

Who is the Oakley Patient? The brand targets four distinct consumers, **the Everyday Athlete, the Disruptor, the Enthusiast, and the Contender**. Typically, these consumers are 18-35 years old. As you are *LEARNING & LISTENING* to your patient, if you can answer yes to any one of these questions- recommend Oakley to your patient!



1. Does the patient like *new products* with state-of-the-art materials?
2. How much does the patient care about *function*?
3. How much does the patient care about *style*?
4. Are they a sports enthusiast?

### Why is Oakley a preferred brand?

- Through the Oakley Lab you can maintain integrity and warranty of Oakley lenses and frames
  - The laser-etched Oakley "O" is the distinctive signature of the brand and features on all prescription lenses as an icon of authenticity, innovation and leading technology.
- Customizable Frame and Lens combinations
- Fashionable frames that address the function and needs of our patients with durable products

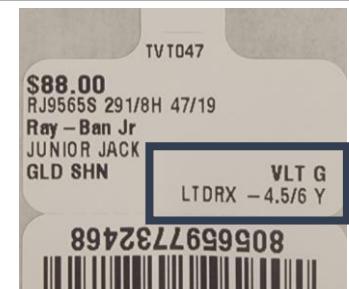
### Can Oakley make all prescriptions?

Due to frame limitations, Oakley cannot make all Rx's in all frames. The specific power restrictions are listed by frame brand on the **Lens Price Card** that is found in the toolkit (includes minimum seg & PD's.)

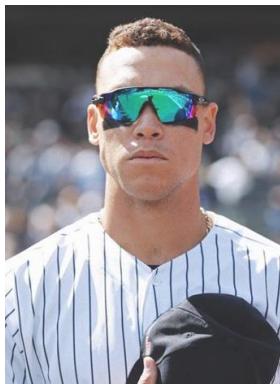
The frame tags will also list power ranges:

- During frame qualification process at RxO – the RxO team will indicate if the frame has a Rx restriction so that the Rx does not compromise quality (i.e., doesn't cause more stress on frame, breakage point).
- It's written out in **Total Power** (Min/Max) so the example to the right means -4.5 TP to + 6 TP is the range.
  - OD Total Power is -5.75 - **out of range**
  - OS Total Power is -5.75 - **out of range**

OD	-3.75	-2.00	180
OS	-4.00	-1.75	80



If the Rx entered is outside of range for the frame, you will get blocked on the Order Completion screen and you will need to select a new frame due to the quality restriction.



#### OAKLEY LENS COATINGS:

**STEALTH**- Recognizing the rigors of an active outdoor lifestyle Oakley developed Stealth, an anti-reflective coating engineered for the needs of athletes and sports enthusiasts, designed to combat the dirty, scratch-prone lenses that become an inevitable part of sport and life.

- Oakley Stealth helps reducing backside reflections and repel dust, water, and oil with athlete-tested durability with it's hydro-olio coating.

**IRIDIUM** coatings- Tune color profiles and filter light transmission (think mirror coatings)

- All Lenses have 100% UVA & UVB protection

### OAKLEY TRUE DIGITAL II FREEFORM TECHNOLOGY: TAKE THE LIMITS OFF YOUR PRESCRIPTION (OTD)

All Oakley frames and sun lenses are designed to answer a specific customer need. At the same way, Oakley True Digital technology allows a digitally customized solution for each prescription in both sun and optical styles.

Oakley True Digital II technology, a digital freeform design, optimizes vision, minimizes blurring, and reduces peripheral distortions with innovations that answer the uncompromising demands of world's class sports professionals. With consistent power control across the entire field of view Oakley True Digital II technology reduces power error.

Oakley True Digital II expands the prescription range for Oakley high-wrap frames to offer the best performance solutions possible. Up to an 8.75-base curve with a power range of +4.00 to -6.00.

The Oakley Authentic Prescription sun lenses are made of **Plutonite™**, Oakley's patented lens material made from the purest form of polycarbonate. More impact-resistant than other lens materials, it's 20% lighter than plastic and glass lenses, and protects the eyes against harmful ultraviolet (UV) rays. That's why it's the ideal choice for athletes and sport enthusiasts.



