

CONSULTATIVE SELLING

Tools, Resources & Product
Knowledge

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CONSULTATIVE SELLING OVERVIEW



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Consultative selling (needs-based selling) focuses on understanding and addressing the specific needs of the patient. It involves identifying the patient's goals, challenges, and pain points, and then positioning your product as the solution that best meets those needs.



Patient
Centric



Trusted
Advisor



Understand
Patient Needs



Tailored
Recommendations

LEARN

Learning about your patient starts inside lane and must be transferred to the optical floor. Facilitating a conversion around lifestyle, pain points, and needs is the first step in meeting your patients needs. Learning about your patient starts with asking the right questions!

GOOD	EVEN BETTER
Tell me about your typical day?	Take me through what a normal day activities are for you?
What do you do for work?	What activities do you do during your workday?
What do you do outside of work?	What did you do last weekend/plans for next weekend?
How are your current glasses working for you?	What do you love about your current glasses? What would you change?
Do you wear sunglasses?	Tell me how you protect your eyes from the when outside?
Do you use a computer?	How often do you use digital devices or find yourself in front of a screen (iPad/Phone/TV)?

LISTEN

Active listening is a superpower in sales. When you listen with empathy, you uncover insights that guide your sales approach.

- **Actively listen and respond** to what your patient is saying to be able to offer personalized recommendations.
- Understanding customer needs can lead to a better **patient experience** and engagement.
- As patient share their needs and concerns, take note **what products would provide the best vision**.
- Patients are more likely to consider preferred products once they understand the **additional benefits** they offer to their **lifestyle**.

CONSULTATIVE SELLING OVERVIEW



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LEAD

Leading with a single recommendation aligned to what the patient shared and our preferred products. Create value and simplify the decision process for your patient. If budget is a concern, transition to the next option that still meets needs and provides the benefits they need their lifestyle.

- Clearly communicate – presentation is key!
- Shift from cost to the **overall value and benefits**.
- Prevent decision fatigue by making it easy to understand and make an informed decision.
- Identify **key features** that prevent patients from downgrading to less preferred options.
- Keep focused on their needs and your **expert recommendation**!

Remember to remove optical jargon and speak human! This will help the patient to best understand their tailored recommendations.

JARGON	PATIENTS HEAR	HUMAN SPEAK
AR	Accounts Receivable	No-Glare
Polycarbonate	Poly want a cracker?	Impact resistant
1.67	Is that my GPA?	Thinner and lightweight
Progressive	Insurance company	No-Line
Swim	Backstroke, breaststroke	A feeling of being unsteady, like looking through a fishbowl or standing on a boat
PD	Police Department	Measuring the distance between your pupils, to ensure your glasses are properly fitted

WHAT PREVENTS US WITH LEADING WITH OUR BEST?

- What assumptions do we make about the patient? About their budget?
- Maximize insurance benefits – **celebrate the savings!**
- Do they understand the features and benefits and impact to their life?
- Improvement to vision or lifestyle is a consideration that **owe** explaining.

EVERY Patient deserves to be an informed decision maker in their purchase!

We OWE it to our patient to recommend the best products as their trusted advisor. These products are Doctor recommended and Patient preferred!

CONSULTATIVE SELLING

Huddles & Scenarios

LEADING A HUDDLE



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Huddles can be used in many different ways in your office. They can be used to set expectations, motivate team members, reinforce new ideas or products, or all of the above.

Huddles can be done before or after patient hours, at the beginning of a shift, or during the day when you have time. This document will outline best practices for an effective huddle.

Take the time to prepare:



- **Set A Clear Purpose:** Have an agenda-make sure everyone knows why you're having the huddle. Whether it's to update on project progress, discuss challenges, or celebrate achievements, clarity of purpose is key.
- **Keep It Brief:** Huddles should be short and to the point. Aim for 10-15 minutes maximum to ensure everyone stays focused and engaged. While you will likely have a training moment- a huddle is not design to be a "training session."
- **Support Documents:** What tools do you need to have available? (iPad, results, demonstration tools, etc.) Do teams need to complete Leonardo modules or virtual trainings first? How will you make it fun and engaging?
- **Look At The Schedule:** Who do you want to have this huddle with and when are they scheduled? Do you have enough coverage to pull someone off the floor for 5-15 minutes? Do you need to leverage different skill sets (new hire with experienced team member, specific leaders that are experts in the topic area, etc.) Should you involve the OD?
- **Facilitation:** If you're not comfortable leading the huddle, call a peer, your field leader, or pick someone in the building that you're comfortable with and practice the huddle.

Hosting the Huddle:

- **Start with Wins:** Begin on a positive note by sharing recent successes or achievements. This sets a motivating tone for the rest of the huddle. This could be practice results, team members, specific behaviors or trends.
- **Agenda:** Have a structured agenda to guide the discussion and ensure you cover all necessary topics. This prevents the huddle from going off-track.
- **Focus on Priorities:** Use the huddle to align everyone on top priorities for the day or week. This helps ensure everyone is working towards common goals. Model the desired behaviors- show the team what you're looking for.
- **Encourage Participation:** Create an environment where team members feel comfortable sharing updates, ideas, and concerns. Encourage everyone to contribute and listen actively. You might ask the team questions like:
 - "Sally- What does that sounds like to you?"
 - "Jorge- Can you show us how you might demonstrate this with a patient?"
 - "Ahmed- Why is this important to the patient/office/eye health?"



LEADING A HUDDLE



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Even if the answer is not correct, thank them for the attempt and encourage more participation- then you demonstrate what you're looking for.

- **Problem Solve:** If there are any challenges or roadblocks, use the huddle as an opportunity to collectively problem solve.
- **Action Items:** Clearly define action items and responsibilities arising from the huddle. Make sure everyone knows what they need to do and the time frame for when it should be complete.
- **End the Huddle:** Recap the key actions, goals, and results. Let the team know you will be following up, observing, and celebrating progress along the way! Don't forget to thank the team for participating and end on a positive note!

After the Huddle:



- **Follow up:** Observe the team demonstrating the behaviors and actions that were aligned on during the huddle. Celebrate successes, attempts, and wins along the way. Course correct when needed.
- **Plan The Next Huddle:** What other areas do you need to follow up on? How can you reinforce behaviors and celebrate results?
- **Feedback Loop:** Ask for feedback on how it went and how it can be improved for next time. Continuously iterate and refine your huddle process based on team input.

Remember, the goal of a huddle is to foster collaboration, alignment, and motivation within your team. By following these tips, you can ensure your huddles are productive and valuable for everyone involved.

Are you ready to lead a great huddle...

CONSULTATIVE SELLING HUDDLE



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Consultative Selling Huddle Outline: Personalize it to make it your own!

Celebrate: Start on a positive note...

- Examples: A team member that has had success selling preferred lenses, a team member that has changed behaviors, someone you hear using consultative selling verbiage.

Purpose of the Huddle: Today we are here to talk about...

- Examples: **Learn:** what does asking open ended questions look like? What are examples of follow up questions when we are unsure? **Listen:** Let's review active listening skills. What should our body language look like? **Lead:** What does personalizing the single recommendation sound like? Let's talk about overcoming objections.

Participation Moment: Let's practice this...

- Demonstrate the behaviors first > then ask for team members to practice. Say phrases like, "Gilbert, let's see how you might present it," "What does that sound like to you??" "Why are we focused on these behaviors/result?" After a team member participates, "What went well in that...how could we be even better?" Make sure to celebrate participation!

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 Items & 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.



Consultative Selling Practice Scenarios: Personalize it to make it your own!

Example 1

The OD does Hand-Off and provides some details, but you are still unsure of the patients needs & there were no specific lens recommendations

"Lisa (team member), Andrea (patient) is all finished. I've changed her prescription a bit so she should be able to read a bit better and she's been satisfied with her current eyeglasses but would like to get a new pair. Can you schedule a two week follow up for her contact lenses. We are trying daily lenses this time. Andrea, do you have any questions?"

Q: What questions might you ask Andrea to learn more about her hobbies and vision needs?

Q: How can you engage the OD in this dialogue along with Andrea?

Example 2

The OD does Hand-Off and provides clear details on one pair

"Yavonda (team member), Katie (patient) is all finished. I think we should try a Varilux lens this time, she had a hard time adapting to progressive last time and wasn't able to see her computer very well. Katie has worn transition lenses for years and likes the brown color. Her prescription is very stable and didn't change but she'd like some new glasses."

Q: What questions might we ask the OD and/or the patient to discuss second pair needs?

Q: What lens(es) might you recommend based upon the hand-off?

Example 3

The OD does not Hand-Off and the patient is browsing at the frame boards...

Q: How might you begin the process? What questions open-ended questions will you ask to Learn about your patient needs?

Q: How will you mention multiple pairs of eyeglasses and make a second pair recommendation based on what you learned?

Example 4

Someone comes in with an outside Rx and is browsing at the frame boards...

Q: How might you begin the process? What questions open-ended questions will you ask to Learn about your patient needs?

Q: How will you leverage the current Rx?

Q: How will you mention multiple pairs of eyeglasses and make a second pair recommendation based on what you learned?

Example 5

Be creative or ask the team what scenario they would like to practice!

PATIENT JOURNEY

Tools & Huddles

PATIENT JOURNEY OVERVIEW



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Begins from the start of the exam and layered throughout the Patient Journey!

INSIDE LANE



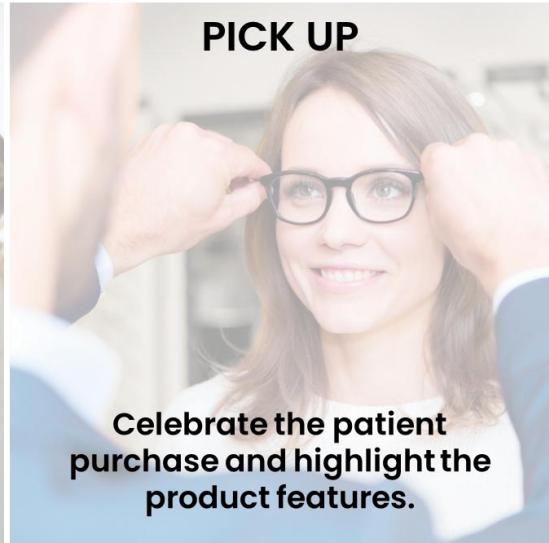
Patients trust the Doctor to make recommendations and value their expertise.

OPTICAL FLOOR



Transition with the patient with recommendations. Connect their needs and lifestyle to product.

PICK UP



Celebrate the patient purchase and highlight the product features.

TRANSFER OF TRUST & AUTHORITY

An optimal handoff to optical includes the doctor, patient, and optician/optical team member. An optimal handoff is **not** a transfer to a salesperson; instead, it is a professional transfer to a peer/colleague who has both the knowledge and disposition required to help the patient achieve their greatest visual outcome.

Doctor & Patient

- Recap findings and results of visit with patient.
- Connect medical recommendation with real life experiences:
 - Multi-focal to improve ability to read up-close, backup glasses for CL wearers, etc.
- Clearly communicate recommended lenses, materials, coatings, or additional procedures.
 - When applicable, call out benefits of specific lenses for a patient's life situation.
- Seek buy-in from patient regarding the plan moving forward.

