

We have an opportunity to **Learn** about our patients and **Lead** with a second pair **Sun Recommendation!**

We have increased the number of Rx frames and the number of Rx colors available and can now offer more than 1400 possible combinations!* This includes solid, gradient, mirror, polar, and chromance.

Patients can select their preferred lens material depending on their needs, but also based on the features and technologies of each product.



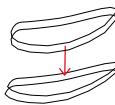
Let's learn more about the various lens materials, features, and treatments that Ray-Ban offers!

- Did you know the top three Ray-Ban selling lens colors are B15, G15, and the Blue Mirror? But Ray-Ban is more than lens colors.
- All Single Vision and Progressive lens are equipped with the **Digital Surface Technology (DST)** for tailor made vision and are all digitally optimized.

Ray-Ban Rx Authentic Lens Offer The Following Features:

• UV Light Filter	• Photochromic Lenses	• Hydro/Oleophobic Treatment
• Polarized Lenses	• Blue-Violet Light Filter (Ray-Ban Blue Filter Ease)	• Anti-Reflective Treatment (Ray-Ban Optimized AR)
• Contrast Enhancement (CE)		

LEGENDARY STYLE FEATURES

	<p>Authentic Ray-Ban Signature Engraved logo on the right lens and RB initials on the left lens</p>
	<p>Thinning Technology For every complete pair, we offer thinner and lighter lens alternatives <ul style="list-style-type: none"> We can achieve this by reducing the lens thickness at the center, a process that is mainly used for hyperopes </p>
	<p>Specific Edging And Mounting Ray-Ban Authentic complete pairs are created with a specific edging and mounting process to refine their style <ul style="list-style-type: none"> Attempt to maintain the look of plano sunglasses as much as possible. </p>

GREAT SIGHT FEATURES

	<p>Frame Optimization The lens designs are adjusted to fit Ray-Ban frame specifications and to provide the intended level of visual acuity for the wearer <ul style="list-style-type: none"> Frame Optimized available on all designs except in clear with SV Tuned, SV Amplified and PAL Base. </p>
	<p>Ray-Ban Blue Light Ease Embedded UV and Blue-Violet light filter</p>
	<p>Ray-Ban AR Optimized & AR Classic High level of lens transparency, hydrophobic, oleophobic, anti-static and greater scratch resistance <ul style="list-style-type: none"> AR Classic is used for backside AR with sun lenses AR Optimized plus coming in Q4 2024- offers even more scratch resistance </p>

RAY-BAN

Single Vision

After **Listening & Learning** about your patient, **Lead** with a personalized lens recommendation!

 Single Vision Sun Lens	
Lens Design: Ray-Ban Amplified	These advanced lenses support accommodation efforts while reducing eyestrain and come with a boost at the bottom of the lens (think Eyezen Start..) <ul style="list-style-type: none"> • High Resolution Lenses • Digitally surfaced
Preferred Lens	
Lens Material: Polycarbonate Or High Index 1.67	Patients can choose from: <ul style="list-style-type: none"> • Polycarbonate (1.59) - impact & shatter resistant, light weight • High Index (1.67) - Ideal for any Rx over +/- 3 Processing ranges found on the lens pricing card in Toolkit
Lens Style: Chromance, Polarized, or Non-Polarized	Patients can choose from: (Lens colors listed below) <ul style="list-style-type: none"> • Chromance • Non polarized: Flat or Non-Polarized Solid (ideal for patients that want non-polarized dark poly lenses) • Polarized: Flat, Gradient, Solid lenses

Additional Lens Options:

Clear on Sun- Clear lenses in a sun frame- an option in Ciao! Optical providing your patient with more frame and lens combinations.

Flat Lens- design means an exclusive flat lens design that delivers exceptional optical performance in a stylish design.

- New lens technology 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

Chromance- The most advanced Ray-Ban sun lens ever designed. Contains 4 features in 1: **Light Transmittance, UV Light Filter, Polarizing Filter, and Contrast Enhancement**, allowing patients to see brighter and clearer colors.

Contrast Enhancement Technology allows the eyes to experience colors of the world in a more vividly.




- This technology works on the visible part of the light spectrum (from 380 nm up to 780 nm by enhancing primary colors such as red, green and blue and therefore limiting the presence of secondary colors to our eyes)
- This technology helps to have a striking experience of primary colors ensuring to our vision a higher color contrast.

Polycarbonate Lens Colors

Chromance <ul style="list-style-type: none"> • Green Base with Blue or Gold Mirror • Grey Base with Silver Mirror 	Non-Polarized: Flat & Solid <ul style="list-style-type: none"> • B15, G15, Blue, Mirror: Copper 	Polarized: Flat & Solid <ul style="list-style-type: none"> • B15, G15, Mirror: Blue, Orange, Silver 	Polarized Gradient <ul style="list-style-type: none"> • Blue, Grey, Brown 
<ul style="list-style-type: none"> • High Index 1.67 only offers solid G15 or B15 Polarized • Ray-Ban Meta offers a different lens assortment 			

RAY-BAN

Progressive

After **Listening & Learning** about your patient, **Lead** with a personalized lens recommendation!

