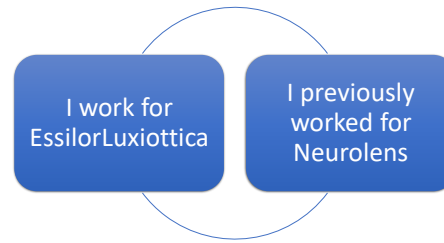




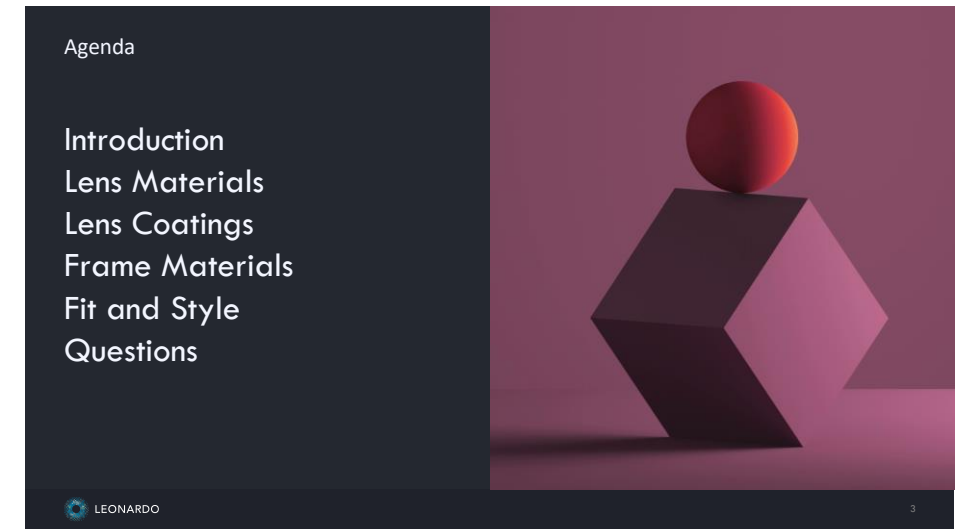
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Paige Shoven has received honorarium from EssilorLuxiottica and Neurolens.  
All relevant relationships have been mitigated.

Disclaimers



2



3

What do you consider when choosing eyewear for a patient

4

**Material Characteristics**

**Crown Glass**

- The first material used to make glasses
- Offers the best optical clarity
- Heavy and Prone to breakage

**CR-39/Plastic/1.50**

- First alternative to glass lenses
- Need UV coating added for protection
- Will break with drilled or grooved frames
- Thinner and Lighter than crown glass

**Polycarbonate/1.59**

- Safest Lens
- Good for all frame mountings
- Recommended for children (not required)
- Thinner and Lighter than CR-39

Material	Refraction Index	Specific Gravity	Abbe Value
CR-39	1.49	1.32	58
Crown Glass	1.52	2.54	60
Trivex	1.53	1.11	43
Mid-Index	1.56	1.42	39
Polycarbonate	1.59	1.20	32
High-Index Plastic	1.60	1.34	37
Highest-Index Plastic	1.66	1.35	32
High-Index Glass	1.70	2.99	32
Highest-Index Glass	1.80	3.37	25

5

When choosing a lens material, it is important to consider the prescription, the index of refraction, and the ABBE value.

The higher the ABBE value the clearer the vision through the lenses.

The higher the index of refraction, the thinner the lenses will be

Index of Refraction of Plastic materials	Abbe value
Standard plastic 1.50	58
Trivex® 1.53	44
Polycarbonate 1.59	31
High index 1.60	41
High index 1.67	32
Ultra high index 1.74	33

6

Standard Plastic 1.50

Index	1.50
Purpose	Plastic 1.50 is the most standard material. In the last decades, its use is declining as consumers shift toward thinner, lighter, and safer materials, such as polycarbonate and higher index plastics.
Positives	<ul style="list-style-type: none"> <li>Offers scratch resistance levels comparable to glass (when coated)</li> <li>Lighter and more impact resistant than glass</li> <li>Provides an Abbe value comparable to glass (57 vs. 58) for better overall optics</li> <li>Provides a low-cost alternative for cost-conscious patients</li> </ul>
Negatives	<ul style="list-style-type: none"> <li>Plastic 1.50 lenses are thicker and heavier than newer lens materials</li> <li>Plastic 1.50 CR-39 doesn't offer the impact resistance of polycarbonate</li> </ul>
Recommend	When a patient objects to the price of a higher-quality lens

- Easy to remember, 1.50 was introduced in the 1950s
- For decades, it was the material of choice

7

Trivex

Index	1.53
Purpose	This material is a good alternative to plastic 1.50 in regards to thickness and weight as well as UV transmission. However, it falls short compared to polycarbonate and High-index lens materials.
Positives	It is also a good choice for drilled rimless as its tensile strength resists cracking and breakage.
Negatives	Trivex is aesthetically limited to lower prescriptions due to thickness. It can be tinted, but this requires the use of appropriate techniques
Recommend	When a patient would like a thinner lens with superior impact resistance. For drill mount applications, and as an upgrade from 1.50 plastic.

Trivex was originally developed for visors on army helmets

Trivex is a thinner and lighter option than standard plastic 1.50

8

Polycarbonate

Index	1.59
History	<ul style="list-style-type: none"> <li>In the 60s, NASA developed polycarbonate for astronauts' face shields</li> <li>In the 80s, the material was used for safety glasses and sportswear</li> <li>In 1962, a much improved polycarbonate was created for CDs</li> <li>You will find polycarbonate is used in many everyday items</li> </ul>
Options	Available with aspheric technology, which changes the lens power as the eye rotates away from the optical axis, maintaining superb optical performance and minimizing aberrations
Flexibility	Best material for rimless frames; high tensile strength makes the lens durable and flexible enough for drill mounts
Positives	<ul style="list-style-type: none"> <li>30% thinner, 30% lighter than standard plastic lenses</li> <li>Provides 100% UVA/UVB protection</li> <li>Impact resistant, 12 times better than standard plastic lenses</li> <li>Ideal for rimless frames</li> </ul>
Negatives	1.67 lenses will be thinner for prescriptions over 4D. Patients with very high prescriptions (+/-5.00D) may notice some chromatic aberration
Recommend	<ul style="list-style-type: none"> <li>For active people who need the most impact resistant lens</li> <li>For people who want a very light, comfortable lens</li> <li>For children and teens, where eye safety and impact resistance are critical</li> </ul>
Duty to warn	Eyecare professionals have a duty to inform patients- especially minors and their guardians- that polycarbonate is the most impact resistant eyeglass lens material available.