### OAKLEY EDGE: EXPANDED RANGES

Oakley provides two lens options – Standard Authentic and Max Edge Authentic. Edge lenses are designed specifically for Oakley Sun frames, curated to support higher prescriptions, and come in clear and sun options.

Standard is the primary option as Edge is for extended prescriptions (min/max ranges noted on tag) and not available for all sun frames.

In Ciao! Optical, try Standard first. If that creates an error (out of range) and your Rx is within the tag Rx range printed, select Edge lens option.

	<b>Standard OO Lenses</b>	<b>Max Edge OO Lenses</b>
<b>OO Sun Max Edge Capable Frame</b>	AVAILABLE and the Rx restrictions is +2 to -3 Total Power	AVAILABLE – for lenses above +2 to -3 Total Power up to the Rx restrictions listed on the frame tag (varies by model)
<b>OO Sun NOT Max Edge Capable</b>	AVAILABLE – Rx restrictions listed on the frame tag (varies by model)	NOT AVAILABLE

# OAKLEY

## Prizm Polarized

**HOW DO OAKLEY PRIZM™ LENSES WORK?**...Provides enhanced color vividness. Using a proprietary mix of lens dyes, Oakley can engineer lenses that manipulate wavelengths of light to enhance:

- **Increased contrast** – ability to differentiate between colors
- **Enhanced detail** – ability to see objects more clearly
- **Increased depth perception** – ability to judge the distance of objects .

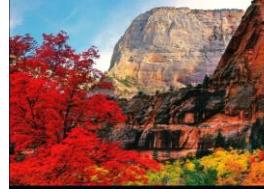
Polarized lenses reduce glare. With **Prizm Polarized lenses**, wave lengths are fine tuned to enhance colors, while the polarized filter reduces glare.

However, some sports enthusiasts prefer non polarized Prizm Lenses because it can negatively impact performance. Some examples include:

- Golfers- Glare on a golf ball can help you track the ball
- Bikers- Glare on the road can help you spot hazards like wet spots
- Snow activities- Glare on the snow can help indicate an icy patch

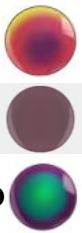


### PRIZM POLARIZED LENSES

 <b>PRIZM POLARIZED</b> • Deep Water	 <ul style="list-style-type: none"><li>• Engineered to help you see what's under the surface by boosting colors that water absorbs and cutting through glare.</li><li>• Filters out the shades of blue that overwhelm your vision on open water</li><li>• Enhances greens and reds to give a better view of what's going on down below</li><li>• Brightens whites to help spot flashing fish</li><li>• HD Polarized technology cuts through glare of the water</li></ul>								
 <b>PRIZM POLARIZED</b> • Everyday lenses	 Landscapes that would normally be washed out, dull or flat with other lenses. With Prizm lenses the world becomes defined, vibrant and vivid. <ul style="list-style-type: none"><li>• Prizm™ Everyday lenses are available in grey and bronze bases</li><li>• Allow more light in where our eyes are more color perceptive to make colors appear more vibrant and vivid in a wide range of environments</li><li>• Enhance color vividness, heighten contrast, and sharpen clarity for everyday activities</li></ul> <table><tbody><tr><td><b>Grey Base:</b></td><td><b>Bronze Base:</b></td></tr><tr><td>• Black</td><td>• Tungsten</td></tr><tr><td>• Jade</td><td>• Ruby</td></tr><tr><td>• Sapphire</td><td></td></tr></tbody></table>  <b>PRIZM POLARIZED LENSES OFFER:</b> <ul style="list-style-type: none"><li>✓ Colors are more vivid</li><li>✓ Contrast is enhanced</li><li>✓ Detail is sharpened</li><li>✓ Tints can be fine tuned for specific environments</li></ul>	<b>Grey Base:</b>	<b>Bronze Base:</b>	• Black	• Tungsten	• Jade	• Ruby	• Sapphire	
<b>Grey Base:</b>	<b>Bronze Base:</b>								
• Black	• Tungsten								
• Jade	• Ruby								
• Sapphire									
<ul style="list-style-type: none"><li>• See Oakley Prizm Color Chart for additional color details.</li><li>• Frame &amp; Lens Parameters found on Lens Price Card in Toolkit.</li><li>• Note we do not have access to every Oakley lens produced.</li></ul>									