Doctor & Optician

- Introduce optician/optical team member and patient by name.
- Repeat the recommended number of eyewear, lens technology and material, and add-ons to the optician with the patient present.
- Speak to optician/optical team member experience/expertise to instill confidence in the patient.
- Finally, recap any life circumstances or interests that will impact the patients' purchasing decision.

EVERY member of the team plays a key role in gathering information to help patients with their eyewear purchase!

INSIDE LANE

Observe with Doctor & Patient (or review with Doctor):

- Patient recap – findings and results
- Connect medical recommendation with lifestyle
- Recommend product (lenses, coatings, multiple pairs)
- Seek buy-in with patient regarding plan

Observer:

Observed:

OPTICAL FLOOR

Observe with Doctor, Patient & Optician/Optical Team Member:

- Introduce Optician/Optical Team Member by name
- Repeat the patient product recommendations (lenses, coatings, multiple pairs)
- Speak to Optician/Optical Team Member experience to instill confidence
- Recap and connect product to lifestyle

Observer:

Observed:

PICK UP

Observe with Optician/Optical Team Member & Patient:

- Celebrate the patient eyewear and highlight the lens options they chose
- If the patient is not picking up sunglasses, offer to select some frame for them today
- Celebrate or offer EPP
- Review how to care for their eyewear

Observer:

Observed:

An optimal handoff to optical includes the doctor, patient, and optician/optical team member. An optimal handoff is **not** a transfer to a salesperson; instead, it is a professional transfer to a peer/colleague who has both the knowledge and disposition required to help the patient achieve their greatest visual outcome.

PATIENT JOURNEY

Self Evaluation



Use the questions below to self evaluate how you discuss sun protection with your patients. Take notes & review with a Peer, your Practice Manager, Field Leader, or OD.

Think about the last few patients you've helped- what the interaction look like? How did it sound? What did you recommend? Did the patient take your recommendation?

LEARN

Learning about your patient starts inside lane and must be transferred to the optical floor. Facilitating a conversion around lifestyle, pain points, and needs is the first step in meeting your patients needs.

Q: Did your Hand-Off involve discussion on hobbies, personalized facts about the patient, and product recommendations? Did you discuss outdoor activities? If not- Did you ask your OD follow up questions relating to sun protection & outdoor activities? Do you feel like you learned enough to have a comprehensive understanding of your patients needs?

LISTEN

Active listening is a superpower in sales. When you listen with empathy, you uncover insights that guide your sales approach.

Q: What was your body language like? Were you nodding along, smiling, being attentive? Did you ask follow up questions to gain clarity? Can you tell me three things you learned about your patient? If you had to excuse yourself, and someone else was taking over, would you be able to communicate everything the OD told you along with new things you learned about your patient through your interaction with them?

LEAD

Leading with a single recommendation aligned to what the patient shared and our preferred products. Create value and simplify the decision process for your patient. If budget is a concern, transition to the next option that still meets needs and provides the benefits they need their lifestyle.

Q: What recommendation(s) did you lead with? How did you incorporate sun protection? Was your recommendation personalized to what you learned about your patient? Did the patient take your recommendation? If there was an objection, how did you respond?

MISSED OR NO TRANSITION

During your Consultative Selling Trainings, you learned that an optimal patient transition to optical includes the doctor, patient, and optician/optical team member. An optimal patient handoff is **not** a transfer to a salesperson; instead, it is a professional transfer to a peer/colleague who has both the knowledge and disposition required to help the patient achieve their greatest visual outcome.

But let's review what to do if the transition doesn't happen, you get limited information, or it's an Outside Rx? How can you begin to talk to everyone about sun protection?

Learn- understand patient needs:



Tip: Use the Lifestyle Questionnaire in Ciao! Optical

Start by introducing yourself & having an *Ice-Breaker moment*. This is a moment where you talk about something other than the Rx. Be creative and put your personality into it, but some examples could be:

- "How was your exam today?"
- "Do you have any questions about anything so far?"
- "I love your purple hat, is purple your favorite color?"

Review the written Rx with the patient & begin asking lifestyle questions to get to know your patient.

- "I see Dr. Lisa has written a progressive prescription along with a reading only prescription. Tell me about a typical day & how you use both pairs of eyeglasses?"

Listen- show active listening skills to build long term relationships:



Active Listening means listening to your patients with complete attention and intent to understand what they say, what their pain points are, and how you can solve them. This includes body language- nodding, facing them directly, smiling, etc.

As a follow up questions to gain clarity, dig deeper into their eyeglass needs, and acknowledge what they are saying:

- "I understand. You mentioned you drive a lot for work, do you drive into the sun in the mornings?"
- "Got it. Do your current sunglasses have the same Rx as the one you're filling today?"

If the OD hands off, but doesn't recommend products, get *comfortable asking the OD questions in front of the patient*- remember your patient should be educated on the best products!

- "Dr. Lisa, I see you've prescribed Minni Mouse a progressive prescription. Do you have a recommendation of what lens option would be best based upon what you learned during the exam?"
- "Dr. Lisa, should I review Eyezen 2+ with Minni Mouse for her sunglasses, I think she might be a good candidate, what do you think?"

MISSED OR NO TRANSITION

Lead-provide a tailored recommendation:



Take all of the things you've learned about the patient and make a specific recommendation linking your patients' hobbies to their lifestyle so they can image themselves wearing the eyeglasses:

- "Based on what we've discussed & the doctor's recommendations, I think the best options for you would be our Digital Polarized lens with Crizal Anti-Reflective coating. You've mentioned that you drive for 4 hours during the day and the sun bothers you. The Polarization will provide clearer vision and improved color contrast, so you'll enjoy your driving. The Anti-reflective coating will reduce even more reflections and is 70% more scratch resistant than previous generations. Now, you'll still have to clean your eyeglasses correctly, but you'll be happy with this lens."

With outside Rx's you can use all of the same tips! Add in questions like:

- "Did the doctor talk to you about any specific lenses or features?"

After asking lifestyle questions, use the recommendations documented on the Rx & *physically point (and show) the recommendation* to the patient:

- "You mentioned that driving has been more challenging, and I see here you have an astigmatism (point to Rx), I'm recommending a second pair of sunglasses along with your everyday eyeglasses since you drive for an hour to get to work each day"

Talk to *EVERYONE*about the importance of sun protection! Sunglasses are important for several reasons, and their significance extends beyond just being a fashion accessory:



- **Eye Protection:** Sunglasses provide crucial protection against harmful UV (ultraviolet) rays from the sun. Prolonged exposure to UV radiation can lead to various eye problems, including cataracts, macular degeneration, and even temporary sunburn of the eye's surface, known as photokeratitis.
- **Skin Protection:** Sunglasses with large lenses and wraparound styles also shield the delicate skin around the eyes from sun damage, which can reduce the risk of wrinkles and skin cancer.
- **Improved Vision:** Sunglasses with polarized lenses can enhance clarity and contrast, especially in bright sunlight or when dealing with reflective surfaces like water or snow. This can improve overall visual acuity and perception of depth.

- **Reduced Risk of Eye Injuries:** Sunglasses act as a barrier against debris, dust, and other foreign objects that can accidentally enter the eyes, providing a level of safety during outdoor activities or when in windy conditions.

Wearing sunglasses reduces the discomfort caused by bright sunlight, making outdoor activities more enjoyable and allowing individuals to see more clearly without squinting.

In summary, sunglasses are important for everyone because they protect the eyes from harmful UV rays, reduce glare and eye strain, prevent eye injuries, and contribute to overall eye health and comfort, while also adding a touch of style to one's appearance.

PATIENT QUESTIONNAIRE

Live Consult & Patient Provided

Do you have trouble changing your focus from near to far, or vice versa?

Do you spend time outside or driving?

Do you spend time in front of screens (phone, tablet, Kindle, TV, computer)?

Do you notice sensitivity to bright lights, glare, or fluorescent lighting?

Do you wear sunglasses?

Do you wear contact lenses?

Do you have problems seeing with your current eyewear and/or contact lenses?

What do you love about your current eyewear?

What would you change?

Are you interested in eye surgery (Lasik, other)?

Any other concerns you would like to discuss today regarding your vision, eye health, or eyewear needs?

Never Some Often

Current Prescriptions (Actively Wearing)

Current Len Design & Features

	Never	Some	Often
Do you have trouble changing your focus from near to far, or vice versa?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you spend time outside or driving?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you spend time in front of screens (phone, tablet, Kindle, TV, computer)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you notice sensitivity to bright lights, glare, or fluorescent lighting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you wear sunglasses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you wear contact lenses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have problems seeing with your current eyewear and/or contact lenses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you experienced difficulty hearing when:			
Holding a conversation in noisy environments?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching television or listening to the radio at a moderate volume?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participating in group discussions or meetings due to being unable to hear all parts of the conversation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What do you love about your current eyewear?			
What would you change?			
Are you interested in eye surgery (Lasik, other)?			
Any other concerns you would like to discuss today regarding your vision, eye health, or eyewear needs?			
	Current Prescriptions (Actively Wearing)		
	Current Len Design & Features		

Avez-vous des difficultés à passer d'une focalisation proche à une focalisation lointaine, ou vice-versa ?

Passez-vous du temps à l'extérieur ou en voiture ?

Do you spend time in front of screens (phone, tablet, Kindle, TV, computer)?

Passez-vous du temps devant des écrans (téléphone, tablette, Kindle, télévision, ordinateur) ?

Portez-vous des lunettes de soleil ?

Portez-vous des lunettes de soleil ?

Avez-vous des problèmes de vue avec vos lunettes et/ou vos lentilles de contact actuelles ?

Qu'aimez-vous dans vos lunettes actuelles ?

Que changeriez-vous ?

Êtes-vous intéressé par une opération des yeux (Lasik, autre) ?

Avez-vous d'autres préoccupations dont vous aimeriez discuter aujourd'hui concernant votre vision, votre santé oculaire ou vos besoins en matière de lunettes ?

	Jamais	Certains	Souvent
Avez-vous des difficultés à passer d'une focalisation proche à une focalisation lointaine, ou vice-versa ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Passez-vous du temps à l'extérieur ou en voiture ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you spend time in front of screens (phone, tablet, Kindle, TV, computer)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Passez-vous du temps devant des écrans (téléphone, tablette, Kindle, télévision, ordinateur) ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portez-vous des lunettes de soleil ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portez-vous des lunettes de soleil ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Avez-vous des problèmes de vue avec vos lunettes et/ou vos lentilles de contact actuelles ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Prescriptions actuelles (Porté activement)

Conception et caractéristiques actuelles de Len

PATIENT QUESTIONNAIRE

	Never	Some	Often
Do you have trouble changing your focus from near to far, or vice versa?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you spend time outside or driving?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you spend time in front of screens (phone, tablet, Kindle, TV, computer)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you notice sensitivity to bright lights, glare, or fluorescent lighting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you wear sunglasses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you wear contact lenses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have problems seeing with your current eyewear and/or contact lenses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you wish your glasses were:			
Thinner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighter Weight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More Durable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More Scratch Resistant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you interested in eye surgery (Lasik, other)?			
Any other concerns you would like to discuss today regarding your vision, eye health, or eyewear needs?			