- Polycarbonate is the most impact-resistant material and is a great option for children's eyewear.

9

Besides Lenses what else are you thinking of?

10

POLy Quiz on Kahoot

11

**Hi Index 1.60**

Index	1.60
UV Protection	100% UVA/UVB protection
Thinner and lighter	30% thinner than plastic 1.50
Superior optics	Available with aspheric technology, which changes the lens power as the eye rotates away from the optical axis, maintaining superb optical performance and minimizing aberrations
Flexibility	Ideal material for rimless frames; highest tensile strength makes the lens durable and flexible enough for drill mounts
Positives	- Provides a thinner lens than plastic 1.50 - Slightly reduces magnification effect for people with plus prescriptions - Reduces edge thickness for minus powers
Negatives	- May not appeal to cost-sensitive patients - Does not improve cosmetic appearance on thick lenses as effectively as thinner 1.67
Recommend	For drill mount applications or as an alternative to polycarbonate. Patients who like the thickness of Polycarbonate, but cannot adapt to the visual performance of the lens, prefer the clarity of plastic resin.

**Hi Index 1.67**

Index	1.67
UV Protection	100% UVA/UVB protection
Thinner and lighter	- 40% thinner than plastic 1.50 - 29% lighter than CR-39 lenses - 15% thinner and 25% flatter than 1.60 index lenses
Superior optics	Available with aspheric technology, which changes the lens power as the eye rotates away from the optical axis, maintaining superb optical performance and minimizing aberrations
Flexibility	Best material for rimless frames; high tensile strength makes the lens durable and flexible enough for drill mounts
Positives	- Provides a very thin, high-quality lens solution - Enhances cosmetic appearance - Slightly reduces magnification effect for people with plus prescriptions - Reduces edge thickness for minus powers
Negatives	May not appeal to cost-sensitive patients
Recommend	- For patients who want a thinner, flatter lens to improve appearance - For patients with an Rx of +7.00 diopters or greater, this would be the first choice to recommend due to its thickness and flexure when compared with other products in this range - Excellent selection for patients who want drill mounts

12

**High Index 1.74**

Index	1.74
UV Protection	100% UVA/UVB protection
Thinner and lighter	- 1.74 index is the thinnest lens material available today - Over 50% thinner and up to 50% lighter than plastic 1.50 - Up to 3 times flatter than plastic 1.50 - 25% thinner than 1.60 index lenses - 13% thinner than 1.67 index lenses
Superior optics	Available with aspheric technology, which changes the lens power as the eye rotates away from the optical axis, maintaining superb optical performance and minimizing aberrations
Flexibility	Provides the thinnest lens available - Enhances cosmetic appearance - Represents the latest technology - Slightly reduces magnification effect for people with plus prescriptions - Reduces edge thickness for minus powers
Negatives	- May not appeal to cost-sensitive patients - May not be the best solution for drill mounts
Recommend	- For people who want the thinnest, flattest lens available - For patients with an Rx of +7.00 diopters or greater, this would be the first choice to recommend due to its thickness and flexure when compared with other products in this range

13

**Lens style** Multifocal type, multifocal size, multifocal height, and progressives

Single Vision      Bifocal      Progressive      Occupational

14

MATERIALS MATTER

NORTH AMERICA, SEPT 2023

Frame Materials

15

**Frame Materials | Material Characteristics**

<p>Acetate</p>	<p>Metal</p>	<p>Nylon</p>	<p>Special materials</p>
<p>Bolder tones Smooth feel Easy to adjust</p>	<p>Slimmer profile Adjustable Universal fit</p>	<p>Durable Lightweight Heat resistant</p>	<p>Unique Handcrafted Luxurious</p>

16

**Frame Materials | Material Characteristics - Acetate**

- Bio-Based Acetate**  
Made without fossil fuels and certified biodegradable.
- Specialty Acetates**  
Unique colors for specific collections, such as Ray-Ban Colorblock, Chanel and Tiffany & Co. Signature colors, and limited editions.


17

**Frame Materials | Material Characteristics - Metal**

- Monel**  
Nickel-copper alloys are stronger than pure nickel. Monel alloys are resistant to corrosion by many agents, including rapidly flowing seawater.
- Titanium**  
Titanium can be pure or an alloy. It is lightweight, strong and anti-corrosive.
- Aluminum**  
Lighter in weight than titanium, 100% recyclable and allows for creative designs.


18

Frame Materials | Material Characteristics - Nylon



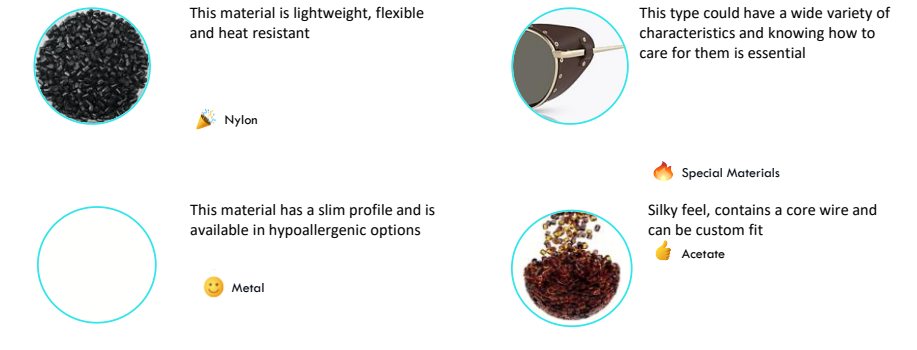
- 1 **Bio-Based Nylon**  
Made from at least 57% bio-based material, replacing fossil-based materials with renewable sources such as castor oil. Lightweight and comfortable.
- 2 **Nylon Blend**  
Combines nylon that is lightweight, durable and flexible with polymers to decrease the brittle nature of nylon.
- 3 **O Matter**  
Patented nylon material specific to Oakley. Heat and cold-resistant, and extra durable to support those with an active lifestyle.

