

A vibrant, stylized illustration of a tropical jungle. The background is filled with various types of green leaves, including large monstera leaves with holes, long palm fronds, and broad banana leaves. Interspersed among the foliage are several tropical flowers: a bright orange Bird of Paradise flower in the top left, a large yellow hibiscus in the top right, a white frangipani with a yellow center on the left, a large red hibiscus in the bottom right, and a red Bird of Paradise flower at the bottom center. A small red and white striped object, possibly a fruit or a small animal, is partially visible behind the 'Maui Jim' text.

Maui Jim

List your site number in the chat

LAUNCH DETAILS



GO LIVE FW 41 (October 5th)

- Why: sun expansion & capture back the MJ patient
- Limited brand 20 UPC in each office
- Maui Jim labs produce the eyewear
 - VSP- MJ Lab in Eyefinity
 - All other orders- RxO
- Non-MJ locations are NOT authorized to sell the products





Existing Maui Jim Locations (22)		New Sites (12)
T006	T060	T142
T008	T072	T143
T012	T107	T171
T013	T114	T172
T014	T127	T052
T016	T139	T119
T018	T141	T096
T033	T148	T115
T035	T149	T103
T037	T156	T173
T057	T164	T174



The background is a dense, vibrant illustration of a tropical jungle. It features a variety of green leaves, including large monstera leaves with characteristic holes and long, slender palm fronds. Interspersed among the foliage are several tropical flowers: a bright orange Bird of Paradise flower in the top left, a large orange hibiscus in the top right, a white plumeria with a yellow center on the left, and a large red hibiscus in the bottom right. A small red and white striped object, possibly a fruit or a small animal, is partially visible behind the central text.

Maui Jim

BRAND OVERVIEW

A close-up, profile view of a woman's face in silhouette. She is wearing swim goggles with yellow lenses and a pink strap, which are resting on her forehead. The background is a soft, warm glow from a low sun, creating a gradient from light orange to pale blue. The woman's hair is dark and appears to be pulled back. The overall mood is serene and suggests a beach or aquatic setting.

Maui Jim

FUN FACTS

Born on the Beaches of Maui

Maui Jim started in 1987 as a small company selling sunglasses on the beaches of Lahaina, Hawaii.

The brand was created to combat the intense glare and UV exposure unique to island life.



FUN FACTS

Inspired by Nature

The brand's lens technology is designed to mimic how human eyes naturally perceive color, with a focus on blues, greens, and reds—just like a tropical paradise!





Maui Jim

**PRODUCT
KNOWLEDGE**

LENS TECHNOLOGY: 7 characteristics



POLARIZATION

High efficiency polarized film, eliminates 99.9% of glare, *allowing your eyes to see more with less effort.*



FRONTSIDE TREATMENTS

Reduce the amount of light passing through the lens, *while providing a fashionable aesthetic.*



ANTI-REFLECTIVE TREATMENT

Applied to the back of the lens, neutralizes glare from behind, *providing better clarity and reduced eye fatigue.*



COLOR ENHANCEMENT

Enhances natural light instead of dimming it, *delivering exceptional color and clarity.*



UV & BLUE LIGHT PROTECTION

Blocks 100% of harmful UV rays and provides comprehensive solar blue light protection *to defend eye health.*



SCRATCH-RESISTANCE TREATMENT

Applied to the front and back of the lens, *enhances performance and durability.*



HYDROPHOBIC & OLEOPHOBIC TREATMENTS

Applied to both sides of the lens, shed water and repel grease, *making lenses easier to clean and maintain.*

LENS MATERIALS: Available in 3 lens materials

Maui Jim

MAUI BRILLIANT

Features optics nearly as clear as glass with just one-third of the weight.



- Total Power +3.0 to -6.50
- Single Vision & Progressives
- Lens Colors: Neutral Grey, HCL Bronze, Maui Rose, Maui HT, Blue Hawaii, Maui Lava, and Maui Green, Maui Sunrise

MAUI EVOLUTION

Offers a high index, lightweight, scratch and impact resistant material.