Doctors Notes

PATIENT QUESTIONNAIRE

	Never	Some	Often
Do you have trouble changing your focus from near to far, or vice versa?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you spend time outside or driving?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you spend time in front of screens (phone, tablet, Kindle, TV, computer)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you notice sensitivity to bright lights, glare, or fluorescent lighting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you wear sunglasses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you wear contact lenses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have problems seeing with your current eyewear and/or contact lenses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you wish your glasses were:			
Thinner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighter Weight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More Durable/Scratch Resistant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you interested in eye surgery (Lasik, other)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you experienced difficulty hearing when:			
Holding a conversation in noisy environments?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching television or listening to the radio at a moderate volume?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participating in group discussions or meetings due to being unable to hear all parts of the conversation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any other concerns you would like to discuss today regarding your vision, eye health, or eyewear needs?

PATIENT QUESTIONNAIRE

	Jamais	Certains	Souvent
Avez-vous des difficultés à passer d'une focalisation proche à une focalisation lointaine, ou vice-versa ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Passez-vous du temps à l'extérieur ou en voiture ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you spend time in front of screens (phone, tablet, Kindle, TV, computer)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Passez-vous du temps devant des écrans (téléphone, tablette, Kindle, télévision, ordinateur) ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portez-vous des lunettes de soleil ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portez-vous des lunettes de soleil ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Avez-vous des problèmes de vue avec vos lunettes et/ou vos lentilles de contact actuelles ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Souhaitez-vous que vos lunettes soient :			
Plus mince	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poids plus léger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plus durable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plus résistant aux rayures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Êtes-vous intéressé par une opération des yeux (Lasik, autre) ?

Avez-vous d'autres préoccupations dont vous aimeriez discuter aujourd'hui concernant votre vision, votre santé oculaire ou vos besoins en matière de lunettes ?

Notes des médecins

PREFERRED PRODUCTS

Product Knowledge



Why are Varilux® XR™ Series lenses better?

We live on the go and are hyper connect. With more than 100,000 eye movements per day, our eyes need to make extra efforts to maintain sharpness while we are in motion.

Current progressive lenses are conceived for standardized and linear eye behaviors, considering mainly prescription data. Varilux® XR™ series lens goes beyond your prescription. This lens responds to your visual behavior predicted by artificial intelligence based on exclusive real-life data.

It is the best overall progressive lens, offering instant sharpness at all distances even in motion, adaptation from the very first day and natural eye navigation.

New XR™ -motion technology, a visual behavior-based optimization

The XR™ -motion technology optimizes both lenses according to the visual behavioral profile of the patient through two major optimizations.

1. Taking binocular vision to the next level

Optical differences in the left and right lenses, for a single target, can slow down eye movements. The visual behavior profile allows the optimization of each focal point of the lens by reducing the optical disparities between the two lenses. As a result, this behavior-based binocular optimization offers high visual acuity wherever the patient needs it.

2. Precise positioning of the focus zones

Without any additional measurement, the gaze lowering model calculates the progression length for each eye, which may be different between the left eye and right eye. This ultra-precise position of the zones guarantees a natural ocular navigation from near to far.



Now available in Ray-Ban Authentics for an additional \$25 US or \$30 in CAN!

Learn, Listen, Lead:



"You've mentioned you like to read, and you're consistently misplacing your readers because they come on and off a lot, I think you'd benefit from our Varilux® XR™ Fit lens. It's an eye-responsive lens meaning instant sharpness at all distances and in motion. I know you've tried progressives in the past and didn't love them, but this lens allows for first day adaptation and feels natural. It will help eliminate any off-balance feeling that you may have experienced in the past."

The key is to link what you've learned about your patient to the lens you are offering and educate your patient on how it's going to be beneficial to them by personalizing your recommendation.

"Sell to your patient's situation, not their disposition." Solve their optical dilemmas. Remove any price objections that are in YOUR head. You don't know what your patient's thinking, nor their financial situation. Recommend the best option and give them the opportunity to decide what is best for them- if you don't offer the best technology, you are eliminate this opportunity.



Feature / Technology	What It Does	Benefit for the Patient (Layman's Terms)
Behavioral Artificial Intelligence (AI)	Uses over 1 million real wearer data points and visual behavior models to predict how your eyes move and focus.	Vision feels <i>instantly natural</i> —less adaptation time and more seamless transitions between distances.
XR-motion™ Technology	Calculates how both eyes work together in dynamic situations (walking, driving, screens).	Keeps vision <i>stable and clear</i> even when you move your head or eyes quickly.
Nanoptix™ Technology	Re-engineers lens curvature to eliminate the “swim” or distortion common in progressives.	More <i>balanced vision</i> —no feeling of image movement or dizziness when walking or turning your head.
Xtend™ Technology	Optimizes near and intermediate zones for multitasking vision (phones, screens, reading).	<i>Easier focus</i> for everyday tasks—smooth transitions from phone to computer to across the room.
Digital Twin Simulation	Creates a 3D “digital twin” of each wearer’s visual behavior and prescription.	<i>Truly personalized</i> lens design —vision feels tailored specifically for you.
Enhanced Binocular Vision Optimization	Fine-tunes how both eyes align and process images together.	<i>Less eye strain and fatigue</i> —especially for long hours at work or screen use.
High-Precision Manufacturing	Uses advanced digital surfacing to replicate design accuracy at a microscopic level.	<i>Crisp, detailed vision</i> with optimal contrast and clarity at every distance.
Instant Adaptation Design	Lens geometry is pre-optimized for how modern wearers use digital and physical environments.	<i>No “break-in” period</i> —patients adapt faster and feel comfortable from day one.
Light Optimized Optics	Maintains consistent performance across different lighting conditions.	<i>Consistent clarity</i> whether you’re indoors, outdoors, or driving at night.

Key Takeaway for Patients:

“Varilux® XR™ Series lenses are designed to think and react like your eyes – giving you *instant, natural vision in all situations*. You see smoothly, clearly, and comfortably, no matter how fast life moves.”



Why will your patients benefit from Varilux® Physio® Extensee™? 41% of wearers have a hard time reading and 39% of progressive wearers are interested in corrective lenses that assist with light conditions. Varilux® Physio® Extensee™ might be the lens you recommend to improve your patient's lifestyle.

Varilux® Physio® Extensee™ use **Pupilizer™** technology which is a proprietary lens-design technology built into the Varilux Physio Extensee™ lens that accounts for [how the human pupil changes](#) in size and behaves in different lighting and viewing conditions.

In conventional progressive lenses, the lens design often assumes the pupil is the same size regardless of light level or viewing distance. That assumption can reduce visual performance (sharpness, contrast) when things are dim or when focusing at intermediate or near distances

With **Pupilizer™** technology, Varilux uses:

- A dynamic pupil model which studies how pupil size varies with age, brightness, distance, object size, etc.
- AI simulation technology (sometimes called "AI twinning") that predicts how each wearer's pupil might behave over the day (various tasks, light levels) and then incorporates that into the lens design.
- A refined corrective surface (especially the back surface of the lens) that reduces high-order aberrations (optical defects that degrade image quality) which become more problematic when the pupil is large (e.g., in low light).

How It Works (in layman's terms):

In bright light, your pupil is smaller; only a smaller central portion of the lens is being used. In low light (or when focusing on something close), your pupil dilates (gets larger), so more of the lens surface is involved. More lens surface means more opportunity for optical aberrations (distortions, blur, loss of contrast) to affect vision.

Pupilizer™ anticipates this by designing the lens surface so that when the pupil gets larger, the optical quality remains high (fewer unwanted distortions, better sharpness & contrast). So whether the wearer is reading under a lamp, looking at a computer in moderate light, or seeing into the distance outdoors, the lens responds better to their changing pupil behavior – resulting in clearer, cleaner vision across different lighting environments.

Why It Matters: Benefits to Wearers:

- [Better vision in changing light](#): Because the lens accounts for pupil size variation, wearers get sharper, more consistent vision even in lower light or when moving between bright and dim spaces.
- [Improved contrast](#): By reducing high-order aberrations, Pupilizer™ helps maintain better contrast (you see details more clearly, less "wash-out").
- [Reduced blur/halo effects](#): When pupil enlarges and more of the lens is used, some lenses show "comet-tails" around lights or blur at edges; Pupilizer™ design helps limit those effects.
- [More comfortable all-day wear](#): Since lighting conditions naturally vary (indoors, outdoors, evening), a lens that performs more uniformly can reduce visual fatigue for the wearer



Feature	What it Means for the Patient
Dynamic pupil modelling	Lens built for how your eye actually behaves
High-order aberration reduction	Fewer distortions, sharper vision in low light
Improved contrast & clarity	Better detail seen in dim or mixed light
All-day comfort	Less eye fatigue when lighting changes
Advanced wavefront technology	reduces distortions and blur, providing crisp, clear vision even in low light
Extended vision zones	wider intermediate vision—great for modern lifestyles that involve screens and multitasking
Personalized design	Uses wearer's prescription and position of wear for natural, effortless vision

How to Explain It to a Patient- Learn, Listen, Lead:



"Varilux® Physio® Extensee™ is a premium progressive lens design that is built to give you sharp, comfortable vision at every distance taking how your pupils react to light into consideration."

"Your pupil changes size all day – when you go from bright sunlight to indoors, from looking far away to reading on your phone. Many progressive lenses assume the pupil just stays the same, which can mean less sharp vision in some lighting. With this lens (the Varilux® Physio® Extensee™), we've used a technology called 'Pupilizer™' which takes into account how your pupil is likely to respond. That means the lens is shaped and calculated so you get clearer, crisper vision whether you're outdoors driving, at your computer, or reading a menu in a dim restaurant."

Dispensing Tips:

- Confirm the patient's **lighting and lifestyle habits** (indoors vs outdoors, screen use, reading tasks) – this helps to highlight why accounting for pupil dynamics is relevant.
- Emphasize the "**any light**" benefit: Many wearers notice a drop in vision quality in dim light; this lens is built to address that.
- Encourage wearers to **adapt fully**: Because the lens is optimized for their dynamics, remind patients that if they move between varied lighting (office → outdoors → home) that the lens is designed for those transitions, but adaptation still matters.



What are the benefits of Varilux® Immersia™ lenses?

Varilux® Immersia™ lenses are designed to give clear, comfortable vision for everything you do **indoors** — like reading, computer work, and talking with others at arm's length. Unlike regular progressives that focus more on distance, these lenses are made for the spaces where you actually spend most of your day. There are two options: **Immersia Mid**, which is great for close-up and desk work, and **Immersia Room**, which helps you see clearly a little farther across a room.

Essilor developed Varilux Immersia using **W.A.V.E. 2™ (Wavefront Advanced Vision Enhancement)** technology and **digital twin simulation** tools to ensure exceptional clarity and sharpness. The result is significantly wider fields of usable vision—up to 35–70% larger compared to standard progressive lenses—providing clear, comfortable sight across all indoor distances. These lenses use smart technology to make your vision **sharper and more natural**. They reduce blur, widen your clear viewing area, and keep your vision steady even when you move your head or eyes. The design also lets you look down to read or use a screen without tilting your head as much, which helps you stay comfortable.

For patients, Varilux® Immersia™ lenses mean **less eye and neck strain** and **smooth, easy vision** throughout the day. Whether you're working, studying, or spending time at home, these lenses make seeing at indoor distances effortless and comfortable.