Frame Materials | Material Characteristics – Special Materials



- 1 **Carbon Fiber**  
In addition to being ultra-lightweight and durable, it is resistant to corrosion, high temperatures and moisture.
- 2 **Rubber**  
Miraflex is a new product in the EL assortment for our infants. The rubber material allows for comfort, flexibility and durability; available in an array of colors.
- 3 **Unique Embellishments and Fine Materials**  
Seen in our Luxury lines, often hand-crafted. Examples include Chanel, Oliver Peoples, Tiffany & Co, etc.

Frame Materials | Knowledge Check



- Nylon**: This material is lightweight, flexible and heat resistant.
- Metal**: This material has a slim profile and is available in hypoallergenic options.
- Special Materials**: This type could have a wide variety of characteristics and knowing how to care for them is essential.
- Acetate**: Silky feel, contains a core wire and can be custom fit.

Frame Materials | Fitting Techniques

Acetate	Metal	Nylon	Special Materials
---------	-------	-------	-------------------

Frame Materials | Fitting Techniques

Acetate	Metal	Nylon	Special Materials
<b>Do:</b> Always ensure proper temple fit using heat			
<b>Don't:</b> Attempt to adjust the bridge			
<b>Tools to use:</b> Frame warmer			

Frame Materials | Fitting Techniques

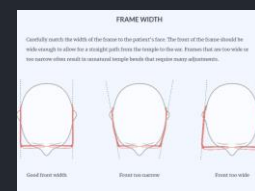
Acetate	Metal	Nylon	Special Materials
<b>Do:</b> Always ensure proper temple fit using heat	<b>Do:</b> Adjust nosepads and temples with proper tools		
<b>Don't:</b> Attempt to adjust the bridge	<b>Don't:</b> Use heat to adjust		
<b>Tools to use:</b> Frame warmer	<b>Tools to use:</b> Different pliers		

Frame Materials | Fitting Techniques


Acetate	Metal	Nylon	Special Materials
<b>Do:</b> Always ensure proper temple fit using heat	<b>Do:</b> Adjust nosepads and temples with proper tools	<b>Do:</b> Ensure proper fit as is	
<b>Don't:</b> Attempt to adjust the bridge	<b>Don't:</b> Use heat to adjust	<b>Don't:</b> Use heat to adjust	
<b>Tools to use:</b> Frame warmer	<b>Tools to use:</b> Different pliers	<b>Tools to use:</b> Angling pliers	

### Frame Style First- Don't be afraid to say no

**FRAME WIDTH**



Good front width    Front too narrow    Front too wide



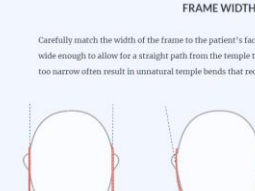
Width    Bridge    Temples

### Frame Choice Matters

Start with frames that are relatively close to fitting straight from the factory.

Your inventory should represent frames that come in many sizes to fit your different patient's needs.

**FRAME WIDTH**



Good front width    Front too narrow    Front too wide



### Bridge sizes are just as important as frame sizes

The bridge fit that distributes the weight of the glasses over a larger area of the nasal surface, creates less pressure and conveys more comfort.

Good fit with even weight distribution

The bridge fit that rest the weight of the glasses on a lesser area of the nasal surface create concentrated pressure, which often leads to pain and irritation.

Poor fit with all the weight on only two points

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28

A saddle bridge distributes weight on both sides and the top of the patient's nose. This style effectively supports the heaviest frames, tends itself to bend, flat bridges, and allows the frame to settle lower on the nose. Saddle bridges also help mask a protruding nose for cosmetic reasons.

Keyhole bridges distribute weight only on the sides and rest themselves to patient's with long, thin nasal features. They allow frames to sit higher on the face, avoiding protruding cheeks. Choose this type of bridge for patients with sensitive noses, since it eliminates pressure on the top of the nose.

Adjustable pads bend themselves to any bridge by distributing weight only on the pads. Pad sizes and materials are interchangeable, allowing maximum flexibility to achieve the perfect fit.

Bridges on glasses are made differently to fit the needs of different populations.

Ensure the office is considering patient demographics when choosing frames that offer different bridge types and sizes.

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29

Over the ear

Into the head

### TEMPLE LENGTH AND SIZE

The temple section of a frame should rest comfortably over the back of the ear and on the side of the head.

Discomfort occurs when the temple holding power is concentrated over a limited area.

Like a good bridge fit, a well-adjusted temple disperses the maximum amount of temple surface over the greatest temporal area.

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30

### Five temple styles are available

Comfort cables and Riding Bows are less common today, but you might get asked about them

#### COMFORT CABLES

The cable design is fashioned from thin braided metal strands. The style is lightweight and flexible, and consistently pulls lenses toward face. It fits close to the ear.

#### RIDING BOWS

Riding bow rims are built with plastic. They fit close like cables but with less flexibility. They strongly pull the frame toward the face. They are often used for sport, children, or safety frames.

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31

SKULLS

This style is tapered to facilitate an over-the-ear bend. A lower paddle offers strong holding power on the side of the head. It is made of plastic or metal.

CONVERTIBLES

This style is thin and lightweight. It can be fitted straight back or like a skull temple.

LIBRARIES

The style is thick and massive and fits straight-backed. It allows maximum hold on the side of the head. It is easy to slip on and off.

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32

### Frame Materials | Fitting Techniques

Acetate	Metal	Nylon	Special Materials
<b>Do:</b> Always ensure proper temple fit using heat	<b>Do:</b> Adjust nosepads and temples with proper tools	<b>Do:</b> Ensure proper fit as is	<b>Do:</b> Learn how to work with the material
<b>Don't:</b> Attempt to adjust the bridge	<b>Don't:</b> Use heat to adjust	<b>Don't:</b> Use heat to adjust	<b>Don't:</b> Forget to teach your customer how to care for the specific materials
<b>Tools to use:</b> Frame warmer	<b>Tools to use:</b> Different pliers	<b>Tools to use:</b> Angling pliers	<b>Tools to use:</b> Specific to materials

33

#### Frame data

To be ordered, supplied, lenses only, manufacturer, style, color, eyes size, DBL, temple length, and any additional special lens shape/size information

The type and style guides show how a lens must be edged to achieve successful mounting

Thickness may need to be added or subtracted to allow special edge coatings - see the chart below

MOUNTING	PLUS LENS	MINUS LENS
Drilled rimless	Must be ground thicker to add stability around the drill hole	Accentuates thickness since entire lens is in front of the mounting
Grooved rimless	Must be ground thicker to allow for thickness of groove	Dis-emphasizes thickness by placing lens to be the back of the mounting
Plastic Full Rim	Cushions and protects to allow edges to be ground to minimum thickness	Hides thickness by partially concealing edges
Metal Rim	Must be ground slightly thicker to prevent warping and chipping	Accentuates thickness by showing most of the lens edge
Roll & Polish	Irrelevant on this edge	Removes thickness already there

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34

### Fitting Height- Pre Adjust the Frame

Adjust the frame prior to taking measurements.

