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Welcome to the Premium Sun Selling E-Learning Lesson!

My name is Jonathan Smith and I manage the Learning & Education Program for Luxottica Wholesale North America.

If you would like CE credit for this course, there is an exam at 2020mag.com/CE. At the end of the lesson, you'll receive information about how to access the exam. Additionally, this course is supported by an educational grant from Luxottica.

Are you ready to begin?

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We have two main course objectives today.

One, this lesson will teach you the importance that premium sunglasses play in protecting our eyes from harmful UV rays.

Secondly, this module is also designed to present ways to educate your customers on why purchasing premium sunwear is the **only choice** to protect their sight and to help you see the true sales potential in your practice.

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Before we start, here's how to navigate this on demand course

1, is slide titles

2, is the script so you can read along if you prefer, just click on the tab

3, is the slide itself

4, adjusts the sound

5, is pause or go

6, is your progress

7, let's you repeat the slide

8, and 9, toggle between the previous or next slide

And, 10, are the downloadable memo cards. Use these as printable guides so you don't have to take too many notes.

This course will take about 45-50 minutes of your time.

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So why do we need to protect our eyes? Simply put, UV radiation is a hazard to our eye health. In fact we can actually avoid or severely minimize many common eye diseases we see in patients today by regularly protecting our eyes with premium sunglasses. Notice we emphasized premium sun wear since this is the only guarantee that our eyes and their surrounding structures are protected vs. cheap, unreliable sunglasses. We will discuss more on that later however.

Unfortunately in our market today, many are unfamiliar with the true dangers the sun can have on their eyes. Other industries, like skin care have spent large efforts with eventual success to educate the public on skin protection. Our industry however has some ways to go on advancing this knowledge to the public and getting them to move to action. For example, let's look at the statistics below. How many of them do you think your patients actually know?

For example, did you know that worldwide, 3.2 million people go blind due to prolonged UV exposure every year? This is an easily avoidable problem yet it still impacts millions each year.

Did you know the sun is the greatest environmental factor that contributes to cataracts, the leading cause of blindness in countries where cataract surgery is not available?

Or were you aware that 90% of skin cancers occur on the head and neck area. Maybe you but ask yourself again how many of your patients and their children take regular precautions with premium sunglasses to avoid such dangers purposely?

Lastly, UV damage is serious as it's irreversible. It is a tan that never fades so-to-speak. Once the damage is done there is no going back.

What are some of the other public misconceptions or ignorance's when it comes to premium sun protection?

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Well how about, it's not that bright out, or it's a cloudy day and I'm not squinting too hard so I don't need sun protection. Wrong! Although there is a reduction in the visible light that is reaching the eye which is causing less discomfort, 31% of the solar radiation in the form of UV is still reaching the earth so protection is not just on those crystal clear baby blue sky days it's on those cloudy overcast days as well.

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What about children? Are we seeing our patients regularly purchase and enforce sun eye protection with their kids? No, the statistics show otherwise. And while its bad as an adult to not wear premium sun wear it's even worse for your child. Why is that?

Well, did you know that kids receive 3x times the annual sun exposure to that of adults?

Who here has ever seen kids at the beach running around with no hat and no sunglasses? It's a pretty common sight actually. Personally I just experienced it the other day at the Jersey shore and as a child I know I didn't have a pair of sunglasses until I was old enough to buy my own. Shocking right?

Why is it that parents understand the importance of having their child always wear a seatbelt and brush their teeth, but do not find it as important for their child's eyes to be protected? It's because they don't know the underlying damage that UV can cause. They are ignorant of the facts.

We have an opportunity here to deliver this public education and in doing so capitalize on additional sales.

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So although most consumers recognize the connection between sun exposure and skin cancer, sadly fewer than 1 in 3 Americans realize the hazards of UV exposure to the eyes and only 24% know that UV exposure can cause cataracts!

Does this surprise you? The facts show the public is lacking in proper knowledge and we have an obligation and an opportunity.

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This is why it is vital that you commit to premium sunwear education to every single customer that walks into your practice.

We have to remember that unlike prescription glasses that only about 50% of the American population needs, sunwear is needed by everyone.

