

# Social Calendar

J A N U A R Y

## GLAUCOMA AWARENESS MONTH

Myths & Facts

### Myth!

Glaucoma only affects the elderly.

### Fact:

Although individuals over the age of 60 are at a greater risk of developing glaucoma, there are types of glaucoma that can affect people at **any age**.

## Glaucoma Awareness Month

Let's bust some myths this Glaucoma Awareness Month! Glaucoma isn't a life sentence—it's preventable with early detection. And guess what? Testing is quick and totally pain-free. Take control of your eye health by scheduling your annual exam today. Your future self will thank you!



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### Timing

Month of January

### Hashtags

#GlaucomaAwareness  
#HealthyVision  
#vision  
#eyecare

### Hashtags

#uncommoneyewear  
#menseyewear  
#mensglasses  
#eyewear

## Uncommon

For those who favor the authentic over the ordinary, Uncommon offers a refined selection—now with XL fit options. Effortlessly understated and unique, this collection suits the man who lives with intention

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UNCOMMON

WE MUST WALK ON  
IN THE DAYS  
AHEAD WITH AN  
AUDACIOUS FAITH  
IN THE FUTURE.

- Martin Luther King, Jr.

## Martin Luther King Jr. Day

Today, we honor the legacy of Dr. Martin Luther King Jr. and his vision of equality, hope, and unity. Let's see the world with clearer eyes and kinder hearts, embracing the change he dreamed of.

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### Timing

January 20th

### Hashtags

#MLKJrDay  
#martinlutherkingjr

# Social Calendar

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## ILLA

✨ Dare to stand out with ILLA Eyewear! ✨

Crafted by Italian artisans, this bold collection transforms your look with unparalleled style. Each frame is a masterpiece of Italian design, blending artistry with high fashion for a statement that's unmistakably you.

📍 Visit us today and find the pair that speaks your language of confidence. Because ordinary? That's not your style.

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## Hashtags

#illaeyewear  
#italianeyewear  
#fashioneeyewear  
#eyewear

## Hashtags

#sunglasses  
#sunwear  
#sunnies

## Fashion Suns

☀️ Keep your style sunny, even in winter! Our latest fashion sunwear collection is here to make every season shine. From chic classics to bold new looks, we've got shades to suit every vibe. 😊 Swing by our practice and find your perfect pair today. Because sunglasses? They're always in season! 🕶️

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## Why Protect Your Eyes with Sunglasses?

They block damaging UV.

They slow the growth of cataracts.

They help prevent wrinkles by reducing squinting.



BCBGMAXAZRIA IZOD STEVE MADDEN



## Adira Eyewear

✨ New year, new frames, new YOU! ✨

The Adira Eyewear collection is crafted for women who do it all. From bold office vibes to chic dinner elegance, Adira has a look for every moment. Contact us today to discover styles that feel as unstoppable as you are! 💪

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## Hashtags

#adiraeyewear  
#womenseyewear  
#womensglasses