

# PREMIUM SUN SELLING

BRINGING SUN INTO THE SALE



BRINGING SUN

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INTO 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

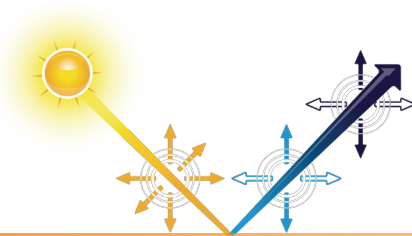
**90% of skin cancer** occurs on the head/neck area.



### 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



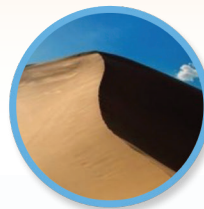
PROJECTOR



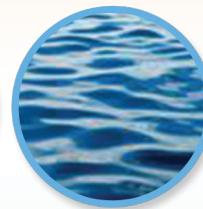
FLASH

### REFLECTED GLARE

Glare that bounces off a shiny source



SAND



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 | <br>TINTED<br>(solid, gradient)                             | <br>MIRROR  | <br>ANTI-REFLECTIVE<br>TREATMENT   | <br>POLARIZED   | <br>PHOTO-POLAR   |
|-----------------|--|--|---|--|--|
| BENEFITS        | <ul style="list-style-type: none"> <li>• 100% UV protection</li> <li>• Reduced glare</li> <li>• Clarity</li> <li>• Fashion colors</li> </ul> | <ul style="list-style-type: none"> <li>• 100% UV protection</li> <li>• Intensity control</li> <li>• Clarity</li> <li>• Comfort</li> <li>• Sport</li> <li>• Fashion colors</li> </ul> | <ul style="list-style-type: none"> <li>• 100% UV protection</li> <li>• Reflection control</li> <li>• Improved clarity</li> <li>• Improved comfort</li> <li>• Increased value</li> </ul> | <ul style="list-style-type: none"> <li>• 100% UV protection</li> <li>• No blinding glare</li> <li>• Better contrast</li> <li>• Best comfort</li> <li>• Best quality of vision</li> </ul> | <ul style="list-style-type: none"> <li>• 100% UV protection</li> <li>• No blinding glare</li> <li>• Better contrast</li> <li>• Self tinting</li> <li>• Best comfort</li> <li>• Best quality of vision</li> </ul> |
| CONDITIONS      |   |   |    |   |   |

## TINTED LENSES ENHANCE COLOR PERCEPTION

### WHAT ARE THE LENS COLORS AND THEIR BENEFITS?



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## 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 135 **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