**The Oakley Authentic prescription program is a full branded solution that includes frames and lenses built for each other, as one cohesive unit, ensuring maximized performance and comfort.**

### PRIZM SPORT LENSES (NON-POLARIZED)

 <p><b>PRIZM ROAD</b></p> <ul style="list-style-type: none"> <li>Road</li> <li>Road Black</li> <li>Road Jade</li> </ul>	<ul style="list-style-type: none"> <li>Engineered to help you see subtle changes in road texture and quickly spot hazards like rocks and potholes so you can perform with confidence.</li> <li>Increases contrast to help see subtle changes in road textures and spot hazards more easily</li> <li>Enhances colors to make white and yellow lane lines more visible and road signs more vibrant</li> <li>Accentuates the sky and greenery for a more pleasant riding experience</li> </ul> <p>Available in three Iridium options for different aesthetics and light conditions. All Prizm™ Road lenses use the same base, so their profiles look very similar. The difference is the Iridium's, which reflect light off the front of the lens</p>
 <p><b>PRIZM TRAIL TORCH</b></p>	<ul style="list-style-type: none"> <li>Engineered to help you spot transitions and textures between types of dirt and distinguish obstacles in a variety of light conditions so you can ride with confidence.</li> <li>Identifies different textures in the terrain to see obstacles more clearly</li> <li>Enhances greens to help spot tree roots on the trail and accentuates the trail outline against vegetation</li> <li>Performs in a wide range of light conditions to see in and out of canopy cover</li> <li>Compared to the original Prizm™ Trail lens, Prizm™ Trail Torch uses a new base and Torch Iridium, making this lens more balanced and versatile in different light conditions</li> </ul>
 <p><b>PRIZM GOLF</b></p> <ul style="list-style-type: none"> <li>Golf</li> <li>Dark Golf</li> </ul>	<ul style="list-style-type: none"> <li>Engineered to help you spot transitions between the fairway, fringe, and rough and gauge distance with accuracy to help you read the course better.</li> <li>Improves contrast to differentiate grass conditions and textures to predict ball speed and movement</li> <li>Increases depth perception to help gauge distance for wedge shots</li> <li>Separates shades of green to make it easier to see transitions between the fairway, fringe and rough</li> <li>Keeps the ball bright white to help spot and track against the grass and sky</li> </ul> <p><b>Prizm Dark Golf:</b> In addition to the above, Black Iridium on this lens makes peaks more proportionate, giving this lens a more balanced feel and more neutral aesthetic</p>
 <p><b>PRIZM FIELD</b></p>	<ul style="list-style-type: none"> <li>Engineered to enhance contrast and help you easily track the ball against the sky, grass and dirt.</li> <li>Brightens whites and enhances blues to increase contrast of a fly ball against a blue sky</li> <li>Increases saturation of reds and browns to track ball faster and easier against grass or dirt background</li> <li>The ball stands out more leaving the pitcher's hand, making it easier to read pitches and track the ball sooner</li> </ul>

# OAKLEY

## Optimized Rx

When verifying lab orders, the lab may **Optimized** (compensate) the prescription. Rx optimization software calculates the effect of frame wrap angle (face form), the pantoscopic tilt and vertex distance, modifying the prescription so that when the customer wears it, the Rx power as perceived by the customer matches what was originally prescribed.

There are 2 key points to note when considering Rx optimization for a wrap frame:

- Not all prescriptions require optimization. There will be some combinations of Rx power, customer PD and wrap angle that will not require optimization.
- Rx optimization will reduce the distorted effect of wearing an Rx in a wrap frame but may not completely eliminate it. Some patients will still notice a difference in their vision when wearing a wrap frame, if for no other reason than the fact that most wrap sun frames have a very large "A" measurement, as compared to today's small ophthalmic frames.

### How to tell the patient in Human Speak:

- When the doctor determines your prescription, the test lenses being used are positioned differently in front of your eye than when placed in an optical frame – they are flat versus tilted and closer or further from the eye. Optimized lenses provide sharper and clearer vision because they account for the position of the frame and lens.
- We recognize these differences, the potential impact to your vision clarity, and have optimized the prescription based on the frame you selected. We have not changed the prescription your doctor wrote we have optimized it to ensure you see the same as you did during the exam.

