

Made for time on the water, Costa is built on three guiding principles:

- **Explore:** To pursue new territories, discover memorable experiences and tell enriching stories that fulfill our lifestyle aspirations
- **Perform:** To make the best performance eyewear products for water lovers
- **Protect:** To protect the watery world Costa calls their playground.



The Costa frame collection falls into two categories - many made with environmentally friendly materials:



CORE: Our goal is to keep you out there longer, doing more of what you love. Come wind, rain or glaring sun. From offshore fishing in the bright waters along the coast, to sight fishing under overcast mountain skies. We build our sunglasses to stand up to the elements so you can, too.



Beach: Whether you're spending a day at the beach with friends or kicking back with a book in a hammock, reflections from the sand and water can still be damaging to your eyes. That's why we offer our advanced lens technology in on-trend, beach ready styles.

BUILT IN THE USA: The vast majority of Costa® products are still built by hand in Daytona Beach, Florida. That's how the brand maintains its high standards. Many made with environmentally friendly materials.

COSTA LENSES

(all sun lenses include **Polarization, Polycarbonate (580P), UVA & UVB protection, & Backside AR**)

 <p>COSTA LENSES: Base colors:</p> <ul style="list-style-type: none"> • Gray • Copper 	<ul style="list-style-type: none"> • Lenses are made with state-of-the-art technology, our lenses are the clearest on the planet. • With a wide variety of color options, there's a perfect pair for you no matter where you wish to explore. • Costa lenses are made with changing light conditions in mind. To get the most out of them, it's important to choose the right color –consider where your customer might spend their time to fit them with the best lens
<p>MIRRORED LENSES:</p> <ul style="list-style-type: none"> • Blue, • Green • Silver Sunrise • Silver Copper 	<ul style="list-style-type: none"> • Costa mirrors are more than an aesthetic and a necessity in harsh sunlight. Made through a high-tech ion beam deposition process, these multi-layered thin film coatings make for the most scratch-resistant mirrors out there. <ul style="list-style-type: none"> • Bounce reflected light away from the eye • Deliver superior contrast • Enhance visual acuity • Scratch resistant 
<ul style="list-style-type: none"> • Costa 580 Lens Technology was designed by in-house light spectrum experts to enhance colors because standard sunglasses fell short. Most polarized lenses eliminate glare by blocking reflected light, but Costa's patented 580 lenses go further, blocking the perfect amount of harsh yellow light and harmful blue light while enhancing reds, blues, and greens. • C Wall Scratch Resistance: A molecular bond of our plastic lenses provides the most scratch-resistant and smudge-free barrier, repelling water, oil, and sweat for easier cleaning. • There are two progressive lenses to choose from C-Scape and Stylistic (wider option) 	



Learn, Listen, and Lead with Costa Del Mar Authentics!

Celebrate

Start on a positive note...

- Examples: A team member that has had success selling Costa Authentics, team members that have completed Leonard Oakley Experts modules, etc.

Purpose of the Huddle

Today we are here to talk about...

- Review what we know about Costa Authentics
- How are we **Learning & Listening** about our patients so that we can **Lead** with a personalized Costa recommendation based on what we learned

Participation Moment

Let's practice this...

- Use attached overview page to dig into what teams know and don't know about Costa Authentics
- Beliefs: (Link to consultative selling- Learn, Listen, Lead)
- Role Play how teams might present the product to the patient based upon what they learned about the patient...
- Have the team share the most recent interaction with a patient and help in overcoming objections around Costa Sun Authentics

Problem Solve

Two minds are better than one...

- Ask the team, "What obstacles might we face?", "How can we overcome that?", "Why & How can we provide a better patient experience?", "What will this result in?"

Review Action Times & End the Huddle

End with commitments..

- Recap what you are asking the team to do and when this should be done by
- Gain team member commitments & buy in
- Let the team know that you will be following up & what milestones will be along the way. End on a positive note

Click [HERE](#) to be redirected to Leonardo to learn more about Costa Sun!