



United States of America  
FEDERAL TRADE COMMISSION  
Washington, D.C. 20580

Division of  
Advertising Practices

SAMPLE LETTER

***VIA FED EX***

**Notice of the Ophthalmic Practice Rules (“Eyeglass Rule”)**

To Whom It May Concern:

The staff of the Division of Advertising Practices of the Federal Trade Commission recently received a complaint claiming that your office failed to provide a consumer with an eyeglass prescription at the end of the eye examination. We are writing to inform you that such a practice would violate the \_\_\_\_\_, and prohibits prescribers from requiring that patients buy eyeglasses as a condition of providing a copy of the prescription.

You should also know that prescribers cannot place a liability waiver on the prescription, require patients to sign a waiver, or require patients to pay additional fees,

\_\_\_\_\_ <sup>1</sup> in exchange for a copy of the prescription. Prescribers also cannot refuse to perform an eye exam unless the patient purchases ophthalmic goods from the prescriber. 16 C.F.R. § 456.2. The Rule is intended to allow consumers to comparison shop for eyeglasses.

This letter places you on notice that violations of the Rule may result in legal action, including civil penalties of up to \$16,000 per violation.

You should review the Rule and, if necessary, revise your practices to comply with the Rule’s requirements. For your reference, enclosed is a copy of the Eyeglass Rule and the FTC business guidance publication, *Complying with the Eyeglass Rule*, which explains how to comply with the Eyeglass Rule. These publications are also available on our web site at [www.ftc.gov](http://www.ftc.gov).

If you have any questions regarding this letter or the Eyeglass Rule generally, you may contact staff attorney Paul Spelman at (202) 326-2487 or staff attorney Alysa Bernstein at (202)

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