





BRINGING SUN INTO THE SALE

NITO THE SALE



PROTECTION AGAINST UV RAYS

WHY DO WE NEED TO PROTECT OUR EYES?



BLINDNESS

Worldwide,
3.2 million people
go blind due
to prolonged
UV exposure
every year.



CATARACTS

The sun is the greatest environmental factor that contributes to cataracts.



SKIN CANCER

90% of skin cancer occurs on the head/ neck area.



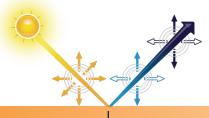
LONG TERM DAMAGE

UV damage over a period of time cannot be repaired.

Overcast skies still allow
31% OF SOLAR RADIATION
to reach the earth,
so eyes need protection

on cloudy days as well.





WHAT CAUSES GLARE?

AND HOW DOES IT AFFECT OUR EYES?

DIRECT GLARE

Glare from a principal source



SUN



PROJECTOR



FLASH

REFLECTED GLARE

Glare that bounces off a shiny source







WATER



SNOW

Both direct and reflected glare reduce visibility and cause discomfort and pain to the eyes





LENS TREATMENTS REDUCE GLARE

WHAT ARE THE LENSE TREATMENTS AVAILABLE AND THEIR BENEFITS?

LENS TREATMENTS	TINTED (solid, gradient)	MIRROR	ANTI-REFLECTIVE TREATMENT	POLARIZED	PHOTO-POLAR
BENEFITS	100% UV protectionReduced glareClarityFashion colors	 100% UV protection Intensity control Clarity Comfort Sport Fashion colors 	 100% UV protection Reflection control Improved clarity Improved comfort Increased value 	 100% UV protection No blinding glare Better contrast Best comfort Best quality of vision 	 100% UV protection No blinding glare Better contrast Self tinting Best comfort Best quality of vision
CONDITIONS		*	*		

TINTED LENSES ENHANCE COLOR PERCEPTION

WHAT ARE THE LENS COLORS AND THEIR BENEFITS?

GREY LENSES

Delivers true color perception and is advisable for extended periods of use and under extreme conditions.

YELLOW LENSES

Enhances luminosity in extreme conditions (driving at night, skiing with fog) and reduces blue light. Not advisable when light is intense.

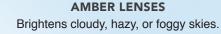
BROWN LENSES

Improves contrast and image resolution. Ideal in changing light conditions and absorbs most of the harmful blue light.



LENS COLORS

not block UV and therefore do not protect from eye damage. Protection against UV light is related to the filter and



Excellent for contrast. Minimizes eye strain. Good for hunters, pilots and snow skiers.

ROSE LENSES

Enhances contrast and are perceived as relaxing. Best in green or blue environments (water, grass) and reduces blue light.

GREEN LENSES

Better contrast and a more precise and relaxed vision.







POLARIZED LENSES

POLARIZED LENSES IMPROVE VISIBILITY AS THEY REDUCE/REMOVE GLARE



GLARE REDUCTION



REDUCED EYE STRESS



BETTER CONTRAST



ENHANCED CLARITY



COLOR PERCEPTION



LIGHT SENSITIVITIES



UV RAY PROTECTION

WITHOUT POLARIZED LENS

WITH POLARIZED LENS



SOLAR LENS PROTECTION INDEX

THE SOLAR PROTECTION INDEX & FRAME TYPE IS INDICATED ON THE TEMPLE

2N indicates the darkness of the lenses

2N indicates the lens treatment

P: Polar

N: Tinted, Mirror

F: Photo Polar

RB 3025 001/14 58x14 13! 2N

WHAT IS THE PROTECTION INDEX AND LENS TYPE ON YOUR SUNGLASSES?

PREMIUM SUNWEAR CHECKLIST

WHAT BENEFITS DO I TELL MY CUSTOMERS?

PREMIUM LENSES

Best Quality

UV 400 protection

Visual acuity

Comfort

Performance

Durability



PREMIUM FRAMES

Best fit

Comfort

Quality

Durability

Craftsmanship

Warranty

Design

Status