Learn, Listen, Lead:



Use when: Patient mentions neck or eye fatigue, long hours at a desk, or multiple screens: “The Varilux® Immersia™ is designed for the way most of us use our eyes today — lots of computer work, reading, and conversation at arm's length.

Traditional progressives are built mainly for seeing far away, so you sometimes have to tilt your head or move around to find the clear spot. Immersia™ shifts the focus zone higher and widens the near and midrange areas, so you can see your screen, paperwork, and the person across the desk easily and naturally. You'll feel more comfortable, less neck strain, and your eyes won't get as tired through the day.”

Use when: Patient describes a mix of mid-range activities — not only screen time but social, creative, or household tasks: “These lenses are made for people who spend most of their day interacting indoors — talking with clients, cooking, crafting, reading, or working on a computer. The Varilux® Immersia™ 'Room' version gives you clear, relaxed vision from your hands out to about 10 feet — perfect for real-life spaces like offices, living rooms, and kitchens. It keeps your focus smooth, so whether you're reading a recipe, chatting across the room, or checking your phone, your vision feels natural and effortless.”

Use when: Patient values innovation, technology, or is considering a premium upgrade: “Varilux® Immersia™ is a smart lens — it's designed using advanced eye-tracking and light modeling to match how people actually use their eyes indoors. It gives you 30–70% more usable clear vision area in the zones you use most — like computer distance and conversation range. You'll notice sharper detail, fewer posture adjustments, and a more comfortable visual experience all day long. Think of it as a lens that's *optimized for your real world*, not just for looking far away.”



Feature	What It Means (Layman's Terms)	Patient Benefit
Two versions: Mid (up to ~5 ft) & Room (up to ~10 ft)	The "Mid" is optimized for close-to-arm's-length tasks; the "Room" reaches a bit further.	Patients who do a lot of desk work, screens, meetings, or social interaction at moderate distances will have sharper, more comfortable vision tailored to their environment.
Expanded near & intermediate ("immediate surroundings") zone	The lens design is built for the distances people actually use most (smartphone, computer, desk, conversation) rather than far away only.	Less head-tilting and less strain when doing things like reading, computer work, talking across a table. More natural posture.
Near vision zone placed higher in the lens	The design moves the near/close tasks zone up so it's easier to look through without tilting head too far.	Patients feel more comfortable doing reading, using digital devices, or desk work — the posture is more natural and comfortable.
AI/digital twin simulation & W.A.V.E. 2™ technology	High-end engineering behind the lens ensures clarity, sharpness, reduced distortion, especially in the designed distances.	Better visual performance: clearer, sharper image in near/medium range, even in less-than-ideal light or when switching tasks.
+35% to +76% wider area of sharp vision in the near vision zone (vs a standard progressive)	The usable "sweet spot" for near/intermediate use is significantly larger than older/standard designs.	The wearer is less likely to "hunt" for the right spot on the lens; easier to see clearly without excessive movement or frustration.
Designed for "digital & multitask lifestyle"	Because so much visual time is spent on screens, face-to-face, at mid-range — this lens is tuned for that.	Patients who use computers, tablets, do detailed close-work, switch tasks often will notice the difference in comfort and ease.

Tips & Tricks when Presenting to the patient:

- Highlight **which version** fits their lifestyle ("Mid" vs "Room") based on their hobby/work distances (desk work, meetings, socializing, etc.).
- Emphasize that this is not just a "regular" progressive lens; it's specifically **optimized for the everyday mid- and near-tasks** many people do.
- Use the "benefit" column for patient-friendly language: e.g., *"You'll feel less neck or eye strain, less head tilting, clearer vision when you move from your desk to face-to-face chats or screen work."*
- If the patient spends significant time in the 2-10 ft range (e.g., office, social, dining, screen) this lens is a strong second pair option.
- Note- you do not have to compensate the Rx, just the regular progressive.



Learn, Listen, and Lead with Varilux® Lenses!

<p>Celebrate Start on a positive note...</p>	<ul style="list-style-type: none"> Examples: Office Varilux®/progressive results, a team member that has had success selling Varilux, team members that have completed Leonard trainings.
<p>Purpose of the Huddle Today we are here to talk about...</p>	<ul style="list-style-type: none"> To introduce & review what we know about Varilux® How are we <i>Learning & Listening</i> about our patients so that we can <i>Lead</i> with a personalized Varilux® recommendation based on what we learned?
<p>Participation Moment Let's practice this...</p>	<ul style="list-style-type: none"> Beliefs: (Link to Consultative Selling- Learn, Listen, Lead) <ul style="list-style-type: none"> Cost: it's too expensive- they've got something for each budget. <i>Leverage insurance & multiples.</i> Confidence: I don't know enough about the lens to confidently speak to it- use this guide or watch the kick off huddle video (key moments) Have the team share the most recent interaction with a patient and help in overcoming objections around Varilux®... Role Play how teams might present the product to the patient based upon what they learned about the patient...
<p>Problem Solve Two minds are better than one...</p>	<ul style="list-style-type: none"> 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?"
<p>Review Action Times & End the Huddle End with commitments..</p>	<ul style="list-style-type: none"> 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

Search Leonardo for course material! Click [HERE](#) to be redirected.

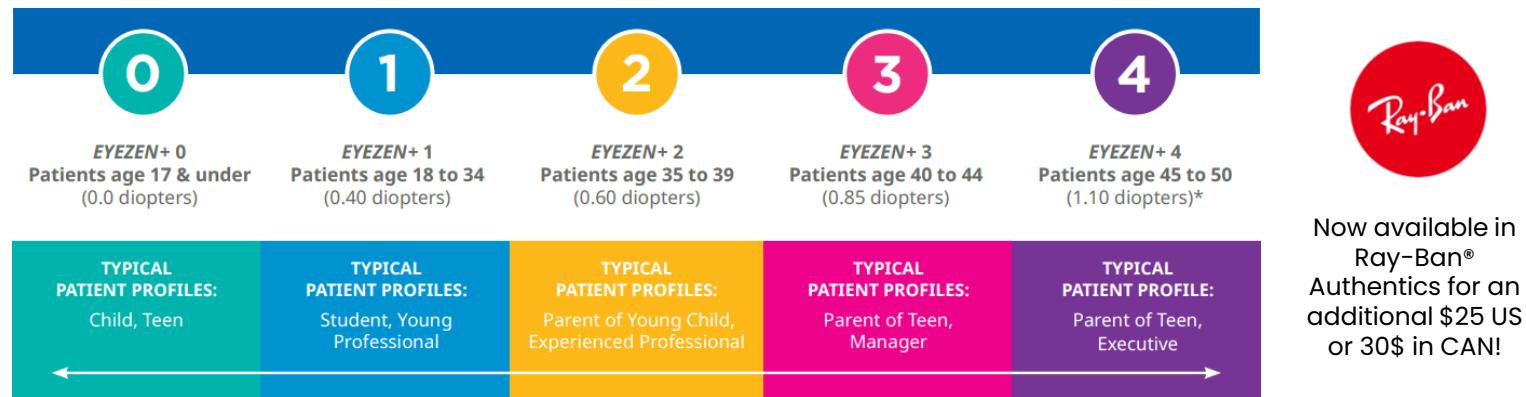


Why Are Eyezen® Lenses Better?

Did you know that 5.4 billion people now use mobile devices. Today our eyes are expected to perform for longer periods in the near zone. This expectation has created problems such as digital eye strain which can cause headaches, eyestrain, and blurred vision. By recommending Eyezen® enhanced single vision lenses, you can give your patient everyday solutions for sharper vision and relaxed eyes, which validates their trust in you. 92% of Eyezen® wearers are satisfied with the lenses and 84% feel a reduction in visual fatigue.

LENS FEATURES	WHAT DOES IT MEAN FOR MY PATIENT?
Provides sharper vision than traditional single vision by reducing aberrations	Comfortable vision
Eyezen® will reduce discomfort after long periods of time on digital devices. Accommodative relief makes vision more comfortable while reading, looking at phones, other devices	Comfortable vision for extended periods (i.e., they can enjoy their hobbies for long periods)
Provides Smart Blue Filter™ protection from Harmful Blue Light	Additional eye health protection
Eyezen lenses also feature W.A.V.E.™ Technology: Wavefront Advanced Vision Enhancement®, which provides wearers with improved sharpness, color contrast, & vivid details in their vision	Clear & vivid vision *All Eyezen® lenses are digital

Eyezen + lens design and the patients age should determine which design is right for them.



Learn, Listen, Lead:

 "You've mentioned that you love to read and for work you are in front of the computer all day. I'm recommending our Eyezen® lens with Anti-Reflection. This will help reduce eye fatigue and make it more comfortable when you are in front of digital devices all day and reduce that tension and eyestrain you mentioned."

The key is to link what you've learned about your patient to the lens you are offering and educate your patient on how it's going to be beneficial to them by personalizing your recommendation.

DIGITAL SURFACE TECHNOLOGY (DST)



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Conventional VS. Digital Lenses

Digital lenses are manufactured with up-to-date technology that is constantly evolving. How we use our eyes in 2025 is different today than 50 years ago.

While traditional (conventional) lenses are made using an abrasive grinding process, a digital lens is manufactured using computer-controlled laser technology that is much more precise than conventional tools.

Note: When selling Crizal coatings you must sell a Digital Lens (e.g., Eyezen, Varilux.)

Why are DST Lens Better?

You can think of Digital Single Vision as the upgraded, deluxe version of a standard single vision lens. The optics are much clearer, brighter, and accurate. In some cases, they can also provide less distortion and slightly thinner lenses. Key phrases for your patient: Improved clarity, sharper vision, and optimizes overall vision.

Q: What are Digital lenses?

Digital lenses are optical lenses that have been digitally altered to provide a significant improvement in clarity over standard lenses. When digital lenses are combined with an Anti-Reflective coating the clarity improves.

Q: How do Digital lenses help my vision?

Provide sharper image quality, improved peripheral vision and contrast are all advantages of digital lenses

Q: Why would my patient be interested in digital lenses?

When captured with **EyeRuler 2+** (digital measurements) the lenses are tailored to your patient's anatomy, frame, and prescription, providing the best visual experience.

The four main talking points with your patient:

Sharper, More Accurate Vision

Digital lenses are customized using advanced surfacing technology, reducing distortion and giving crisper vision – especially in higher prescriptions

Wider Clear Viewing Area

Compared to traditional lenses, digital lenses provide a larger usable "sweet spot," so patients don't have to move their head as much to find focus

Better for Complex Prescriptions

High astigmatism, progressive lenses, or wrap-style frames benefit the most, since digital surfacing compensates for frame shape and prescription needs

Reduced Eye Strain & Fatigue

With less distortion and sharper optics, digital lenses make daily tasks (computer work, driving, reading) more comfortable, helping reduce visual fatigue



Digital Lenses Paired with Digital Measurements:

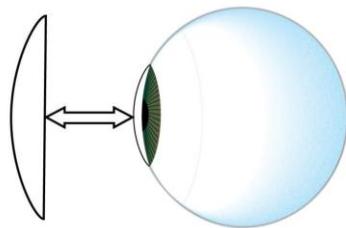
eye-ruler²

It is important to pre-fit the frame and use **EyeRuler 2+**. Why? An internal study by Carl Zeiss Vision showed that the average variance among measurements taken by different opticians using a ruler was almost 3 mm. Pupilometers are much more accurate, but different models showed measurement variance ranging from 1.2 to almost 3 mm. By contrast, a recent European study of four different digital measurement systems showed an average variance of 0.09 to 0.24 mm, depending on the device used.* EyeRuler 2+ will offer accurate patient data providing your patient optimal vision.

