues. Or try a blue based red like cranberry that will reflect against your skin and hair to provide contrast - whatever color you pick! If you want to stay more understated, consider a warm mahogany color. The yellow undertones add a little pop of color without commanding too much attention.



DARK COMPLEXION

Those with dark skin and dark hair have a wide range of options for frame colors. If you have dark skin or hair, you're more likely to have dark eyes, which allows you to rock bright and uncommon frame colors!

Try this: Want to try a jubilee red? How about a funky green? Or tone it down with a classic black eyeglass frame? All of these options work well for you! The brightness of your frames will attract attention to your face and enhance your facial features. If you care to be daring enough to try a very specific color, it will also serve as an excellent fashion statement piece. Wear it. Own it.



03.

COLORED CONTACTS: FINDING THE RIGHT SHADE



Brown-eyed beauties wish their eyes were bright blue; green-eyed goddesses want to venture to the dark side. Simply put, we are all looking for something different – something to enhance our style and look, or maybe just to spice things up a bit.

Playing with colors has always been a fun activity. Experimenting with eye color can be tricky if you don't know what to look for – not to mention it's much more expensive than a pack of Crayola finger paint! So, we've devised a set of tips for you to consider when selecting colored contacts, so that you make the right choice the first time.



VISIT YOUR EYE DOCTOR

Before you make any decision about contacts on your own, consult a professional. Make sure you have the right eye prescription for contacts. New to contacts? Your eye doctor can show you the proper technique for contact wear. Changing your eye color might seem like a fashion decision - but you need to keep your eye health in mind. Proper contact use is a big part of your eye health!



LENS OBJECTIVE

Do you want to go lighter or darker? Dramatic or subtle? Maybe your objective is to just enhance your natural eye color. Whatever it may be, decide which route you're going to take.

TRY THEM ALL

It's nice to have options – and this is one product you get to be selective till your heart's content. Your vision provider will have samples of all available lens colors for you to try at their office. In most cases, once you find the perfect one, you'll even get a trial pair to take home (which is good for at least two weeks)!

EXAMINE YOUR FEATURES

Take a look at your skin tone, hair and current eye color. These features will help you determine what eye color shade will look best on you. For example, those with blue-red undertones in their skin and hair should consider contacts that are earthy/warm in color, such as a light brown. If you have brown eyes or slightly darker features, try to create contrast and make your eyes pop by trying lenses that are green or blue. Sometimes, enhancing your natural color will make a world of a difference.

Try your same eye color lenses to add depth and perception to your facial features. Can't make up your mind? Many colored contact lens companies offer online "play before you pay" tools on their site. You can upload a photo and change colors on screen so you can see what you like before you commit to ordering a set.

BE A SMART SHOPPER

Just like shopping for a car, you'll want to do some research. Your optometrist might not have the best prices on their lenses. If you're comfortable with ordering your contacts elsewhere, check out some eyewear online sites that sell their lens at wholesale prices.

Have vision insurance? Make sure that you're maximizing your benefits and paying a minimum deductible or co-pay on your lens selection. Colored contact lenses – especially if you don't need a prescription – can be pretty affordable, so go wild. Also, look for online coupons or promotions... saving is always in style. **[Click here to find your Solstice Vision Plan today!](#)**

04. SIGN UP FOR A FREE VISION PLAN CONSULTATION

Let our team help you find the perfect vision plan! You'll save money at your next eye doctor appointment and take a step towards clearer, healthier vision.



Click here
to book a
consultation
today!



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