Ensure optimal positioning of lenses

The frame should sit evenly with contact points at the nose pads and tops of the ears.

Vertex Distance	Pantoscopic Tilt	Wrap Angle
Optimal = 10-14mm Average = 12mm Small vertex is ideal	Optimal = 8°-12° Average = 8° Avoid negative panto	Optimal = 4°-12° Average = 7° Avoid negative wrap

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35

### Fitting Heights should be taken with the patient in their normal posture

- Place the patient facing you squarely across the fitting table
- Position your chair so that you are at the same height as the patient
- Have the patient drop their arms loosely to their sides.
- Assure that you are perfectly level with the patient
- Instruct them to look at you between your eyes (or use the "open eye" method)
- Remember "muscle memory"
- If needed, direct the patient's movement to correct for near vision posture
- Mark the center of the pupil on each demo lens

### Measure Monocular Heights

Because Heights can be different

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36

Measure fitting height from **pupil center** to bottom of **BOX**.

Pay attention to the frame shape!  
(Accuracy does not guarantee a reading area is available)

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37

Measure fitting heights

When taking measurements  
Observe the patient from the same horizontal plane  
"Nose to Nose" and "Eye to Eye"

Observing the patient from above results in a fitting height that is too high

Observing the patient from below or neglecting to correct for "muscle memory", results in a fitting height that is too low

Where you see the pupil when you are higher than your patient

Where you see the pupil when you are lower than your patient

38

### The Boxing Centering System

- The Boxing System consists of drawing a box around the lens shape with the box's sides tangent to the outermost edges of the shape.
- The Boxing System is the reference system used by lens manufacturers and set up by default on automatic edging machines.

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39

PD Pupillary Distance is the distance between the center of the pupils

Mono PD is the distance between the center of the pupil and the center of the nose

B Measurement is the vertical depth of the boxing

A Measurement the horizontal width of the boxing

DBL (Distance between lenses) is the measurement of the bridge

ED (Effective Diameter) The longest diagonal measurement of the frame

H (Height or Seg Height or Optical Center Height) The measurement from the bottom of the box to the center of the pupil

Geometric Center (GC) – The intersection of the Datum Line and the horizontal centers of each lens shape.

40

### VERTICAL CENTRATION: FITTING HEIGHT

The fitting height is measured from the bottom of the box to the center of the pupil.

Remember to add the depth of the bevel.

It must be measured on both eyes as they could be different due to possible facial asymmetry.

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41

Measure fitting height from **pupil center** to bottom of **BOX**.

## WHAT DO YOU MEAN BY BOX?

Pay attention to the frame shape!  
(Accuracy does not guarantee a reading area is available)

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42

A, B, ED, and PD Measurements are a major component in the thickness of a lens

### SHAPE

It's all about the Effective Diameter (ED).

- Symmetrical, rounded and small shapes have thinner lenses
- Square or asymmetrical have thicker lenses

### The Boxing System

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Same Rx

plus lenses

minus lenses

increased diameter

increased thickness

- Lenses will always be thinnest if decentration is 0
- The greater the decentration, the larger the blank needed to edge the lens.
- The larger the blank of any lens, the thicker and heavier the finished lens

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44

- Lens centration is the perfect alignment between the optics of the lens and the optics of the eye.
- It is important because the very best optics are viewed through the center of the lens.
- The closer the pupil is to the center of the frame, the better the optics in the lens will be.

45



### What is Decentration?

Decentration is the difference between the PD of the **frame** and the PD of the **patient**

**Eye Size (A) + DBL = Frame PD**  
**Frame PD - Patient PD = Total Decentration**

If the result is positive, then the patient is decentered inward (aesthetically preferred result)

If the result is negative, then the patient is decentered outward

If the result is 0, (ideal fit and the ultimate goal) the patient's eyes are horizontally centered in the frame

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46

### Pupillary distance

Monocular, binocular, distance and near (where applicable)

Ideally, the Fitting Reference Point should be placed at the corneal reflex

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47

### Measure monocular PDs

A Corneal Reflection Pupilometer (CRP) or Pupilometer

#### Check Pupilometer Calibration

- >Use quality equipment
- >Ideally -- have at least 2 pupilometers on hand
- >Send any faulty equipment to the manufacturer for proper calibration

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48

### Lens color

Any additional lens treatments

- Scratch Resistance
- UV Coating
- Blue Blocking
- Anti Reflective Coating
- Tint
- Photocromatic
- Polarized

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49

### Fitting data

Lens special size, lens shape or lens modifications, lens fitting or segment heights, MRP-optical center heights

Notes are nice but not always noticed

Drilled Frames can have different sizes

Bifocal Heights measured high or low

Special Tint Colors with samples included

Base Curve

**important**

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50

### QUIZ

A measurement \_\_\_\_\_ mm off can reduce near vision by up to 55%

- A. 4 mm
- B. 2 mm
- C. 6 mm

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51

### QUIZ

A measurement \_\_\_\_\_ mm off can reduce near vision by up to 55%

- A. 4 mm
- B. 2 mm
- C. 6 mm

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52

### QUIZ

What percent of remakes, excluding warranties, include a change in measurements?