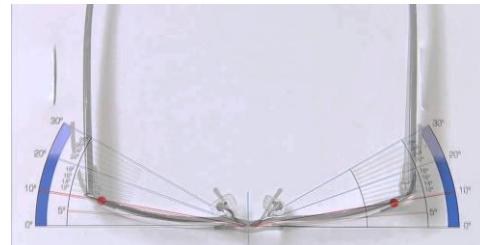
Paired with our top lenses, your patients will see the best when EyeRuler 2+ is used to capture measurements.

Eyeruler2+ will measure:

1. Vertex Distance



2. Wrap Angle Of The Frame



3. Pantoscopic Tilt



4. Near Vision Behavior (NVB)

Exclusive to Varilux XR Track



SHARP VISION



SHARPNESS EVEN IN LOW LIGHT



BINOCULAR SHARPNESS AND ACCURACY



EXTENDED VISION



STABILIZED VISION



MULTITASKING AT ARM'S REACH



MOTION

**Varilux[®]
XR series[™]**

Check out Leonardo & the Ciao! Toolkit to learn more about EyeRuler 2+

DIGITAL SURFACE TECHNOLOGY (DST)



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OF CONTENTS

Learn, Listen, Lead Sounds Bites:

 "You've mentioned that clarity is important to you, and you enjoy movies and art, so I'm going to recommend our Digital Lens with Sapphire AR. This will be easy to clean as you are rough on your eyeglasses and provide you with the clear vision and improved contrast over the lenses you had last time."

"Digital lenses are like high-definition for your eyes. **They're customized to your prescription and the frame you choose, which means sharper vision, wider clear zones, and less distortion than traditional lenses.** They're especially helpful if you have a stronger or more complex prescription, or if you spend a lot of time on the computer or driving. You'll notice less eye strain and more comfort throughout the day."

"Digital lenses are like upgrading to high-definition vision. They give you sharper clarity, wider clear zones, and less distortion, which makes daily tasks like driving or computer work more comfortable."

"Digital lenses give you sharper vision, more comfort, and wider clarity — they're like upgrading from standard TV to high-definition."

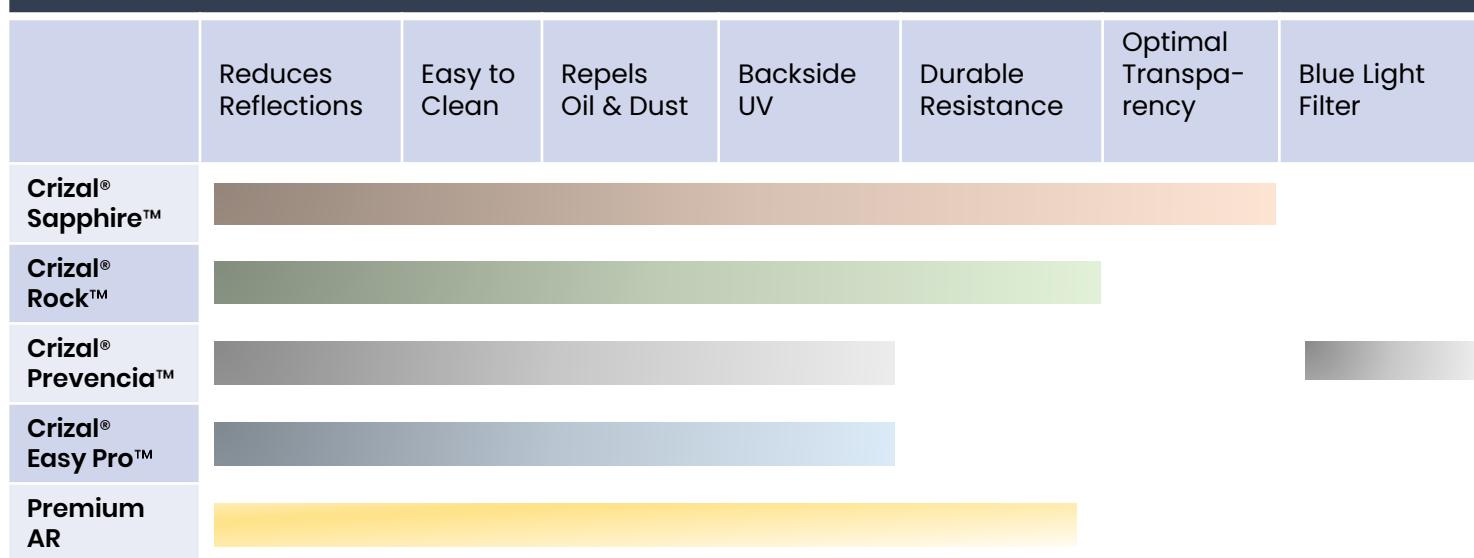
The key is to link what you've learned about your patient to the lens you are offering and educate your patient on how it's going to be beneficial to them by personalizing your recommendation.





Would you ever order lenses without Anti-Reflective(AR) coating? Likely, the answer is no! Crizal® lenses offer sharp vision, backside UV protection, and durable lenses. 9 out of 10 consumers would purchase Crizal® AR coatings again. TeamVision offers options when it comes to AR coatings, but when selling Varilux X Fit you will notice these are paired with Crizal® Sapphire™, Prevencia™, & Rock™ (i.e., Prem AR & Easy Pro™ are not available).

TeamVision AR Assortment



Why Are Crizal® Coatings Better?

Crizal® Sapphire™ is the most scratch resistant lens in our portfolio. EssilorLuxottica testing shows that after extensive smudging, the coating is three times easier to clean than premium competitors and after 18 months of wear, is 70% more scratch resistant than previous generations of AR coatings.

Crizal® coatings offer the most comprehensive daily protection against the invisible and often irreversible dangers of UV reflections in a clear lens. UV protection shields your eyes as light passes through the front of the lens. Lenses with AR treatment and backside UV reflect UV rays from the back when sunlight comes from behind. While many lenses offer inherent 100% UV protection for incidents on the front surface, we should focus on UV reflection incidents on the back surface, which all Crizal® lenses offer.

Learn, Listen, Lead:



"You've mentioned that driving at night has become more challenging. I'm recommending our Crizal® Sapphire™ lenses because it provides optical transparency and will be easier to clean. Scratching on the lens can make it harder to see at night and cause more glare. This coating is very durable and has UV protection which will help protect your eyes."

The key is to link what you've learned about your patient to the lens you are offering and educate your patient on how it's going to be beneficial to them by personalizing your recommendation.



Glare can be a significant issue. Anti-Reflective (AR) coatings help mitigate glare by minimizing reflections, resulting in clearer vision or images, especially in bright environments or when dealing with direct light sources (night driving, digital devices, etc.).

Benefits of Anti-Reflective Coatings:



- **Improves Overall Vision:** Whether it's through eyeglasses, camera lenses, or displays, AR coatings contribute to a better viewing experience by reducing distractions caused by reflections. This is particularly important in applications where prolonged viewing is common, such as reading or working on a computer.
- **Improved Light Transmission:** AR coatings reduce reflections on the surface of lenses. By minimizing reflection, more light can pass through the surface, resulting in increased clarity and brightness.
- **Enhanced Contrast and Color Fidelity:** With reduced reflection, AR coatings improve contrast and colors. This helps provide better vision for patients that enjoy photography, art, hairstylists, etc.
- **Improved Durability:** Some AR coatings also offer scratch resistance and protection against environmental factors such as dust, moisture, and oils. This enhances the longevity of the lens and makes it easier to clean.
- **Blue Light Protection:** Blue-violet light, defined as 400 to 455 nm, is considered potentially harmful.¹ Crizal Prevencia lenses filter 20% of Blue Light.

Category	Duration	Lesson Title – Click to be directed to the lesson
 Varilux® XR series™	15 min	Varilux XR Series, Powered by Behavioral AI
	15 min	Varilux XR Series: Personalization and Dispensing
	10 min	Varilux: An Innovation Journey
	54 min	Varilux XR Series – ABO
 Varilux® Physio. extensee™	5 hours	Varilux Physio Extensee Lenses
	3 min	Varilux Physio Extensee at a Glance
	40 min	All about Pupilizer Lens Technology
 Varilux® Comfort Max	10 min	Varilux Comfort Max
	3 min	Varilux Comfort Max Highlights
 Varilux® Immersia™	20 min	Varilux Immersia Digital Solutions for Digital Life
		More coming soon!
 Eyezen®	15 min	Eyezen + Lenses
	10 min	Eyezen Kids, Designed How They See The World
	10 min	Eyezen Start Lenses Relax & Help Protect The Eyes
	10 min	Eyezen Boost Lenses Support Eye Focus Efforts
 DST	5 min	VSP: What are Digital Lenses *
	10 min	20/20 Mag: Digital Lenses Basics- What You Need To Know *
 Crizal®	15 min	Crizal Sapphire HR Premium Anti Reflective Coating
	10 min	Crizal Prevencia: Blue-Violet Light Protection
	10 min	Crizal Rock Scratch and Smudge Resistant Coating
	10 min	Essilor Pro: Crizal AR Coatings *
 Transitions™	30 min	Transitions Expert
 Ray-Ban®	1 hour	Ray-Ban Expert
 OAKLEY	1 hour	Oakley Expert
 COSTA	30 min	Welcome To Costa
 eye-ruler²	38 min	EYE-RULER 2 FOR CIAO! FROM A TO Z
	4 min	Varilux XR Series: NVB Measurement Tutorial

Click [HERE](#) to log into Leonardo and click the lesson links to begin the course.

* External site so you must open on Dell/OD Computer

SUN ASSORTMENT

Product Knowledge

POLARIZED VS. NON-POLARIZED



Polarized sunglasses block glare from light reflecting off flat surfaces better than any other type of sunglass lenses, making them very popular among people who spend a lot of time outdoors, on the road and particularly near water.

But sunglasses aren't just for people who love boating, fishing or going to the beach. Anyone who is bothered by glare outdoors can benefit from these advanced sunglass lenses.

Polarized sunglasses can be helpful for driving, too, because they reduce direct reflective glare from the hoods of vehicles and light-colored pavement.

Some light-sensitive people, including someone who has had cataract surgery, also will benefit from polarized sunglasses.

Polarized sunglasses provide advantages when it comes to decreasing eye strain and discomfort in bright sunlight. They offer those who enjoy an outdoor lifestyle or who spend time around bodies of water to enjoy a glare-free form of eye protection.

- People who spend time driving, either for work or leisure, will see improved comfort and visibility by using polarized lenses. That, in turn, helps them to drive more safely and confidently.

However, it is important to keep in mind that boaters and pilots may experience problems when viewing liquid crystal displays (LCD) displays on instrument panels, which can be a crucial issue when it comes to making split-second decisions based strictly on information displayed on a screen.