 Progressive Sun Lens	
Lens Design: Ray-Ban Amplified Preferred	The Ray-Ban PAL Amplified are progressive lenses that give wearers excellent vision accuracy at any distance and have been designed to respect the natural postures and positions of the head and eyes. <ul style="list-style-type: none">These are perfect for customers who spend lots of time in all ranges of vision- Multi-taskersEspecially those seeking maximum comfort and optimal vision in the most natural posture.
Lens Material: Polycarbonate Or High Index 1.67	Patients can choose from: <ul style="list-style-type: none">Polycarbonate (1.59)- impact & shatter resistant, light weightHigh Index (1.67)- Ideal for any Rx over +/- 3 Processing ranges found on the lens pricing card in Toolkit
Lens Style: Chromance, Polarized, or Non-Polarized	Patients can choose from: (Lens colors listed below) <ul style="list-style-type: none">ChromanceNon polarized (ideal for patients that want non-polarized dark poly lenses)Polarized (Flat, Gradient, Solid lenses)

Why should you recommend polarized lenses to your patient?

- Polarized lenses filter up to 99% of the horizontally oriented sunlight. This form of sunlight is responsible for the reflections coming from flat surfaces, which means that sunglasses with polarizing filters reduce glare and bring comfort to the eyes.

What if my patient doesn't want polarized lenses?

- No problem, Ray-Ban offers non-polarized polycarbonate lenses in B15, G15, Blue, and Copper Mirror. This is ideal for pilots, race car drivers, and more!

Polycarbonate Lens Colors

Chromance <ul style="list-style-type: none">Green Base with Blue or Gold MirrorGrey Base with Silver Mirror 	Non-Polarized: Solid <ul style="list-style-type: none">B15, G15, Blue, Mirror: Copper 	Polarized: Solid <ul style="list-style-type: none">B15, G15, Mirror: Blue, Orange, Silver 	Polarized Gradient <ul style="list-style-type: none">Blue, Grey, Brown 
<ul style="list-style-type: none">High Index 1.67 only offers solid G15 or B15 PolarizedRay-Ban Meta offers a different lens assortment & color optionsAs the TeamVision lens assortment changes, lens colors maybe added or removed			



SMART SHOPPER (coming soon!) will allow your patients to customize their favorite non-prescription sunglasses by selecting various colors for temples, lenses, and frame fronts. You can even engrave the temples & case!!

RAY-BAN

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.

									
ST049/10025767402	03/ 29	9453367							
Original Order Date: 03/15/24									
LMS Received Date: 03/18/24									
StoreRx	Name	Lab							
ST049/10025767402	TVO GREER T049	MCDONOUGH							
DISTRIBUTED BY: Luxottica Optical 100 GRNWID IND PK MCDONOUGH GA									
Power Rx									
Sphere	Cyl	Axis	Prism 1	Prism 2	ADD	PD	TO		
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	Ref	Cyl	Tol	Axis	Tol	Prism 1	Prism 2	PD	Tol
R: +1.26	0.13	-0.28	0.13	95	7	0.751	0.25D	3.2	2.6
L: +1.02	0.13					0.751	0.25D	3.3	3.3
Other Services									
MC5 AR UV									
OAKLEY ENGRAVING									
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.
- Provide the patient a copy of their optimized Rx at pick-up.
- Retain the lab ticket with your closing paperwork incase you need it for troubleshooting purposes.

**Ray-Ban Authentic Lenses are
Optimized lenses!**

LEARN, LISTEN, LEAD

Ray-Ban Authentic Huddle



Learn, Listen, and Lead with Ray-Ban Sun Authentics!

Celebrate

Start on a positive note...

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

Purpose of the Huddle

Today we are here to talk about...

- To assess what we know about Ray-Ban Sun Authentics
- How are we *Learning* & *Listening* about our patients so that we can *Lead* with a personalized Ray-Ban recommendation based on what we learned

Participation Moment

Let's practice this...

- Use attached Overview pages to dig into Ray-Ban Authentics
- Beliefs: (Link to Consultative Selling- Learn, Listen, Lead)
 - Cost: it's too expensive- they've got something for each budget
 - Accuracy: my patient's Rx won't look good or come out correctly- wrap frames are optimized but Ray-Ban takes some specific action during manufacturing to ensure the patient gets a great pair of eyeglasses...
- Have the team share the most recent interaction with a patient and help in overcoming objections around Ray-Ban Sun Authentics
- Role Play how teams might present the product to the patient based upon what they learned about the patient...

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

Ray-Ban Expert course are added to your To-Do list in Leonardo! Click [HERE](#) to be redirected.