



RAY-BAN®
AUTHENTIC

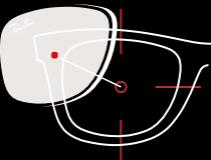
RAY-BAN AUTHENTIC



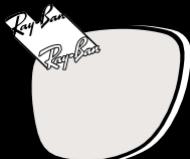
THE FULL RAY-BAN EXPERIENCE YOU WANT



ORIGINAL
AND ICONIC
FRAMES

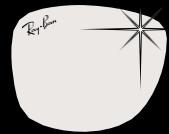


PERFECT FIT
OF
FRAMES AND
LENSSES

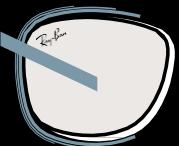


AUTHENTIC RAY-BAN
SIGNATURE

MEETS THE GREAT SIGHT YOU NEED



RAY-BAN AR
OPTIMIZED

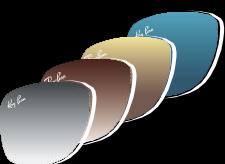


RAY-BAN
BLUE LIGHT FILTER

AVAILABLE WITH ORIGINAL RAY-BAN COLORS IN YOUR PRESCRIPTION



Transitions[®]
THE IDEAL PAIR FOR
YOUR EVERYDAY LIFE



THE LARGEST COLLECTION OF ORIGINAL SUN COLORS
CUSTOMIZED FOR YOUR PRESCRIPTION⁽¹⁾

RAY-BAN AUTHENTIC



CLEAR LENSES

SINGLE VISION

RAY-BAN® SV TUNED ★★

- Clear and comfortable vision correction solution

PROGRESSIVE

RAY-BAN® PAL TUNED ★★

- A well-balanced progressive lens enhanced with an optimized intermediate vision

SUN LENSES

SINGLE VISION

RAY-BAN® SV AMPLIFIED ★★★★

- High vision resolution under the sun

PROGRESSIVE

RAY-BAN® PAL AMPLIFIED ★★★★

- Clear and comfortable vision under the sun, at all distances

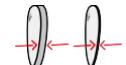
OFFER TECHNOLOGIES



TRANSITIONS LENSES

Transitions®
Don't compromise between protection and style with Transitions Signature GEN 8

THINNING TECHNOLOGY



Thinner and lighter lenses with the reduction of the lens thickness at the center, mainly for hyperopes

EDGING & MOUNTING



Specific edging and mounting processes to refine aesthetics

RAY-BAN SIGNATURE



Authentic Ray-Ban signature



FRAME OPTIMIZED

Frame optimized
Lens design adjusted to Ray-Ban frame design characteristics⁽¹⁾

RAY-BAN BLUE LIGHT EASE



Embedded UV and blue light filter⁽²⁾

RAY-BAN AR OPTIMIZED

High level of lens transparency, hydrophobic, oleophobic, anti-static and greater scratch resistance⁽³⁾

OFFER TECHNOLOGIES



LEGENDARY STYLE



LARGEST SUN RX COLLECTION



The largest sun RX collection close to plano with Ray-Ban⁽¹⁾

LENS CURVE ALIGNMENT



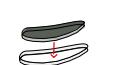
Seamless match between frame base and lens front surface

THINNING TECHNOLOGY



To balance thickness and improve aesthetics for a true plano look.

EDGING & MOUNTING



Specific edging and mounting processes to refine aesthetics

RAY-BAN SIGNATURE



Authentic Ray-Ban signature

(1) Pantoscopic angle and frame wrap, excludes SV Tuned and SV Amplified

(2) Blue light: min 20% filtration, between 415-455 nm.

(3) 'Greater Scratch Resistance' compares Ray-Ban AR Optimized vs Ray-Ban AR Classic using ASTM Bayer Test Method

(1) Largest collection among complete pair offers WW – Internal Essilor studies. In number of colors and SKU's available with vision correction – Dec. 2019. (Planned release Q2, 2020)

REFERENCE GUIDE- CLEAR AND TRANSITIONS



GUARANTEED WITH EVERY RAY-BAN CLEAR COMPLETE PAIR:

RAY-BAN AR Optimized-
Include enhanced UV Protection and anti-static properties to repel dust and dirt

Progressive lenses are equipped with the Digital Surface Technology (DST) for tailor made vision and are all digitally optimized

Great Sight with Frame Optimization- Lens progressive design adjusted to Ray-Ban frame design characteristics⁽¹⁾