- Polarized lenses reduce the visibility of images produced by LCDs found on some digital screens, such as bank automatic teller machines (ATMs) and gas station pumps. With polarized lenses, you may also find it more difficult to see the screen on your phone (depending on the type of screen technology used).

Despite these exceptions, polarized sunglasses offer tremendous advantages when it comes to decreasing eyestrain and discomfort in bright sunlight.

Polarized sunglasses with progressive lenses are a great choice for people over age 40 who spend significant time outdoors.

- Eyezen Start is also available with polarization (polycarbonate & high-index 1.67)

All lenses at TeamVision include 100% UVA & UVB protection. [CLICK](#) to learn more about polarization.

COMING SOON:
Lens Simulator & Smart Shopper interactive tools to **show** your patients the benefits of polarized lenses & more!



POLARIZED VS. NON-POLARIZED



Use the questions below to self evaluate how you discuss sun protection (Polarized lenses) with your patients. Take notes & review with a Peer, your Practice Manager, Field Leader, or OD.

Think about the last few patients you've helped- what the interaction look like? How did it sound? What did you recommend? Did the patient take your recommendation?

LEARN

Learning about your patient starts inside lane and must be transferred to the optical floor. Facilitating a conversion around lifestyle, pain points, and needs is the first step in meeting your patients needs.

Q: Did your Hand-Off involve discussion on hobbies, personalized facts about the patient, and product recommendations? Did you discuss outdoor activities? If not- Did you ask your OD follow up questions relating to sun protection & outdoor activities?

LISTEN

Active listening is a superpower in sales. When you listen with empathy, you uncover insights that guide your sales approach.

Q: What was your body language like? Were you nodding along, smiling, being attentive? Did you ask follow up questions to gain clarity? Can you tell me three things you learned about your patient? How will polarized lenses benefit your patient based upon what you learned?

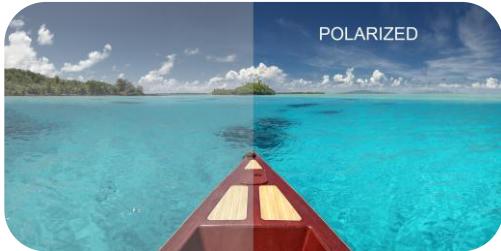
LEAD

Leading with a single recommendation aligned to what the patient shared and our preferred products. Create value and simplify the decision process for your patient. If budget is a concern, transition to the next option that still meets needs and provides the benefits they need their lifestyle.

Q: What recommendation(s) did you lead with? How did you incorporate sun protection? Was your recommendation personalized to what you learned about your patient? Did the patient take your recommendation? If there was an objection, how did you respond?

ANTI-REFLECTIVE & POLARIZATION

Polarization combined with an Anti-Reflective coating can significantly improve vision, especially in certain lighting conditions. Here's how it works:



Reducing Glare: Polarization helps to block intense, reflected light, such as glare from surfaces like water, snow, or roads. This glare can be distracting and can reduce visibility, particularly in situations like driving or outdoor activities. By filtering out this glare, polarized lenses make it easier to see clearly and comfortably.

Patient(s) should know polarization will provide clearer vision with a significant reduction in glare



Enhancing Contrast: Polarized lenses also enhance contrast and clarity by selectively filtering out certain wavelengths of light. This can make objects and details appear sharper and more defined, especially in bright conditions where glare would otherwise wash out colors and textures..

Patient(s) should know polarization will provide sharper vision & enhanced colors.



Anti-Reflective Coating (AR): Adding an anti-reflective coating further improves vision by reducing reflections and glare caused by light hitting the front and back surfaces of the lens. This coating helps to minimize distracting reflections, improve visual acuity, and enhance the overall appearance of the eyewear by making the lenses more transparent.

Patient(s) should know Anti-Reflective coating can: minimize distractions and provide less reflections

Combining polarization with an anti-reflective coating creates a synergistic effect, providing clear, comfortable vision with reduced glare and improved contrast in various lighting conditions. This combination is particularly beneficial for activities like driving, fishing, skiing, or any outdoor activities where glare and reflections can be problematic.



Learn, Listen, Lead

Learn-understand patient needs: Create a personal connection with your patients and get to know them by asking open ended questions. These are questions that will not require a Yes or No answer but will force the patient to answer in a statement format. Example questions: "What is your typical day like? What do you do for fun? What hobbies do you enjoy? What do you do for sun protection outdoors? How long is you commute to work? "

Listen: Listen to their answers and think about how you can provide them vision solutions that will allow them to see better and enjoy their hobbies! As a follow up questions to gain clarity...."You mentioned you drive a lot for work, do you drive into the sun in the mornings? During your workday, how many hours are you driving for? Do your current sunglasses have the same Rx as the one you're filling today?"

Lead-provide a tailored recommendation: "I'd recommend our Digital Polarized lens with Crizal Anti-Reflective coating. You've mentioned that you drive for 4 hours during the day and the sun bothers you. The Polarization will provide clearer vision and improved color contrast, so you'll enjoy your driving. The Anti-reflective coating will reduce even more reflections and is 70% more scratch resistant than previous generations. Now, you'll still have to clean your eyeglasses correctly, but you'll be happy with this lens."

ANTI-REFLECTIVE & POLARIZATION



Use the questions below to self evaluate how you discuss sun protection (Polarized lenses with Anti-Reflective coatings) with your patients. Take notes & review with a Peer, your Practice Manager, Field Leader, or OD.

Think about the last few patients you've helped- what the interaction look like? How did it sound? What did you recommend? Did the patient take your recommendation?

LEARN

Learning about your patient starts inside lane and must be transferred to the optical floor. Facilitating a conversion around lifestyle, pain points, and needs is the first step in meeting your patients needs.

Q: what did you learn about your patients' outdoor needs? What hobbies do they enjoy outside? Do they drive into the sun in the mornings/afternoon? What open ended questions did you ask to understand their needs? Did you learn enough about them to understand how they will benefit from polarized & AR coatings?

LISTEN

Active listening is a superpower in sales. When you listen with empathy, you uncover insights that guide your sales approach.

Q: What was your body language like? Were you nodding along, smiling, being attentive? Did you ask follow up questions to gain clarity? Can you tell me three things you learned about your patient? If you had to excuse yourself, and someone else was taking over, would you be able to communicate everything the OD told you along with new things you learned about your patient through your interaction with them?

LEAD

Leading with a single recommendation aligned to what the patient shared and our preferred products. Create value and simplify the decision process for your patient. If budget is a concern, transition to the next option that still meets needs and provides the benefits they need their lifestyle.

Q: What recommendation(s) did you lead with? How did you incorporate sun protection? Was your recommendation personalized to what you learned about your patient? Did the patient take your recommendation? If there was an objection, how did you respond?

Our Sun Rx offer is getting a huge refresh for **Same As Clear** (Conventional, Eyezen Start, Progressive Premium, and Varilux Comfort Max, XR Fit, and XR Track) and the introduction of **Same As Plano** which brings color and consistency across materials and focal lengths!

Same As Plano includes **SunFocus Single Vision and Progressive, Eyezen SunFit, and Varilux SunFit** lenses that offer a fashion lens with **24 colors and 21 mirror combinations!** The new designs offer our patients a large color palette to meet their lifestyle needs.

SAME AS PLANO – NEW!		SAME AS CLEAR		
	SunFit Preferred (Best)	SunFocus Classic (Better)	Essilor Branded Insurance (Best)	Conventional Essential (Good)
Single Vision	EyeZen SunFit	Shamir Attitude III	Eyezen Start	Conventional SV & Wrap
Progressive	Varilux SunFit	Shamir Attitude III	Varilux Comfort Max, XR Fit, and XR Track	Premium Progressive & WrapPlus

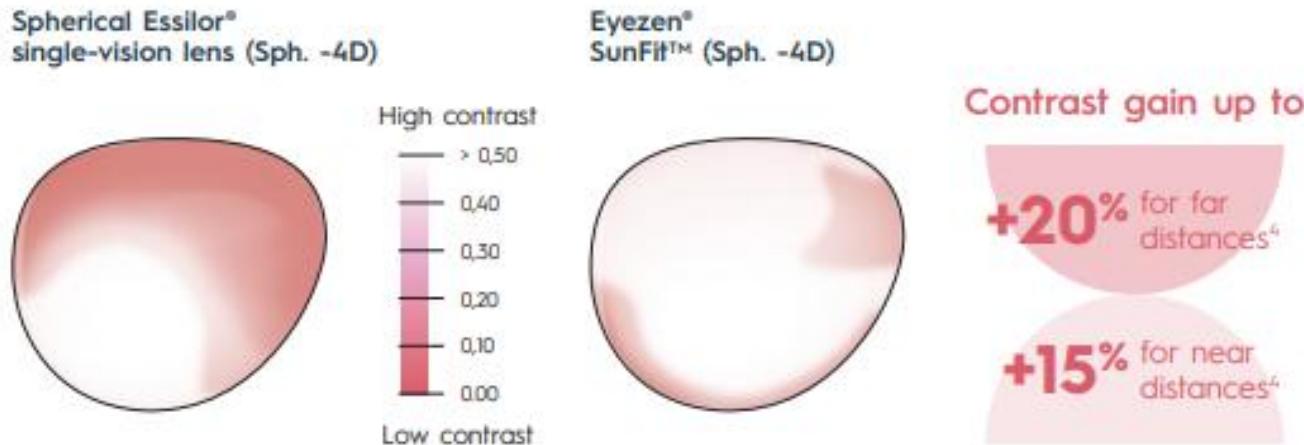
Same As Plano colors include 12 colors for tint and polarized lenses, 12 gradient options, and 21 mirror combinations!



- SunFit and SunFocus lenses can not be sold with Oakley and Costa Frames.
- Patient owned frames (POF) have to be transmitted as Frame to come, no Uncut.