- Total Power +3.0 to -6.50
- Single Vision & Progressives
- Lens Colors: Neutral Grey, HCL Bronze, Maui Rose, Maui HT

POLYCARBONATE

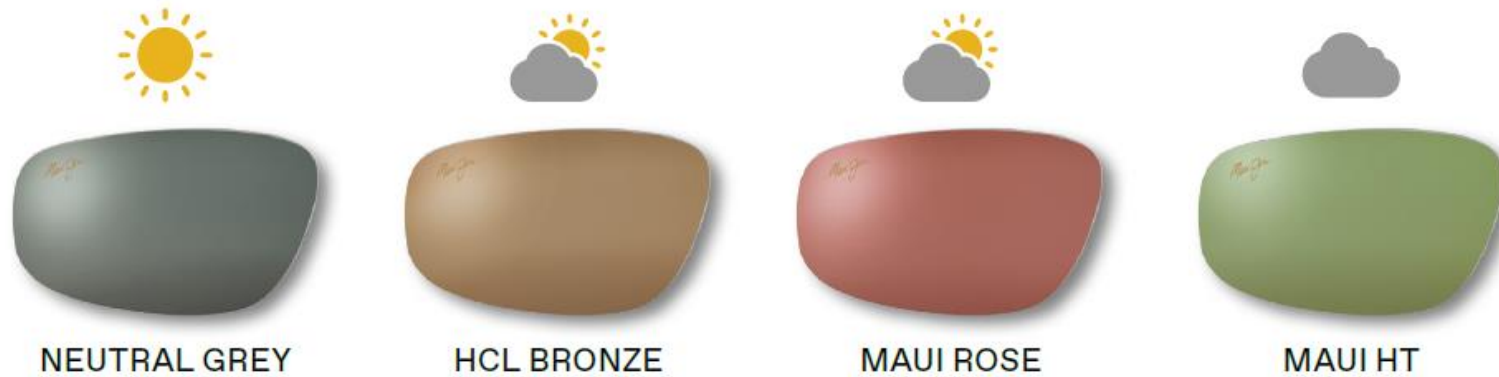
Provides durability and outstanding impact resistance.



- Total Power +3.0 to -6.50
- Single Vision & Progressives
- Lens Colors: Neutral Grey, HCL Bronze, Maui Rose, Maui HT

LENS COLORS: 4 colors options

Maui Jim



LENS FRONT SIDE TREATMENTS: 3 treatments can be applied on lenses

- 1 **BI-GRADIENT:** Mirror applied to the top and bottom of lens reducing the brightest light from above and below, allowing your eyes maximum visual comfort in the most intense light conditions.
- 2 **MAUI GRADIENT:** A darker application at the top gradually gets lighter moving down the lens, allowing the appropriate amount of light to filter through certain areas during everyday use.
- 3 **FULL MIRRORS:** Fully-applied mirror from top to bottom for a fashionable aesthetic.

LENS FRONT SIDE TREATMENTS

Maui Jim

BI-GRADIENT MIRROR



NEUTRAL GREY



HCL BRONZE



MAUI ROSE



MAUI HT

MAUIGRADIENT



NEUTRAL GREY



HCL BRONZE



MAUI ROSE



MAUI HT

FULL MIRRORS



BLUE HAWAII
Neutral Grey base lens



HAWAII LAVA
HCL Bronze base lens



MAUI SUNRISE
Maui Rose base lens



MAUI GREEN
Neutral Grey base lens

Lens colors available
only on
Maui Brilliant Lens

INSURANCE

VSP & EYEMED

- ✓ Can use patient benefits
- ✓ EyeMed will transmit to RxO

VSP:

- ✓ LPA: Mark as RxSun Authentic
 - VSP Maui Jim Lab
- ✓ Billers will add lab to Eyefinity
- ✓ Most locations : Mason & Rosin Billers file the claim
 - Site: [Eyefinity Claim Filing Video](#)



VSP RESOURCES

	Lens Features	VSP Code
Maui Evolution: Digital High Index Polarized	Maui Digital Single Vision	V2100
	Maui Evolution Grey	DB
	Maui Jim Clearshell Anti-Reflective (D)	QV
	Bi Gradient Mirror Grey	QP or QR
	PolarizedPlus2 Grey	DA
	Scratch Resistant	QS
	MJ Tint 3 Solid	MN
	Maui Clearshell Backside UV	BV
	DST Processing	BA
Maui Polycarbonate: Digital Polarized	Maui Digital Single Vision	V2100
	Maui Poly HT	DD
	Maui Jim Clearshell Anti-Reflective (D)	QV
	Bi Gradient Mirror HT	QP or QR
	PolarizedPlus2 HT	DA
	Scratch Resistant	QS
	MJ Tint 3 Solid	MN
	Maui Clearshell Backside UV	BV
	UV400	SV
Maui Brilliant: Digital Polarized	Maui Digital Single Vision	V2100
	Maui Brilliant Bronze	DB
	Maui Jim Clearshell Anti-Reflective (D)	QV
	Bi Gradient Mirror Bronze	QP or QR
	PolarizedPlus2 Bronze	DA
	Scratch Resistant	QS
	MJ Tint 3 Solid	MN
	Maui Clearshell Backside UV	BV
	DST Processing	BA

