



## INTERVIEW

with Irene Iancu  
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### What was it like before you had Designs for Vision's product or service?

*I previously used a different loupe company or manufacturer and unfortunately didn't have great customer service. When my first and only pair of loupes broke, I immediately then looked for a new company and found Designs for Vision and have since purchased half a dozen pieces of technology from them.*

*They're constantly innovating their loupe design, their lenses, their frames and the quality is unparalleled.*

### What problems were you trying to solve with their product or service?

*I was looking for better posture and better ergonomics as a dental hygienist of almost 16 years. I realized that my body was falling apart and specifically having an issue with my neck due to bulge discs in C three and four that were constantly giving me trouble. It's really important to have a good pair of loupes and I found now that I am using the ergo infinity VUE loupes my body is really thanking me.*

### What sold you on buying from Designs for Vision?

*It was their design and the aesthetic at first. My first pair of loupes were a pink pair of Yeoman frames that I had seen on social media and thought they were adorable. Turned out they were also the best pair I've ever owned ergonomically, and fit really well on my face. I was excited that not only could they look cute when working with pediatric patients, but then even more so to be comfortable and versatile.*

### What made you happiest about working with Designs for Vision?

*I think we have the same vision and the same vibe when it comes to social media. I really like creating content that's educational and Design for Vision really supports that for me.*

### What have you been able to achieve with Designs for Vision?

*I've been able to take a lot more photos and videos using the NanoCam that attaches to my loupes. I've created a few videos that I share with patients that have increased my case acceptance, so that's a bonus.*

### What about our Designs for Vision surprised you the most?

*That it's a family run business. I think that the owner is very much involved in the day-to-day business and that everyone operates very close knit. So there's always a question that's answered very quickly. And I feel like the entire team is on my side.*

### If you had to choose one, what would be your favorite feature?

*I can't choose between two. I am obsessed with cordless lights. I have two of them. And I am obsessed with the ergonomic loupes. I also have two pairs of those.*

### On a scale of one to ten, how likely are you to recommend Designs for Vision?

*As evidenced by my plethora of social media posts on each of my products, I will say that my answer is a 20.*

### Is there anything else you would like to say about Designs for Vision?

*I strongly recommend Designs for Vision to everyone I know that asks me about loupes, lights or ergonomics. I can't say enough good things about the people that make this happen.*