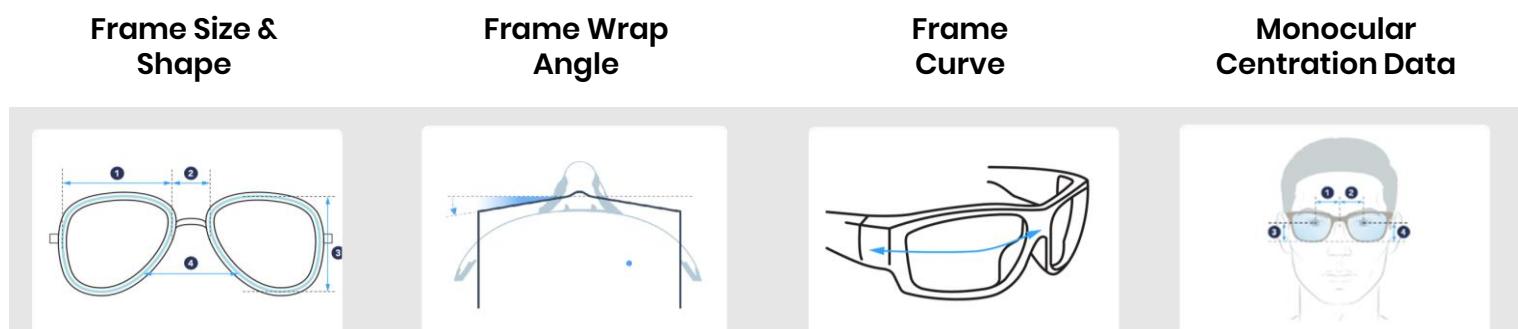
Eyezen® SunFit™ lens vs an Essilor spherical single-vision lens shows high-contrast area improvement +20% for far distance* and +15% for near distance.*

- SunFit lenses come with Crizal® Sunshield UV™ Backside AR
- SunFit lenses available in General Assortment Frames



*Average contrast improvement in two pupil diameter configurations 3.22mm and 2.25mm and in a range of ametropia (nearsighted, emmetropic and farsighted)

		Eyezen® SunFit™								
		Plastic			Poly			Hi Index 1.67		
	Frame Base curve value	SPH		CYL	SPH		CYL	SPH		CYL
		Min	Max		Min	Max		Min	Max	
Polarized	Flat (2D)	-6.50	+3.50	4	-6.50	+4.50	4	-8	+4.50	4
	Standard (4D to 6D)	-6.00	+5.50	4	-6.50	+6.00	4	-8	+6.00	4
	Wrap (8D)	-3.00	+7.00	4	-4.00	+7.50	4	-4	+7.50	4
Tint	Flat (2D)	-6.50	+4.00	4	-6.50	+4.50	4	-7.5	+4.50	4
	Standard (4D to 6D)	-6.00	+5.50	4	-6.50	+6.00	4	-6	+6.00	4
	Wrap (8D)	-3.00	+6.00	4	-3.00	+6.00	4	-4	+7.50	4



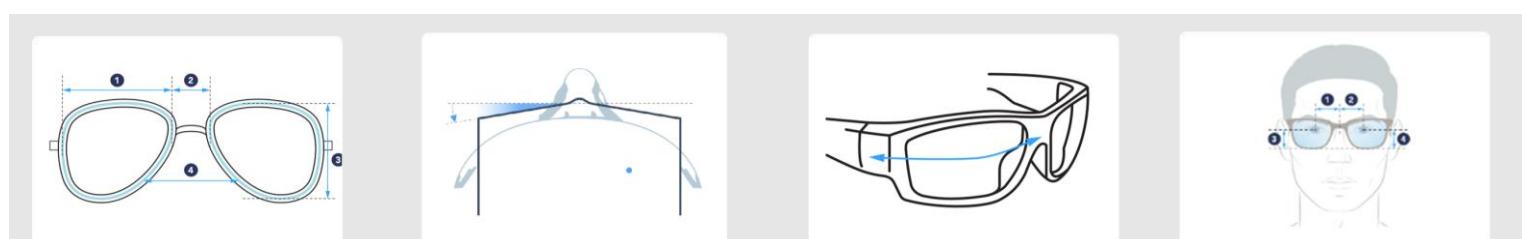
VARILUX SUNFIT

Varilux® SunFit™ lenses contain a wider high-contrast area to provide an improved visual experience at any distance outdoors with sunglasses.

- SunFit lenses come with Crizal® Sunshield UV™ Backside AR
- SunFit lenses available in General Assortment Frames



		Varilux® SunFit™									
		Plastic			Poly			Hi Index 1.67			
		SPH		CYL	SPH		CYL	SPH		CYL	
Polarized	Frame Base curve value	Min	Max		Min	Max		Min	Max		
		Flat (2D)	-6.50	+1.00	4	-6.50	+2.00	4	-8.00	+2.00	4
		Standard (4D to 6D)	-6.00	+3.00	4	-6.50	+4.50	4	-8.00	+4.50	4
Tint	Wrap (8D)	Flat (2D)	-3.00	+5.00	4	-4.00	+6.50	4	-4.00	+7.00	4
		Standard (4D to 6D)	-6.00	+3.00	4	-6.50	+4.50	4	-6.00	+6.00	4
		Wrap (8D)	-4.00	+4.00	4	-3.00	+4.50	4	-4.00	+7.00	4



SUNFOCUS

SunFocus lenses give the choice of style and are enhanced by premium UV and anti-scratch protection and 100% compatible with Polarized protection.



PROTECTION
protection from the sun and UV rays



STYLE & AESTHETICS
is a prerequisite for sunwear; consumers are looking for fashionable/trendy frames



VISION
see as clearly as possible outside, perform (sports & activities) better

SunFocus lenses are optimized to match the aesthetic of the final prescription sunglasses thanks to geometrical customization.

- Sun Lens curvature customization for different frame shapes from flat to curved.
- Lens thickness optimization (with high index substrates availability including 1.67).
- Large diameter availability (up to 98mm) to increase style compatibility, including oversized frames.

SunFocus Single Vision										
	Frame Base curve value	Plastic			Poly			Hi Index 1.67		
		SPH		CYL	SPH		CYL	SPH		CYL
		Min	Max		Min	Max		Min	Max	
Polarized	Flat (2D)	-6.00	+1.00	4	-6.00	+1.00	4	-6.00	+1.00	4
	Standard (4D to 6D)	-6.00	+3.00	4	-6.00	+3.00	4	-6.00	+3.00	4
	Wrap (8D)	-4.50	+6.00	4	-6.00	+6.00	4	-5.00	+6.00	4
Tint	Flat (2D)	-6.00	+1.00	4	-6.00	+1.00	4	-6.00	+2.50	4
	Standard (4D to 6D)	-6.00	+3.00	4	-6.00	+3.00	4	-6.00	+3.00	4
	Wrap (8D)	-5.50	+6.00	4	-6.00	+6.00	4	-6.00	+6.00	4

SunFocus Progressive										
	Frame Base curve value	Plastic			Poly			Hi Index 1.67		
		SPH		CYL	SPH		CYL	SPH		CYL
		Min	Max		Min	Max		Min	Max	
Polarized	Flat (2D)	-6.00	+1.00	4	-6.00	+1.00	4	-6.00	+1.00	4
	Standard (4D to 6D)	-6.00	+3.00	4	-6.00	+3.00	4	-6.00	+3.00	4
	Wrap (8D)	-4.50	+5.50	4	-5.00	+6.00	4	-5.00	+5.50	4
Tint	Flat (2D)	-6.00	+1.00	4	-6.00	+1.00	4	-6.00	+2.50	4
	Standard (4D to 6D)	-5.50	+3.00	4	-6.00	+3.00	4	-6.00	+3.00	4
	Wrap (8D)	-5.50	+5.00	4	-5.00	+6.00	4	-5.00	+5.50	4

RAY-BAN AUTHENTICS

Product Knowledge

We have an opportunity to **Learn** about our patients and **Lead** with Ray-Ban Authentic Eyewear!

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 and EssilorLuxottica Ray-Ban lenses. **Starting in Q4 2025, we will offer Ray-Ban Essilor Lenses.**

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

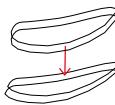
Let's learn more about the various lens materials, features, and treatments that Ray-Ban offers!

- 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

Rx Authentics

Below is a comparison chart of Ray-Ban Authentic lenses vs. Traditional Lenses:

If you want the true brand experience, optimal vision, and exclusive lens technology

If you want lower cost or flexibility in materials and coatings

Feature	Ray-Ban Authentic Lenses	Traditional Lenses
Authenticity	Branded with etched logo for authenticity	No brand logo/marking
Frame Fit	Designed specifically for Ray-Ban & Oakley frames – perfect curvature & wrap	Cut to fit frames; may not match original design
Optical Quality	Advanced digital surfacing for sharp vision, minimal distortion, optimized periphery	Quality varies by lab; may have more distortion, especially in wrap frames
Exclusive Lens Tech	Access to proprietary tints & coatings (e.g., Oakley PRIZM™, Ray-Ban Chromance™)	Wide range of coatings available, but no brand-exclusive options
Aesthetics	Matches the brand's original look (mirror, gradient, tint)	May differ from the brand's signature style
Value	Complete "authentic package" – frame + lens engineered together	Cost-effective, but may sacrifice brand-matched optics and design

Sound Bites: Below are some examples of what it might sound like when presenting Ray-Ban Authentic lenses to your patients.

"Getting Ray-Ban Authentic prescription lenses is like using the original parts made just for your car instead of generic ones. They're designed to fit your Ray-Ban frames perfectly, so you get the sharpest vision, the best comfort, and the look Ray-Ban intended!"

"With Ray-Ban authentic prescription lenses, you're getting the same technology and quality the brand is known for. The lenses are designed to fit the frame perfectly, give you sharper vision with less distortion, and include exclusive tints and coatings you can't get anywhere else. They even have the etched logo for authenticity and are eligible for our Eyewear Protection Program."

"Traditional lenses can still give you good vision, but they don't always match the frame design or include the brand's unique technology. If you want the full brand experience and the best optics for your frame, the authentic lenses are the way to go."

"Authentic lenses are designed to match the frame perfectly, give you sharper vision, and include the brand's exclusive technology and warranty. Traditional lenses work too, but they don't have the same brand-specific fit, optics, or style."



Click here to watch a recording of the Ray-Ban Essilor Lens kickoff huddle!

After **Listening & Learning** about your patient, **Lead** with a personalized lens recommendation! Use the Patient Questionnaire and the Patient Hand off to help you identify what to recommend.

Preferred	Classic	Essential
Doctor recommended; patient preferred	Tried and true design to meet your needs	Baseline choice to meet basic requirements
Single Vision	 Eyezen®	 Tuned® III
Progressive	 Varilux® X series™	 Equalized® II
No Glare	 Crizal® Sapphire™^{HR}	 Ray-Ban AR Optimized® +
Light Filtering	 Transitions®	 Transitions®



Top 3 things you need to know about Ray-Ban Eyezen®

1. Reduce eye strain in front of digital devices
2. Automatically includes Blue Light Filtering
3. Provides sharper, more comfortable vision overall, especially for mixed-distance tasks



Top 3 things you need to know about Ray-Ban Varilux® XR

1. Better vision during motion/dynamic activities
2. Wider zones with a reduction in distortion/swim effect
3. Personalize fit & behavior-based optimization

LEARN, LISTEN, LEAD

Ray-Ban Authentic Huddle



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

Celebrate Start on a positive note...	<ul style="list-style-type: none">Examples: Ray-Ban Essilor Lens Launch, 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...	<ul style="list-style-type: none">To review what we know about Ray-Ban AuthenticsHow 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...	<ul style="list-style-type: none">Beliefs: (Link to Consultative Selling- Learn, Listen, Lead)<ul style="list-style-type: none">Cost: it's too expensive- they've got something for each budget. <i>Leverage insurance & multiples.</i>Accuracy: my patient's Rx won't look good or come out correctly- <i>wrap frames are optimized but Ray-Ban takes some specific action during manufacturing to ensure the patient gets a great pair of eyeglasses.</i>Have the team share the most recent interaction with a patient and help in overcoming objections around Ray-Ban 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...	<ul style="list-style-type: none">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..	<ul style="list-style-type: none">Recap what you are asking the team to do and when this should be done byGain team member commitments & buy inLet the team know that you will be following up & what milestones will be along the wayEnd on a positive note

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

RAY-BAN

Single Vision Sun

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

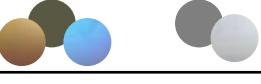
Chromance- The most advanced Ray-Ban sun lens ever designed. Contains 4 features in 1: **Light Transmittance, UV Light Filter, Polarizing Filter, and Contrast Enhancement**, allowing patients to see brighter and clearer colors.

