

Stanton Optical breaks new ground in Hot Springs, AR

Affordable, same-day eye care and glasses now available at 1384 Higdon Ferry Rd, Suite A, Hot Springs, AR 71913

HOT SPRINGS, AR, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- (August 24, 2026) — Stanton Optical, a leading provider of affordable and accessible eye care, is proud to announce the grand opening of its [newest location](#) at 1384 Higdon Ferry Rd. This is Stanton Optical's 5th location in Arkansas, reinforcing its commitment to Making Eye Care Easy across more than 300 [stores nationwide](#).



Stanton Optical Hot Springs Staff Celebrating Grand Opening Ceremony

Fast, Affordable Eye Care for the Whole Family

“

Opening a new optical center in Hot Springs reflects the mission I started this company with nearly two decades ago: to make quality eye care more accessible to the communities that need it”

Daniel Stanton

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 unique 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 our 2-Pair Bundles starting at \$79, including two

frames with warranty, single-vision plastic lenses, and a FREE eye exam*—all same-day.

“Opening a new optical center in Hot Springs reflects the mission I started this company with nearly two decades ago: to make quality eye care more accessible to the communities that need it,” said Daniel Stanton, founder and CEO. “We know people are trusting us with something

deeply personal, their vision and eye health. That responsibility guides how we care for every patient and every customer who walks through our doors.”

Hi-Tech Eye Exams and Comprehensive Care

Eye exams at Stanton Optical are conducted by independent doctors affiliated with Physicians Eyecare Group, a trusted network of optometrists and ophthalmologists dedicated to delivering high-quality, patient-focused care. Hi-tech optical equipment allows for an overall eye health assessment and early detection of common eye diseases. Advanced services include optical coherence tomography and free dry eye screenings and treatment options. Comprehensive eye care accessible to every patient in one convenient visit.

Stanton Optical Unveils a New Store Design

The eyewear shopping experience is evolving. Stanton’s reimagined modern store features a bright, inviting atmosphere that seamlessly guides customers from the eye exam process to frame selection and order pick up. The new concept prioritizes accessibility and comfort with:

- Expanded clinical services and eye health solutions offer comprehensive eye care.
- Spacious frame displays where customers can have fun discovering new styles.
- Comfortable seating zones that make the shopping journey relaxed and enjoyable.
- Kid-friendly interactive area designed to keep children engaged and entertained.

Stanton OPTICAL®

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



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



Expanded clinical services include Dry Eye Screenings and Dry Eye Therapy

Our new store design reflects our commitment to making eye care easy for every customer.□□□

Store Location & Hours□□□□□

Address:□1384 Higdon Ferry Rd, Suite A, Hot Springs, AR 71913

Landmarks:□Less than□3.5□miles□from□Bathhouse Row; walkable from other major retailers.□

Store Hours:□□□□□

Mon–Fri: 9 AM – 7 PM□□□□□

Saturday: 9 AM – 6 PM□□□□□

(501) 274-4374 | □www.stantonoptical.com□□□□□

□About Now Optics:□□□□

Now Optics was founded in 2006 with a mission to make eye care easy and accessible for everyone. Today, it is the largest founder-owned and□operated□optical retailer in the U.S., transforming how people buy eyewear and leading the modernization of the eye care experience.□□□□

Through its flagship retail brand, Stanton Optical, Now Optics□merges□expert eye care with innovation to deliver a seamless, omnichannel experience. With more than 300 locations across 33□states,□the company offers same-day glasses, eye exams provided by independent eye doctors, and a tech-enabled customer journey built for speed, affordability, and convenience.□□□□

Committed to expanding access to quality vision care, even in remote or underserved communities, Now Optics is redefining what modern eye care looks like. Learn more at□nowoptics.com.□□□□

Suzanne Garcia

Now Optics

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