	RAY-BAN WITH Transitions 	RAY-BAN BLUE FILTER 	RAY-BAN CLEAR 
PRODUCT DETAILS	<ul style="list-style-type: none">✓ Blocks 100% of UV rays✓ Filters 20% of blue light indoors and 85% outdoors✓ Available in G15 and grey lens color, Transitions™ Signature® GEN8™ technology	<ul style="list-style-type: none">✓ Filters 20% of blue light from the sun and digital devices	<ul style="list-style-type: none">✓ Laser engraved logo on the right lens and RB engraved on the left lens
MATERIAL	<ul style="list-style-type: none">✓ Polycarbonate✓ Hi-Index 1.67	<ul style="list-style-type: none">✓ Polycarbonate✓ Hi-Index 1.67	<ul style="list-style-type: none">✓ Polycarbonate✓ Hi-Index 1.67
ANTI-REFLECTIVE	<ul style="list-style-type: none">✓ AR Optimized	<ul style="list-style-type: none">✓ AR Optimized	<ul style="list-style-type: none">✓ AR Optimized
FOCAL TYPE	<ul style="list-style-type: none">✓ SV RB Tuned III✓ PG RB Tuned III	<ul style="list-style-type: none">✓ SV RB Tuned III✓ PG RB Tuned III	<ul style="list-style-type: none">✓ SV RB Tuned III✓ PG RB Tuned III

(1) Pantoscopic angle and frame wrap, excludes SV Amplified

(2) Requires OD's approval

(3) Base II is an Eye-Med Tier 2 and MVP is an Eye-Med Tier 1

(4) Tuned III is an Eye-Med Tier 3 and AVP is an Eye-Med Tier 4

REFERENCE GUIDE- SUN



GUARANTEED WITH EVERY RAY-BAN SUN COMPLETE PAIR:

RAY-BAN Backside AR Classic Sun- Include enhanced UV Protection and anti-static properties to repel dust and dirt

All Single Vision and Progressive lens are equipped with the Digital Surface Technology (DST) for tailor made vision and are all digitally optimized

Great Sight with Frame Optimization- Lens design adjusted to Ray-Ban frame design characteristics⁽¹⁾

	CHROMANCE	FLAT LOOK	RAY-BAN POLAR
PRODUCT DETAILS	<ul style="list-style-type: none">✓ The highest quality Ray-Ban lens available – polarized with unique contrast enhancing technology that makes colors pop!✓ Only compatible with Chromance frames	<ul style="list-style-type: none">✓ An exclusive new lens technology that utilizes a 2-base lens colors to mimic the looks of flat frames. It's growing trend for sunglasses across the world.✓ Only compatible with Flat Look frames.	<ul style="list-style-type: none">✓ The tried and true Authentic Ray-Ban sun lens that includes polarization.
MATERIAL	<ul style="list-style-type: none">✓ Polycarbonate	<ul style="list-style-type: none">✓ Polycarbonate	<ul style="list-style-type: none">✓ Polycarbonate✓ Hi-Index 1.67
BACKSIDE ANTI-REFLECTIVE	<ul style="list-style-type: none">✓ AR Classic Sun	<ul style="list-style-type: none">✓ AR Classic Sun	<ul style="list-style-type: none">✓ AR Classic Sun
FOCAL TYPE	<ul style="list-style-type: none">✓ DST Optimized Single Vision✓ DST Optimized Progressive	<ul style="list-style-type: none">✓ SV RB Amplified	<ul style="list-style-type: none">✓ SV RB Amplified✓ PG RB Amplified
LENS COLOR OPTIONS ⁽²⁾	<ul style="list-style-type: none">✓ Mirror Lenses: Silver Gradient, Gold Gradient & Blue	<ul style="list-style-type: none">✓ Solid Lenses: (Polar) G15 & B15✓ Mirror Lenses: (Polar) Blue, Silver, Orange	<ul style="list-style-type: none">✓ Solid Lenses: G15 & B15✓ Gradient Lenses: Blue Grey, Brown✓ Mirror Lenses: Blue, Silver, Orange

(1) Pantoscopic angle and frame wrap, excludes SV Tuned and SV Amplified

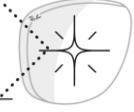
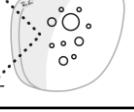
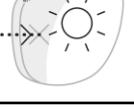
(2) Mirror Lenses automatically come with AR Optimized

REFERENCE GUIDE- ANTI-REFLECTIVE COATING



COMPARISON TABLE FOR RAY-BAN AND TARGET OPTICAL ANTI-REFLECTIVE:

Anti-reflective coating reduces reflections, reduces eye strain and makes your eyeglasses look more attractive.
RAY-BAN AR Optimized - Includes enhanced UV Protection and anti-static properties to repel dust and dirt.

		RAY-BAN AR OPTIMIZED	TEAMVISION PREMIUM ANTI-REFLECTIVE
	Lens Glare Reduction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Water- repellent	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Smudge (Oil) Repellant	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Anti-Static	<input checked="" type="checkbox"/>	
	Enhanced UV Protection	<input checked="" type="checkbox"/>	
	Greater Scratch Resistance ⁽¹⁾	<input checked="" type="checkbox"/>	N/A