

Stanton Optical Brings Affordable Eye Care to Dothan, Alabama

Now open: Same-day eye exams and glasses, expert care, and two pairs for just \$79

DOTHAN, AL, UNITED STATES, July 4, 2025 /EINPresswire.com/ -- Stanton Optical, a national leader in accessible and affordable eye care, proudly announces the grand opening of its [first Dothan location](#) at 2870 Montgomery Hwy Ste 2. With over [300 stores nationwide](#), this new store brings Stanton Optical's signature same-day eye exams and eyewear to the heart of the Wiregrass region.

Walk In. See Clearly. Leave Happy.



Our mission is simple: make eye care easy, affordable, and fast—especially for those who don't have insurance or need glasses right away."

Daniel Stanton - Founder and CEO

Eye exams are available on your schedule—walk in or [book online](#) for a same-day appointment. Once your exam is complete, choose from over 1,000 stylish frames or shop from leading contact lens brands to find your perfect match.

Our in-store experts help you customize lenses based on your vision needs and lifestyle, with single-vision glasses ready in as little as 30 minutes thanks to our on-site lab. Whether you have vision insurance or not, Stanton Optical

makes eye care affordable for everyone—with value-driven offers like two pairs of glasses for \$79, including anti-glare lenses and a FREE eye exam*.

"We're thrilled to bring Stanton Optical to Dothan and make quality eye care more accessible to families across the community," said Daniel Stanton, Founder and CEO. "Our mission is simple: make eye care easy, affordable, and fast—especially for those who don't have insurance or need



Stanton Optical Dothan Staff Celebrating Grand Opening Ceremony

glasses right away.”

Hi-Tech Exams and Telehealth Innovation

Through its partnership with Physicians Eyecare Group, Stanton Optical provides comprehensive eye exams using patented telehealth technology, with over 4 million exams conducted to date. This allows doctors to serve more patients, faster—something unmatched in traditional optical retail.

Meet Stan the Penguin

Stanton Optical's lovable brand ambassador, Stan the Penguin, represents the brand's family-first, adaptive spirit. Just like penguins glide through water, Stanton Optical strives to streamline the customer journey—from check-in to checkout.

Store Location & Hours

Address: 2870 Montgomery Hwy Ste 2,
Dothan, AL 36303

Landmarks: Near Westgate Sports
Complex, walkable from major retail
stores

Store Hours:

Mon–Fri: 9 AM – 7 PM

Sat: 9 AM – 6 PM

(334) 203-5222 |

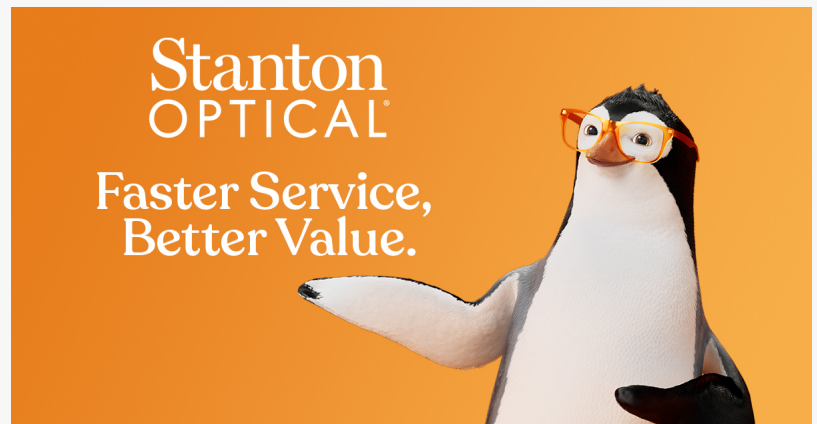
www.stantonoptical.com

About Now Optics:□□□□□

Now Optics is the largest founder-led private optical retailer in America. Established in 2006 to

Stanton OPTICAL®

Stanton Optical: We Make Eye Care Easy, Accessible,
and Affordable for All



Meet Stan the Penguin, Stanton Optical's Brand Ambassador – Discover Unbeatable Offers at Stanton Optical Dothan Store Before They're Gone!



With over 1,000 frames to choose from, Stanton Optical is the one-stop shop for all your eye care needs

deliver on its mission of Making Eye Care Easy, Now Optics is changing the way we buy eyewear and is at the forefront of modernizing the eye care experience for all. Its top retail brand, Stanton Optical, merges technology and expert eye care through an omnichannel offering with locations across 32 states and growing. Dedicated to providing affordable and convenient eye health and eyewear choices, Now Optics makes clear vision accessible in even the most remote locations. Learn more at www.nowoptics.com. □

Suzanne Garcia

Now Optics

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