- A. 85%
- B. 75%
- C. 65%

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53

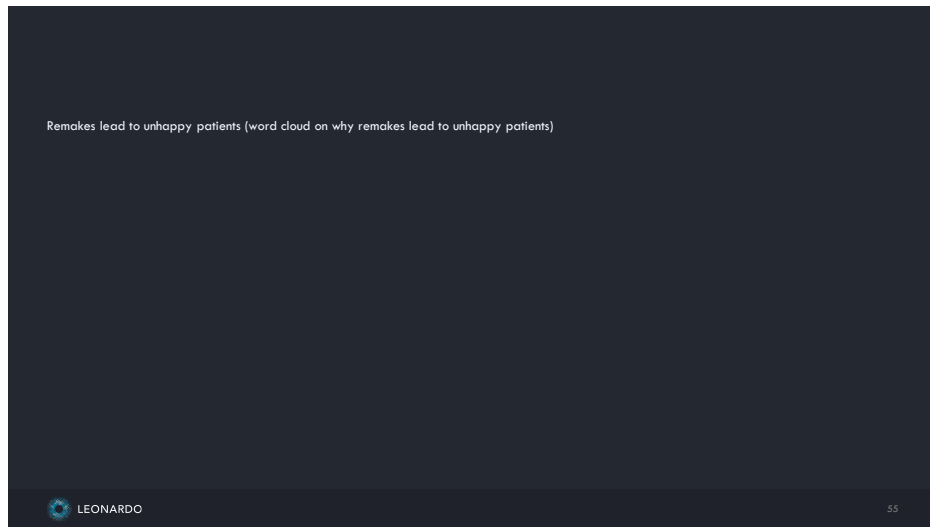
### QUIZ

What percent of remakes, excluding warranties, include a change in measurements?