	Lens Features	VSP Code
Maui Evolution Passport 2.0: Digital High Index Polarized	Maui Passport 2.0 Progressive (N+CM)	V2781, NA
	Maui Evolution Grey	NB
	Maui Jim Clearshell Anti-Reflective	QV
	Bi Gradient Mirror Grey	QP or QR
	PolarizedPlus2 Grey	NP
	Scratch Resistant	QS
	MJ Tint 3 Solid	MN
	Maui Clearshell Backside UV	BV
Maui Polycarbonate Passport 2.0: Digital Polarized	Maui Passport 2.0 Progressive (N+CM)	V2781, NA
	Maui Poly Rose	ND
	Maui Jim Clearshell Anti-Reflective (D)	QV
	Bi Gradient Mirror Rose	QP or QR
	PolarizedPlus2 Rose	NP
	Scratch Resistant	QS
	MJ Tint 3 Solid	MN
	Maui Clearshell Backside UV	BV
	UV400	SV
Maui Brilliant Passport 2.0: Digital Trivex Polarized	Maui Passport 2.0 Progressive (N+CM)	V2781, NA
	Maui Brilliant Grey	NB
	Maui Jim Clearshell Anti-Reflective	QV
	Bi Gradient Mirror Grey	QP or QR
	PolarizedPlus2 Grey	NP
	Scratch Resistant	QS
	MJ Tint 3 Solid	MN
	Maui Clearshell Backside UV	BV

VSP RESOURCES

FRAME

Supplier:

Lab Supplied



Frame: LELE KAWA

Search

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IMAGE NOT
AVAILABLE

Selected color may not
match displayed image

Remove Frame

Edit Manually

* Manufacturer: Maui Jim

* Collection: Classic

* Model: LELE KAWA 811

UPC: 603429064235

SKU: 811-11D

* Color: Mjrx Grey Stripe

* Temple: 145

Shape:

* Material: Zyl

* Eye Size: 58

B: 42.0

ED: 63.0

* DBL: 16.0

* WHOLESALE
FRAME COST:

99.50

Edit Manually

INSURANCE & DISCOUNTS

ALL OTHER INSURANCE CARRIERS

- Can NOT use full benefits
- No discounts

CASH PAY

Not eligible for discounts. This Includes:

- Multiple pair
- 15% off lenses
- Employee discounts
- Plano MJ Promo Expired 3.2.25



CONSULTATIVE SELLING

Sales Overview

KPI's Impacted:

- Sales Targets
- Avg \$ Retail Unit \$341
- Multiples 15%
- Comp +5%
- Retail Capture 75%
- Polarized %

Your Best Tools:

- You & Your Optometrist
- Patient Questionnaire
- OD Handoff
- Lens Simulator

- Capture back incremental units
- Expectation is to average 1 per week!



CONSULTATIVE SELLING

How would you introduce Maui Jim?

Meet Jasmine

- Health care professional
- On digital devices
- Likes to play pickleball & play video games
- Occasionally wears CLs
- Has Rx sunglasses + plano

Optician: We've picked out your work frames and lenses—now let's talk about your time off. The doctor mentioned you play pickleball. What other outdoor hobbies or activities do you enjoy?

Optician:

CONSULTATIVE SELLING

How would you introduce Maui Jim?

Meet Hector

- Works in finance
- Likes to hike and is active outdoors
- Previously worn MJ & saw a pair he liked online (not a part of our assortment)

Optician: Well, hey, I'm so glad to hear you love your Maui Jim's. They are fantastic sunglasses. What was it about the style of the frame that attracted you? We now carry a limited assortment of Maui Jims. Let me see if I have something similar.

Optician:

YOUR GAMEPLAN

How you bring it to life in your practice?