### Final Inspection:

Your state may require a **Licensed Optician** to inspect the eyewear, but in all cases the team member inspecting the eyewear should be **EIP Certified**. Additional notes:

- Orders are inspected at RxO by certified inspectors before being shipped to your office.
- Review the optimized Rx listed on your lab order ticket and verify Rx in lensometer.
- The optimized or compensated Rx will often include prism when the original did not- this purposely done to allow your patient to have clearer binocular vision.

		9453367							
ST049/DST	03/ 29	Original Order Date: 03/15/24							
LMS Received Date: 03/18/24									
Store/Rx	Name	Lab							
ST049/10025767402	TVO GREER T049	MCDONOUGH							
DISTRIBUTED BY: Luxottica Optical 100 GRNW IND PK		MCDONOUGH GA							
Power Rx									
Sphere	Cyl	Axis	PD	Prism 1	Prism 2	ADD	90	180	
R: +1.25	-0.25	95				+1.00	+1.25		
L: +1.00						+1.00	+1.00		
Seg Location	Material/Color	Lens Style			Vendor				
L:	1.586 GLC POLY	OAKLEY ATT SV			SI ..				
PH	PV	PD	Specified Base						
R: 31.0	23.0H	FR 62.5	R:	+ 8.50	DEPT. INSPECT BY: _____				
L: 31.5	23.0H	NR 62.5	L:	+ 8.50					
INSP. TOLERANCE									
Sphere	Tol	Cyl	Tol	Axis	Tol	Prism 1	Prism 2	PD	Tol
R: +1.26	0.13	-0.28	0.13	95	7	0.75I 0.25D		3.2	2.6
L: +1.02	0.13					0.75I 0.25D		3.3	3.3
Other Services									
MC5 AR UV									
07-029 RX SOFT VAULT LARGE									
Tint _____		COSMETIC INSPECT _____							

RX ordered

Power you  
should read in a  
lensometer after  
optimization.

- These optimized Rx's can not be used for neutralization or any other pair of eyeglasses.
- Document the Optimized Rx in the notes section of the Ciao! Profile.
- Prove the patient a copy of their optimized Rx.
- Retain the lab ticket with your closing paperwork incase you need it for troubleshooting purposes.

**OAKLEY Authentic Lenses are  
Optimized lenses!**

# LEARN, LISTEN, LEAD

## Oakley Authentic Huddle



### Learn, Listen, and Lead with Oakley Sun Authentics!

<b>Celebrate</b>  Start on a positive note...	<ul style="list-style-type: none"><li>Examples: A team member that has had success selling OK Authentics, team members that have completed Leonard Oakley Experts modules, etc.</li></ul>
<b>Purpose of the Huddle</b>  Today we are here to talk about...	<ul style="list-style-type: none"><li>Review features of the Oakley Authentics program</li><li>How are we <b>Learning &amp; Listening</b> about our patients so that we can <b>Lead</b> with a personalized Oakley recommendation based on what we learned?</li></ul>
<b>Participation Moment</b>  Let's practice this...	<ul style="list-style-type: none"><li>Use attached Overview pages to dig into what teams know and don't know about Oakley Authentics</li><li>Beliefs: (Link to consultative selling- Learn, Listen, Lead)<ul style="list-style-type: none"><li><b>Cost:</b> it's too expensive- they've got something for each budget</li><li><b>Accuracy:</b> my patient's Rx won't look good or come out correctly- wrap frames are optimized</li></ul></li><li>Role Play how teams might present the product to the patient based upon what they learned about the patient...</li><li>Have the team share the most recent interaction with a patient and help in overcoming objections around Oakley Sun Authentics?</li></ul>
<b>Problem Solve</b>  Two minds are better than one...	<ul style="list-style-type: none"><li>Ask the team, "What obstacles might we face?", "How can we overcome that?", "Why &amp; How can we provide a better patient experience?", "What will this result in?"</li></ul>
<b>Review Action Times &amp; End the Huddle</b>  End with commitments..	<ul style="list-style-type: none"><li>Recap what you are asking the team to do and when this should be done by</li><li>Gain team member commitments &amp; buy in</li><li>Let the team know that you will be following up &amp; what milestones will be along the way</li><li>End on a positive note</li></ul>

The Oakley Expert course is added to your To-Do list in Leonardo! Click [HERE](#) to be redirected.