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 Sun

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)

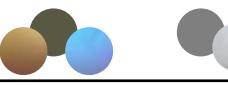
Why should you recommend polarized lenses to your patient?

- 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 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 Jd Rx					
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
R: +1.26	0.13	-0.28	0.13	95	7
L: +1.02	0.13				
Prism 1 Prism 2 PD Tol					
R: 0.751	0.25D	3.2	2.6		
L: 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!**

RAY-BAN

Overcoming Objections

Typically, our patients don't wear Rx sunglasses because:

1. Patient has never been educated on the importance of sun protection:

- Patients might not know they can have Rx sunglasses, but when they do know, the purchase intent of Ray-Ban Authentic sunglasses increases:
 - 43% of our patients will have the intent to purchase Ray-Ban RX sunglasses, when they know it is available in their prescription
 - Ray-Ban Rx Authentic lenses are a key purchase driver when it comes to sunglasses
 - The sun Rx collection also has original lenses that look identical to plano (The iconic Ray-Ban signature appears on both lenses, so no-one can tell the difference between plano or prescription lenses!)
 - Once your customer understands the value of Rx sunglasses, you can benefit from Ray-Ban's long-standing reputation



2. Someone who can't find a style they like



- Whether they have an existing prescription or not, all patients can now have sunglasses with prescription lenses- we must help the patient find a style they like!
- Educate the patient on what Ray-Ban can offer, patients Customers may be surprised to find that they can have variety

3. We don't leverage insurance or in store promotions

- Often times we Xray the wallet and don't offer our patient's multiple pairs of eyeglasses

The Ray-Ban patient is looking for convenience, style, comfort, and clear vision. It is important that you **Listen & Learn** about your patient, and **Lead** with a personalized lens recommendation based on what you learned about your patient. **Ray-Ban offers the perfect match of legendary style and Essilor's expertise in lens technology and vision!**

When a patient wants to use **insurance**, it can be challenging to price Ray-Ban Authentics.

So how do you address this? Be transparent and upfront with your patient.

- "To maximize your insurance, I'd recommend getting a back up pair of eyeglasses (or any other need discussed) through your insurance and utilizing our 40% off promotion for your sunglasses. Let me show you the lens features...."



If a customer needs reassurance, remind them that the glasses they're considering are made by one of the world's most recognized and trusted eyewear brands.

Inform the customer that both the frames and lenses have been designed, produced, and assembled by one company. A proof of authenticity and the guarantee of superior quality glasses.

Provide a transparent price that includes all the features you've discussed and how the patient will benefit from them.

RAY-BAN AUTHENTICS

Overcoming Objections Huddle



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

Celebrate Start on a positive note...	<ul style="list-style-type: none">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...	<ul style="list-style-type: none">How are we overcoming objections for RB Authentics?How are we <i>Learning</i> & <i>Listening</i> about our patients so we can <i>Lead</i> with a personalized Ray-Ban recommendation?
Participation Moment Let's practice this...	<ul style="list-style-type: none">After a patient has objected, how might they educate on the importance of sunglasses?Have the team explain to the patient how to maximize their insurance benefits on a different pair and get 40% off with Ray-Ban Rx Authentic lensesPrice objection
Problem Solve Two minds are better than one...	<ul style="list-style-type: none">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..	<ul style="list-style-type: none">Recap what you are asking the team to do and when this should be done byGain team member commitments & buy inLet 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.

OAKLEY AUTHENTICS

Product Knowledge

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

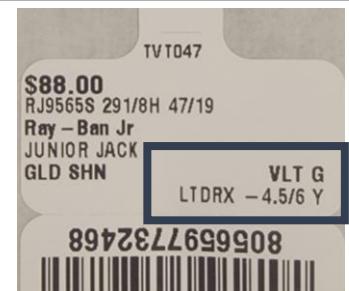
Can Oakley make all prescriptions?

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.)

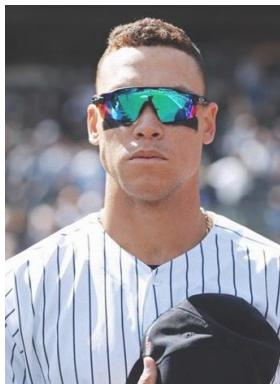
The frame tags will also list power ranges:

- 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.

	Standard OO Lenses	Max Edge OO Lenses
OO Sun Max Edge Capable Frame	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)
OO Sun NOT Max Edge Capable	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 .

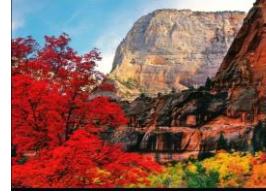
Polarized lenses reduce glare. With **Prizm Polarized lenses**, wave lengths are fine tuned to enhance colors, while the polarized filter reduces glare.

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

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

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>PRIZM ROAD</p> <ul style="list-style-type: none"> Road Road Black Road Jade 	<ul style="list-style-type: none"> Engineered to help you see subtle changes in road texture and quickly spot hazards like rocks and potholes so you can perform with confidence. Increases contrast to help see subtle changes in road textures and spot hazards more easily Enhances colors to make white and yellow lane lines more visible and road signs more vibrant Accentuates the sky and greenery for a more pleasant riding experience <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>PRIZM TRAIL TORCH</p>	<ul style="list-style-type: none"> 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. Identifies different textures in the terrain to see obstacles more clearly Enhances greens to help spot tree roots on the trail and accentuates the trail outline against vegetation Performs in a wide range of light conditions to see in and out of canopy cover 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
 <p>PRIZM GOLF</p> <ul style="list-style-type: none"> Golf Dark Golf 	<ul style="list-style-type: none"> Engineered to help you spot transitions between the fairway, fringe, and rough and gauge distance with accuracy to help you read the course better. Improves contrast to differentiate grass conditions and textures to predict ball speed and movement Increases depth perception to help gauge distance for wedge shots Separates shades of green to make it easier to see transitions between the fairway, fringe and rough Keeps the ball bright white to help spot and track against the grass and sky <p>Prizm Dark Golf: 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>PRIZM FIELD</p>	<ul style="list-style-type: none"> Engineered to enhance contrast and help you easily track the ball against the sky, grass and dirt. Brightens whites and enhances blues to increase contrast of a fly ball against a blue sky Increases saturation of reds and browns to track ball faster and easier against grass or dirt background The ball stands out more leaving the pitcher's hand, making it easier to read pitches and track the ball sooner

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.

ST049/10025767402 03/ 29 Original Order Date: 03/15/24
9453367 LMS Received Date: 03/18/24

ST049
DST

Store/Rx	Name	Lab
ST049/10025767402	TVO GREER T049	MCDONOUGH
DISTRIBUTED BY: Luxottica Optical 100 GRNW IND PK		MCDONOUGH GA

Sphere	Cyl	Axes	Prism 1	Prism 2	Avg	PD	Tol
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: MCS 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.
- 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!

Celebrate Start on a positive note...	<ul style="list-style-type: none">Examples: A team member that has had success selling OK Authentics, team members that have completed Leonard Oakley Experts modules, etc.
Purpose of the Huddle Today we are here to talk about...	<ul style="list-style-type: none">Review features of the Oakley Authentics programHow are we Learning & Listening about our patients so that we can Lead with a personalized Oakley recommendation based on what we learned?
Participation Moment Let's practice this...	<ul style="list-style-type: none">Use attached Overview pages to dig into what teams know and don't know about Oakley AuthenticsBeliefs: (Link to consultative selling- Learn, Listen, Lead)<ul style="list-style-type: none">Cost: it's too expensive- they've got something for each budgetAccuracy: my patient's Rx won't look good or come out correctly- wrap frames are optimizedRole 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 Oakley Sun Authentics?
Problem Solve Two minds are better than one...	<ul style="list-style-type: none">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..	<ul style="list-style-type: none">Recap what you are asking the team to do and when this should be done byGain team member commitments & buy inLet the team know that you will be following up & what milestones will be along the wayEnd on a positive note

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

There are many objections thrown at you from patients. Ultimately, the top reasons why our patients don't wear sunglasses are: .

1. The patient has not been educated on the importance of sunglasses or didn't know they could get prescription sunglasses
2. Lack of understanding of how the features will benefit them
3. Can't find a style they like
4. We don't leverage insurance or in store promotions
 - Often times we Xray the wallet and don't offer our patient's multiple pairs of eyeglasses



Use the 6 points below to help overcome patient objections for OK Sun in **Human Speak**:

1. **Quality and Durability:** Oakley is known for producing sunglasses with high-quality materials and construction, making them durable and long-lasting.
2. **Lens Technology:** Oakley incorporates advanced lens technology into their sunglasses, offering features such as UV protection, glare reduction, and impact resistance. Their lenses often provide excellent clarity and visual acuity.
3. **Performance:** Many Oakley sunglasses are designed with performance in mind, making them popular among athletes and outdoor enthusiasts. Features like lightweight frames, non-slip nose pads, and ergonomic designs enhance comfort and usability during various activities.
4. **Style:** Oakley offers a wide range of styles to suit different preferences, from sporty and athletic designs to more casual and fashionable options. Their sunglasses are often seen as a fashion statement.
5. **Brand Reputation:** Oakley has built a strong reputation as a leading eyewear brand, trusted by professionals and consumers alike. Their commitment to innovation and quality has earned them credibility in the market.
6. **Customization Options:** Oakley often provides customization options, allowing customers to personalize their sunglasses with different frame colors, lens tints, and other features.

COMPLETE YOUR OAKLEY EXPERT COURSES IN LEONARDO TO LEARN MORE ABOUT THE OAKLEY BRAND!



When a patient wants to use **insurance**, it can be challenging to price Oakley Authentics.

So how do you address this? Be transparent and upfront with your patient.

- "To maximize your insurance, I'd recommend getting a back up pair of eyeglasses (or any other need discussed) through your insurance and utilizing our 40% off promotion for your sunglasses. Let me show you the lens features...."

Provide a transparent price that includes all the features you've discussed and how the patient will benefit from them.

OVERALL, OAKLEY SUNGLASSES APPEAL TO THOSE SEEKING HIGH-PERFORMANCE EYEWEAR WITH A BLEND OF STYLE, DURABILITY, AND ADVANCED TECHNOLOGY.



Learn, Listen, and Lead with Oakley Sun Authentics!

Celebrate

Start on a positive note...

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

Purpose of the Huddle

Today we are here to talk about...

- How are we overcoming objections for OK Authentics?
- How are we **Learning & Listening** about our patients so we can **Lead** with a personalized Oakley recommendation?

Participation Moment

Let's practice this...

- After a patient has objected, how might they educate on the importance of sunglasses?
- Have the team explain to the patient how to maximize their insurance benefits on a different pair and get 40% off with Oakley Authentic lenses?
- Price objection...

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

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

COSTA AUTHENTICS

Product Knowledge

COSTA DEL MAR

Overview

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**)

 COSTA LENSES: Base colors: <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
MIRRORED LENSES: <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)	

	<h3>Learn, Listen, and Lead with Costa Del Mar Authentics!</h3>
Celebrate Start on a positive note...	<ul style="list-style-type: none"> 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...	<ul style="list-style-type: none"> 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...	<ul style="list-style-type: none"> 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...	<ul style="list-style-type: none"> 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..	<ul style="list-style-type: none"> 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!	