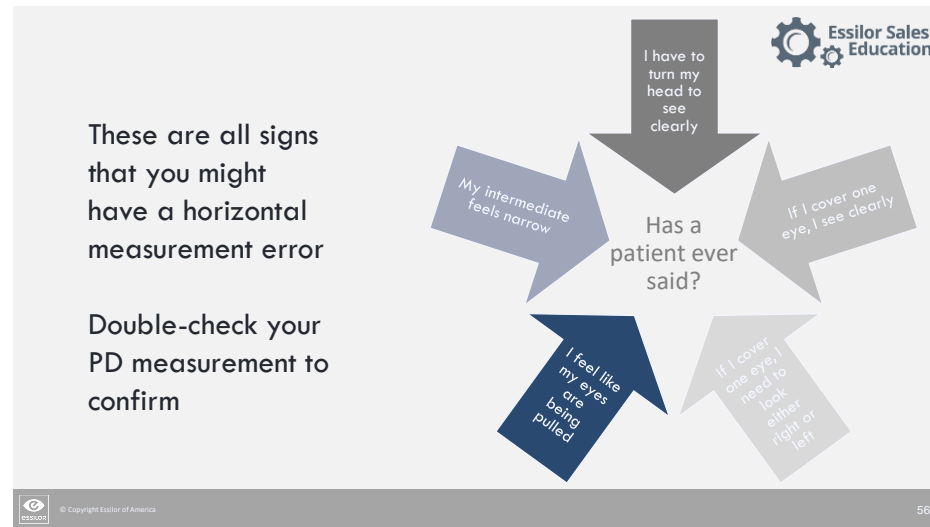
- A. 85%
- B. 75%
- C. 65%

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54



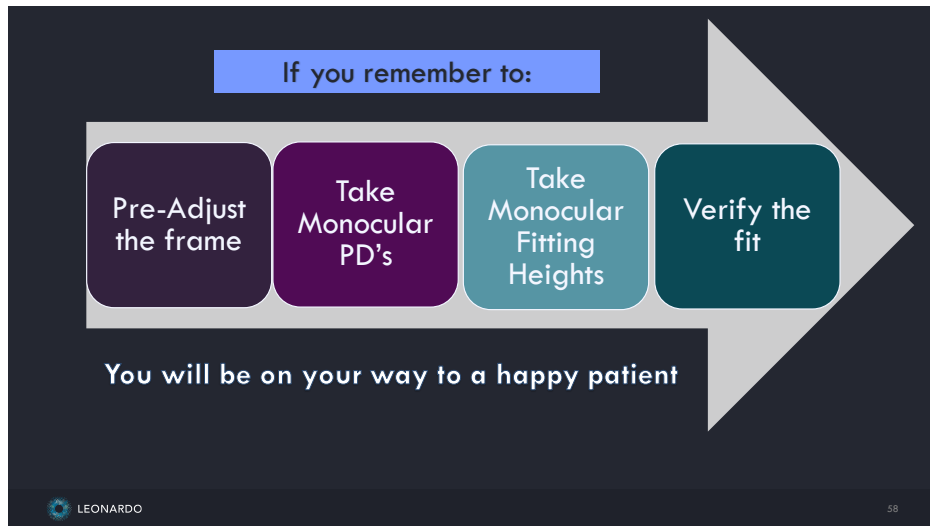
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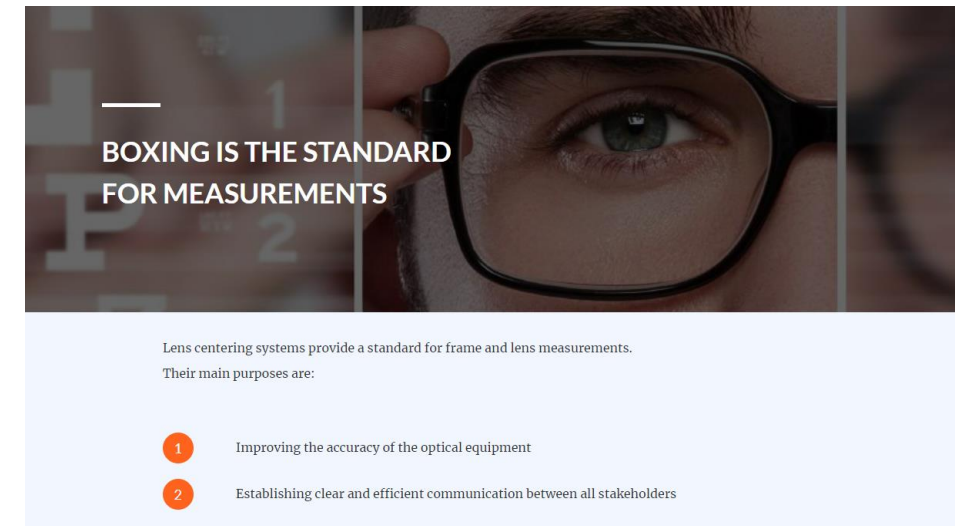
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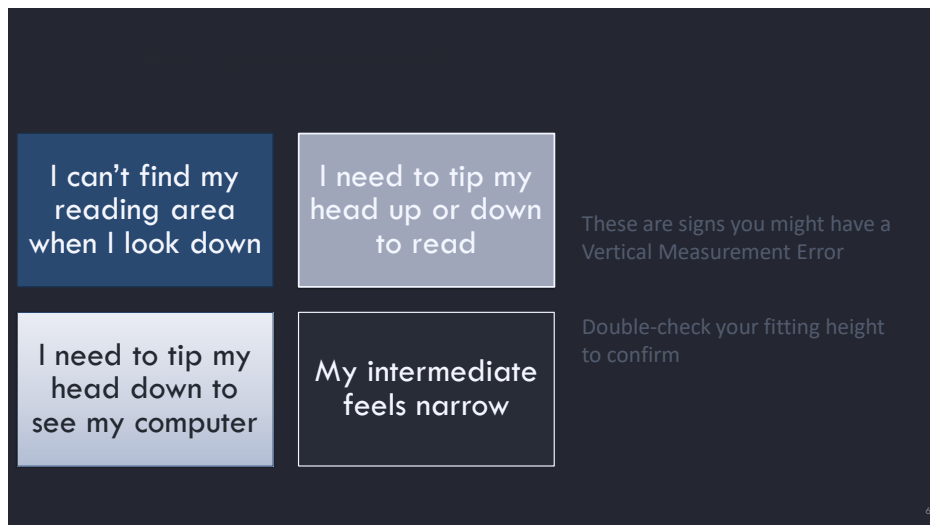
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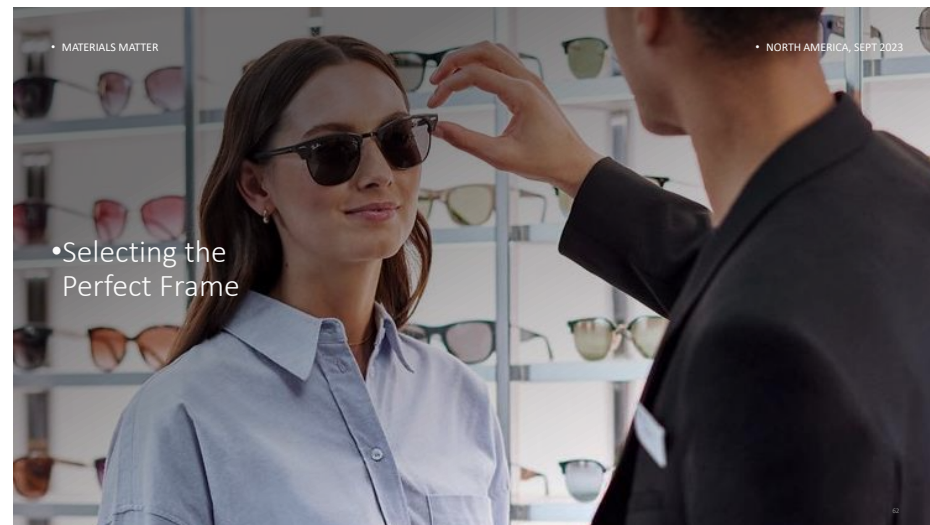
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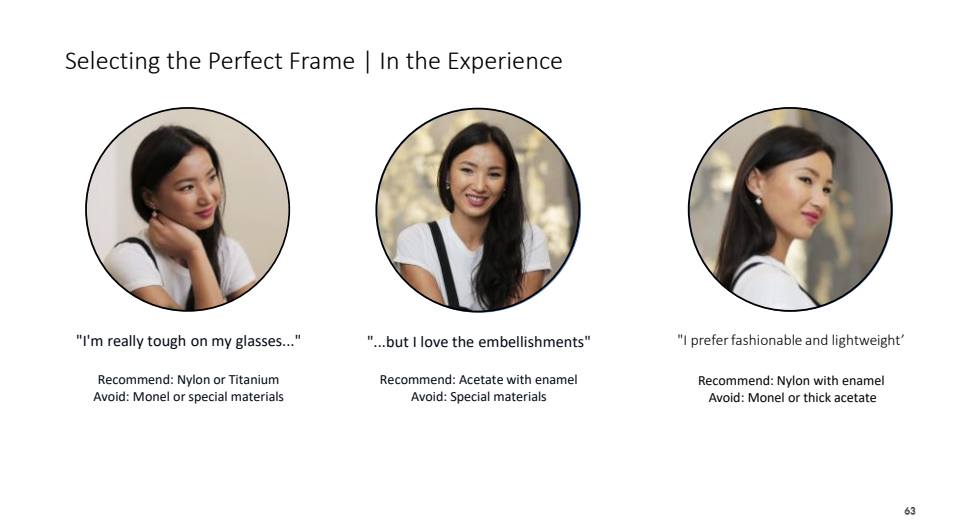
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61



62



63



Selecting the Perfect Frame

"I can't stand when my glasses leave a mark on my nose"

•Practice

What would you avoid?

- Acetate
- Metal
- Nylon
- Special Materials

What would you recommend?

- Acetate
- Metal
- Nylon
- Special Materials

64

Selecting the Perfect Frame

"I always have a bad reaction when I wear metal frames."

•Practice

What would you avoid?

- Acetate
- Metal
- Nylon
- Special Materials

What would you recommend?

- Acetate
- Metal
- Nylon
- Special Materials

65

Selecting the Perfect Frame

"My glasses are always too tight."

•Practice

What would you avoid?

- Acetate
- Metal
- Nylon
- Special Materials

What would you recommend?

- Acetate
- Metal
- Nylon
- Special Materials

66

Selecting the Perfect Frame

"I need something that's durable."

•Practice

What would you avoid?

- Acetate
- Metal
- Nylon
- Special Materials

What would you recommend?

- Acetate
- Metal
- Nylon
- Special Materials

67

Selecting the Perfect Frame

Rx Considerations

- Liteforce Ray-Ban with a progressive lens**  
Liteforce is very light and springy. It can cause the frames to move too much for progressives.
- Nylon with high minus prescription lens**  
High minus often flattens a frame front, especially on oversized. Nylon cannot react to heat to be readjusted back to size causing fit issues.
- Oversized metal with high plus Rx**  
An oversized metal frame of any kind, with a high plus could result in the lenses popping out. The edge of the lens needs a deeper bezel.

68

Selecting the Perfect Frame

•What it Sounds Like

What we know about the customer:  
Their current frames are sliding down their bridge. They are choosing between a metal and an acetate frame.