- Review the Toolkit
- Get buy in
- Make it a part of your Consultative Selling strategy
- Create excitement
- Train your team



QUESTIONS





Maui Jim

TeamVision Assortment

FRAME ASSORTMENT



Model Code: 0MJ000347

Style Name: HOOKIPA

Frame Material & Color: Injected / Black Grey

Lens Material & Color: Polycarbonate / Grey Polar

Eye Size: 64



Model Code: 0MJ000502

Style Name: HOOKIPA 2

Frame Material & Color: Injected / Grey Shiny

Lens Material & Color: Polycarbonate / Blue Mirror Polar

Eye Size: 64



Model Code: 0MJ000748

Style Name: LANAKILA

Frame Material & Color: Metal / Black Grey

Lens Material & Color: Polyamide / Grey Polar

Eye Size: 59



Model Code: 0MJ000748

Style Name: LANAKILA

Frame Material & Color: Metal / Silver Shiny

Lens Material & Color: Polyamide / Red Mirror Polar

Eye Size: 59

FRAME ASSORTMENT



Model Code: 0MJ000499
Style Name: 735 ORCHID
Frame Material & Color: Injected / Tortoise Blue
Lens Material & Color: Crystal / Bronze Mirror Polar
Eye Size: 56



Model Code: 0MJ000499
Style Name: 735 ORCHID
Frame Material & Color: Injected / Tortoise Pink
Lens Material & Color: Crystal / Pink Mirror Polar
Eye Size: 56



Model Code: 0MJ000512
Style Name: 723 OCEAN
Frame Material & Color: Injected / Brown Tortoise
Lens Material & Color: Crystal / Bronze Gradient Polar
Eye Size: 57



Model Code: 0MJ000512
Style Name: 723 OCEAN
Frame Material & Color: Injected / Tortoise Pink
Lens Material & Color: Crystal / Pink Gradient Polar
Eye Size: 57

FRAME ASSORTMENT



Model Code: 0MJ000608

Style Name: LELE KAWA

Frame Material & Color: Injected / Blue Dark

Lens Material & Color: Crystal / Blue Mirror Polar

Eye Size: 58



Model Code: 0MJ000608

Style Name: LELE KAWA

Frame Material & Color: Injected / Grey

Lens Material & Color: Crystal / Grey Polar

Eye Size: 58



Model Code: 0MJ000611

Style Name: SOUTHERN CROSS

Frame Material & Color: Injected / Black Clear

Lens Material & Color: Crystal / Grey Polar

Eye Size: 63



Model Code: 0MJ000611

Style Name: SOUTHERN CROSS

Frame Material & Color: Injected / Tortoise Brown

Lens Material & Color: Crystal / Bronze Polar

Eye Size: 63

FRAME ASSORTMENT



Model Code: 0MJ000780

Style Name: HULILI

Frame Material & Color: Injected / Black Matte

Lens Material & Color: Crystal / Grey Polar

Eye Size: 57



Model Code: 0MJ000780

Style Name: HULILI

Frame Material & Color: Injected / Brown Matte

Lens Material & Color: Crystal / Bronze Polar

Eye Size: 57



Model Code: 0MJ000452

Style Name: RED SANDS MJ

Frame Material & Color: Injected / Black Matte

Lens Material & Color: Polycarbonate / Grey Mirror Polar

Eye Size: 59



Model Code: 0MJ000503

Style Name: RED SANDS OLD

Frame Material & Color: Injected / Black Matte

Lens Material & Color: Polycarbonate / Blue Mirror Polar

Eye Size: 59

FRAME ASSORTMENT



Model Code: 0MJ000683

Style Name: KEOKEA

Frame Material & Color: Injected / Black Shiny

Lens Material & Color: Polyamide / Grey Polar

Eye Size: 55



Model Code: 0MJ000683

Style Name: KEOKEA

Frame Material & Color: Injected / Tortoise Red

Lens Material & Color: Polyamide / Red Mirror Polar

Eye Size: 55



Model Code: 0MJ000697

Style Name: ONE WAY

Frame Material & Color: Injected / Blue Dark

Lens Material & Color: Crystal / Blue Mirror Polar

Eye Size: 55



Model Code: 0MJ000697

Style Name: ONE WAY

Frame Material & Color: Injected / Grey

Lens Material & Color: Crystal / Grey Polar

Eye Size: 55