

CHANEL ESCADA CARTIER CHRISTIAN DIOR YVES SAINT LAURENT GUCCI
 FENDI SALVATORE FERRAGAMO D&G ISAAC MIZRAHI MOSCHINO
 VERSACE BVLGARI CALVIN KLEIN RALPH LAUREN MONT BLANC
 CHOPARD RAY BAN PORSCHE DESIGN CHLOE GIORGIO ARMANI PERSOL

Celebrating 50 Years of Experienced Eye Care...

Beverly Hills SuperVision Owner, Mr. Hossein Silani

When it comes to our vision only the best will do! Premier Beverly Hills eyecare specialist Hossein Silani celebrates over 50 years of unparalleled one-on-one service to three generations of clients to whom he treats more like family than customers!

A highly regarded eyecare professional, Mr. Silani has earned an esteemed reputation throughout the eyecare industry for superior quality and unsurpassed excellence in customer service.

Silani's facility - **SuperVision Optical** is one of the most extensive eyecare clinics in the world, offering more than 50,000 designer and vintage frames on premises from which to choose. Prescription eyeglasses can be made and fitted in as little time as 15 minutes. The eyecare experts at **SuperVision Optical** are fully-trained in all aspects of your vision care needs, from fitting the latest in *Progressive Lenses* (graduating lenses that provide far, intermediate and near vision); using *Varilux*, *Zeiss* and *Rodenstock* lenses, to the latest *Anti-Reflective* coatings and *High-Index Lenses* (super-thin lenses), including the latest *Thin & Lite 1.74* index with *Crizal Alize*.

"People do not need burden themselves and carry around several pairs of prescription eyeglasses with them: one for near-vision/reading, one for intermediate/computer use, and another for distance/driving," states Silani. "I've been making Progressive Lenses for over 40 years and they give clients flexibility in vision correction."

SuperVision Optical offers its clients a one-stop-shop for all their vision-correction needs, from comprehensive eye exams, to the latest vision corrective surgeries and treatments available for all their patients needs to treating Cataracts, Glaucoma as well as Age-Related Macular Degeneration (AMD).

A Beverly Hills resident for more than 23 years, Silani has raised his four sons within the Beverly Hills Unified School District and remains actively involved

Eye Care & Warning Signs

Adults

- Around age 40, Hypermetropia (a change in the shape of the eye occurs) leading to problems seeing far or near vision. Adults need a comprehensive eye exam to evaluate their vision, check the pressure of their eyes and look for any signs of glaucoma and other age-related vision problems.
- Adults spending hours at a computer may experience eye strain. Specific types of lenses and coatings may help alleviate such symptoms.
- Cheap, over-the-counter eyeglasses, magnifiers and sunglasses will only worsen and deteriorate your vision in the long run, thus speeding up the process of specific eye diseases and focusing problems.

Children

- Look for eye-squinting while watching television, reading or using the computer.
- Have an eye exam by first grade to avoid reading problems or being able to see the blackboard in the classroom.

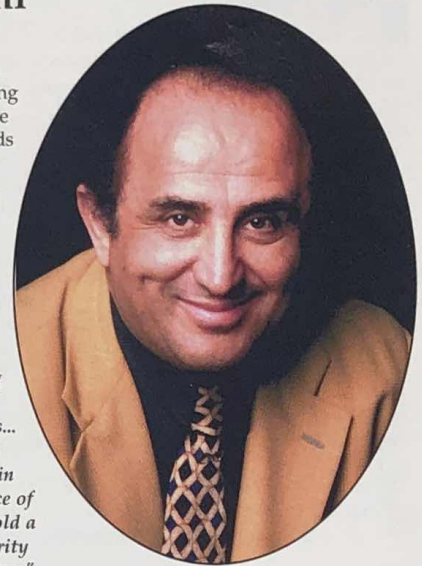
in several community endeavors. A premier businessman and Dispensing Optician, Silani continues to provide excellent service and care to thousands of loyal customers and patients the latest materials and most advanced vision treatments available in the optical industry.

Silani was born in Esfahan, Iran, a beautiful city filled with magnificent architecture and historical significance.

"Seven centuries ago, Esfahan was the capital of Iran before being transferred to Tehran," Silani says. "Like Rome. Paris. London. Athens... Esfahan is among one of the top 10 most historically recognized cities in the world. The King Museum, Office of the King, House of the King... all hold a history and tell of a time of prosperity and peace that will never be forgotten."

Raised in a large family (four brothers and three sisters) Silani's interest in vision care started when he was 10 years old. In Iran, during the summers he went to school to further his understanding and knowledge about the eyecare industry. Upon graduating from high school, he continued his passion in the optical industry and obtained his license as a D.O. (Dispensing Optician). Silani is not the only sibling in his family that had a strong desire to continue in the medical field, his eldest brother, Hugh practices as an OB-GYN in the United States, and his two other brothers are also involved the optical business back home in Esfahan, Iran.

During the 70s, Silani opened his first vision medical center in Beverly Hills, on Wilshire Boulevard, shortly thereafter he moved into the heart of



Beverly Hills on South Beverly Drive. Eight years ago he built an extensive, fully-equipped medical building on South Robertson Boulevard, one block south of Wilshire by Charleville. The clinic includes a full laser correction facility, a full-service lab with trained opticians available for all your eyecare concerns and needs six days a week Monday-Saturday from 10:00 A.M.— 7:00 P.M.

"I treat all of my customers like my family. Life is too short. Your vision is very important. We have only two eyes that are meant to last a lifetime. Imagine a world without sight— just close your eyes. We must guard and protect our eyes...they are the light of our body."

One Location • High Quality & Low Prices • One Hour Service Available • Lab on Premises

Super Vision Optical Beverly Hills Eye Clinic

210 S. Robertson Blvd. Beverly Hills (310) 623-4848 (310) 623-5444	212 S. Robertson Blvd. Beverly Hills (310) 659-2020 (310) 623-6565
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Beverly Hills Laser Center

212 S. Robertson Blvd.
Beverly Hills
(310) 659-2020
(310) 623-6565

Optometrists

214 S. Robertson Blvd.
Beverly Hills
(310) 623-EYES
(310) 623-3937