How could you use your knowledge to help them choose?  
"I love both of those frames. If it helps, the metal frame will allow me to give a much better adjustment so that they won't slip down your nose while you're working all day."

69

Key Takeaways

- Get familiar with the many frame materials across the EssilorLuxottica portfolio, their key characteristics, and how to identify them by continuing to build your product knowledge.
- Personalize your frame recommendations by pairing your knowledge of the frames with your understanding of your customer's vision, lifestyle, and aesthetic needs.
- Being your customer's advisor will ensure they'll be happy with the final product, avoid unnecessary returns/exchanges and make them a client for life.

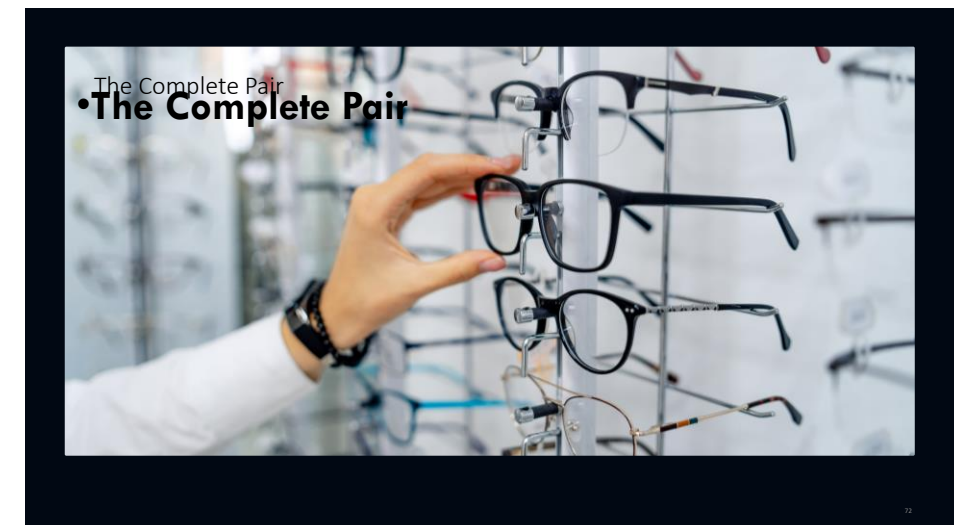
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In this presentation we will discuss:

- Lenses, Materials, and Coatings
- Frames and Frame Selection
- Brands and Board management
- Maximizing Managed Vision Care
- Offering the second pair

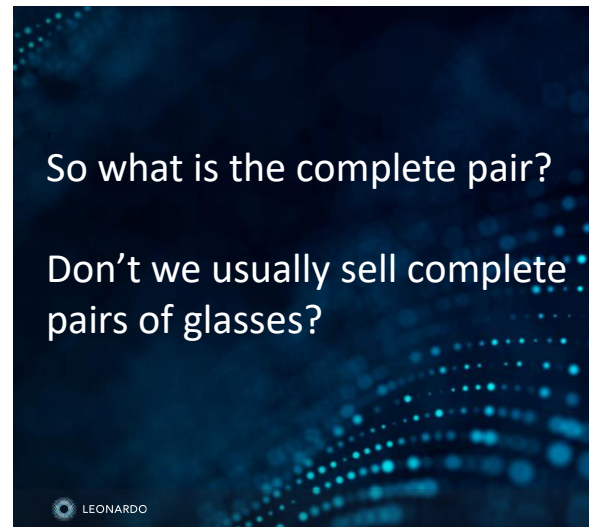


71



72





Complete pair is when both Frame and lens are working together enabling the patient to:

- ✓ Have the best Visual Acuity
- ✓ Look good
- ✓ Feel good

73

The patient experience begins the minute they step into the office.

- Uncluttered, Organized (Think Apple Store)
- Well Merchandized – What products are featured?
- Is there a Sun Section close to the exam area?
- A Sports Section?



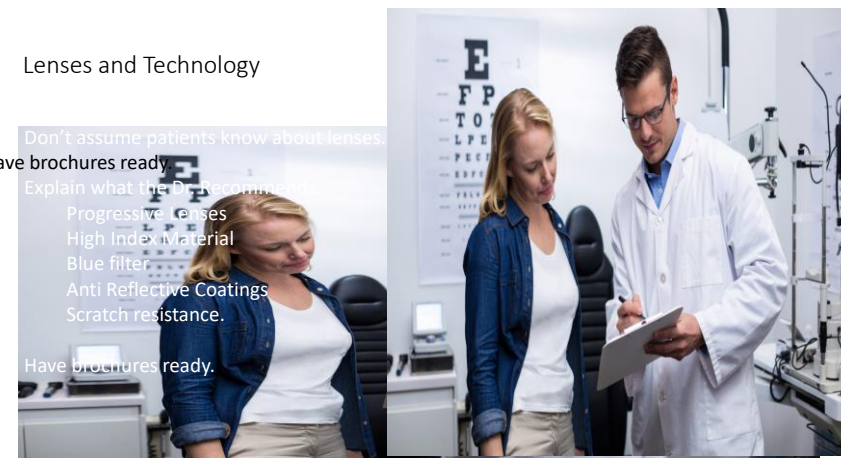
74

The Patient Experience

75

Lenses and Technology

- Don't assume patients know about lenses.
- Have brochures ready.
- Explain what the lenses can do:
  - Progressive Lenses
  - High Index Material
  - Blue filter
  - Anti Reflective Coatings
  - Scratch resistance.
- Have brochures ready.



76

HIGH DEFINITION VISION | DST



**Digital Surfacing Technology**

- All sun products are developed with DST
- Digital Surfacing Technology is a state-of-the-art process for optimized optics
- Produced with digital technology and using mathematical models
- Includes 1,000 points of curves
- Guarantee perfect vision through edge to edge clarity
- Correction and design on the backside of the lens

**Benefits**

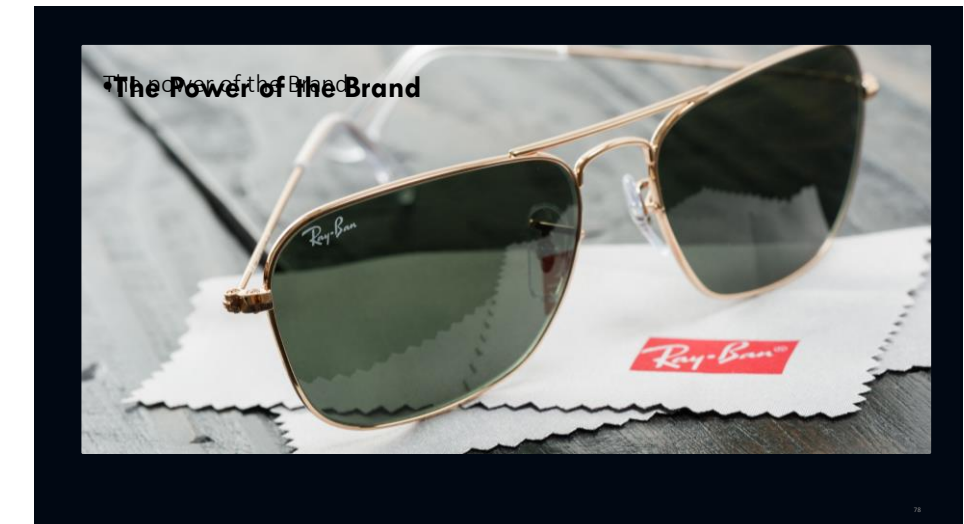
- CLEARER VISION
- WIDER FIELD OF VISION
- REDUCED EYE STRAIN
- PLANO EFFECT (SUN)

**Optimizing correction to the wearer and the frame**

LUXOTTICA ALREADY HAS THESE FRAME MEASUREMENTS!

Focusing incoming light beams to reduce aberration & ensure optimal vision in all directions

77



78

	A	B	C	D
Price	From \$62,995	From \$63,500	From \$61,995	
Engine	3,457cc, 24 valve, 6 cylinder, variable valve timing	3,521cc, 24 valve, 6 cylinder, variable valve timing	3,442cc, 24 valve, 6 cylinder, variable valve timing and inlet manifold	3,581c, 24 valve, 6 cylinder, variable valve timing
Power	211bhp @ 5,500 RPM	223bhp @ 5,800 RPM	223bhp @ 6,800 RPM	221bhp @ 6,200 RPM
Transmission	8 speed auto 4WD	7 speed auto 4WD	7 speed auto AWD	8 speed auto AWD
Max speed 0-60	Limited 147mph 7.3 sec	Limited 145mph 6.9 sec	145mph 7.1 sec	144mph 7.4 sec

79

**IS THIS EASIER?**

	Mercedes-Benz	BMW	LINCOLN	INFINITI
Price	From \$63,550	From \$62,995	From \$63,500	From \$61,995
Engine	3,457cc, 24 valve, 6 cylinder, variable valve timing	3,521cc, 24 valve, 6 cylinder, variable valve timing	3,442cc, 24 valve, 6 cylinder, variable valve timing and inlet manifold	3,581c, 24 valve, 6 cylinder, variable valve timing
Power	211bhp @ 5,500 RPM	223bhp @ 5,800 RPM	223bhp @ 6,800 RPM	221bhp @ 6,200 RPM
Transmission	8 speed auto 4WD	7 speed auto 4WD	7 speed auto AWD	8 speed auto AWD
Max speed 0-60	Limited 147mph 7.3 sec	Limited 145mph 6.9 sec	145mph 7.1 sec	144mph 7.4 sec

80

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81



**WHY WE NEED MERCHANDISING**

BEST IN CLASS RETAIL STORES LIKE APPLE AND NIKE MAKE THE CONSUMER BUYING JOURNEY EFFORTLESS, THROUGH EFFECTIVE PRODUCT MERCHANDISING



APPLE STORES  
IPHONE | IPAD | MACBOOK | APPLE WATCH



NIKE STORES  
TRAINING | RUNNING | SOCCER

82

**MERCHANDISING BEST PRACTICES**

**OBJECTIVES:**

Merchandise effectively by highlighting segments and key brand stories to increase traffic and sales. Placing product in the right place and position on the board space.

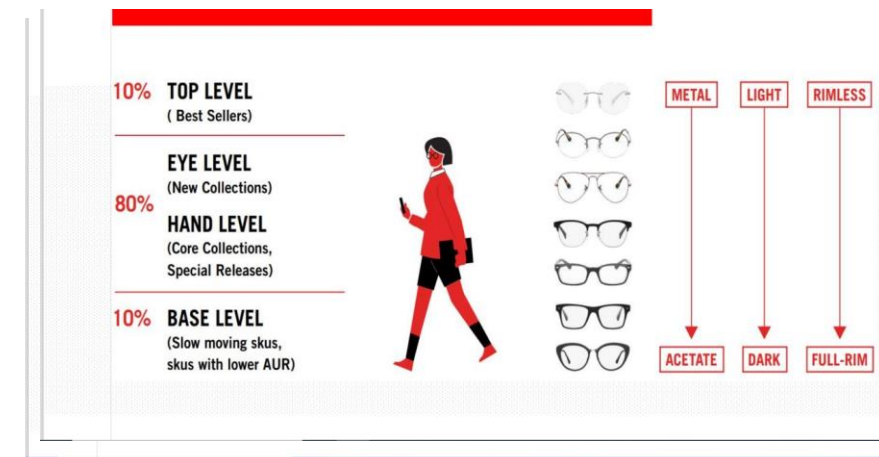
- Display product by segments to make it easier for the consumer to shop in store (Icons, Stylish and Functional)
- Ensure that display is fully stocked (no empty spaces!)

**POSITION PRODUCT ACCORDING TO:**

- Levels of Importance & best visibility (best sellers, newness, segments, slow moving)
- Shapes & Materials (square, round, oval / semi-rim, full-rim / metal, acetate)
- Balance of Colors to avoid duplication
- Offer polar and custom fit product when available

- Offer polar and custom fit product when available

83



84

• Insurance

**Selling the second pair/Sunglasses**

Most people have a pair of sun. Probably not in prescription. It helps but its not the same. Good time to talk sports and hobbies, Fishing? Golf? How about Polarized, Oakley Prizm lenses.

**Utilize Pair 50 Promotions**

Price the second pair competitively, even small profit margins add up over time, sales you wouldn't have otherwise.

85

86



87



88



89



90





91



UN-BRANDED SUN PRESCRIPTION LENSES

92



RAY-BAN SUN PRESCRIPTION LENSES



93

frames and lenses will help create more profitability for your practice as well as being a resource to your patients.

•This makes them want to come to you.

•Happy Patients create referrals