What are some other benefits of premium sunglasses besides UV protection?

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Sunglasses are the best barrier for us to protect our eyes and its surrounding skin. Well fitted and good covering sunglasses create a barrier that prevents windblown particles such as dirt and debris from getting in your eyes.

Professionals like you ensure that the size, shape and fit are right with the lenses that deliver needed protection.

For those of you that are into outdoors activities, I know you can attest to the protection that we can get from well-fitting eyewear, whether you are a biker, skateboarder, or skier, protection is not only key to our eye health but to our overall performance in the sport of our choice.

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What about the cosmetic benefit? Who here wants to look 20 years younger?

Premium sunglasses protect you from premature aging and wrinkles around your eyes. In fact 90% of the visible premature aging around the eyes is caused by UV damage. What a compelling pitch. The market for anti-aging skincare is a multi-million to billion dollar venture. Premium sunglasses can give you the preventative care that works 100% of the time and it's certainly cheaper than reactive measures like Botox or other anti-aging products.

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So the best prevention against UV rays is not just sunglasses in general. It is high quality, Premium UV blocking sunwear. Who says so? The most respected optical organizations across America. It is all over the media as well! Now selling premium eyewear and positioning with your patients requires us to be familiar with the different features and benefits that come with buying into more expensive eyewear. Let's spend some time defining some of the elements that can better justify the cost and align the lifestyle needs with the right premium eyewear.

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Let's start with glare. What should we understand about glare and its sources and the accompanied radiation?

First, look at the left illustration, glare that is direct comes from light sources that produce an excess of what we actually can use. They are the sun, a projector or a photo flash. There are others but you get the idea. In each case, they make us squint, feel discomfort, even pain and it may take some time to be able to see clearly again because of the way that sudden excess glare overloads the signaling process of the retina.

Glare is also indirect (the right illustration) i.e., when bouncing off of a flat surface, glare can be concentrated and become blinding. You know when that happens because you might be driving and the sun reflects off a wet pavement. So, reflected glare off sand, water and snow can create poor or no visibility and can be a problem

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Lens treatments reduce glare and there are many options when it comes to choosing a frame that I am sure most of your patients are familiar with from a style/fashion perspective but less so from a protection perspective.

First, Tinted Lenses have a variety of advantages yet can also miss some important characteristics of high quality sunwear. For example, tinted Plano lenses reduce glare i.e., excess light but their ability to absorb UV for example is a function of the base material itself and not the dye that created the tint. It's possible that a grey 3 plastic lens is not 100% UV absorptive. Confirm that your supplier provides 100% UV absorbing plastic tinted lenses.

Mirrors further reduce glare while reflecting particular wavelengths and provide a fashionable look. Back surface anti-reflective coatings ensure the best clarity through sunglasses and some AR is formulated to also prevent reflection of the UV off the lens' back surface into the eye.

Polarized Lenses provide comfort for patient's eyes by reducing glare, most importantly eliminating blinding glare (intense flat surface reflections) enhancing contrast and clarity as well as being 100% UV protective. The result is reduced eye stress and strain. If you are unfamiliar with how polarized works I would recommend spending some time reading some additional information in order to feel comfortable explaining the benefits of the increased price vs. the gained benefits.

And If we combine photochromics with polarization, we can deliver a bevy of benefits to our patients.

There can be a lot to remember. I recommend using a chart like this to explain to patients the differences in the benefits and the conditions for which they are preferred.

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What about the colors in the lenses. Are they all the same when it comes to filtering light? No. Each one has a particular benefit/feature which can be both cosmetic and also lifestyle related. Let's take a look.

Grey lenses deliver true color and are advisable for extended periods of use in extreme conditions.

Yellow lenses enhance brightness absorb blue light and the 'dazzle' is effective for some users (driving during the day for seniors, skiing in fog). However, yellow is not advisable when the light is intense or for those with less than optimal vision. Yellow lenses are not a good solution for night driving in very dark conditions because yellow lenses absorb too much of the ambient light.

Brown lenses improve contrast and image resolution. Ideal in changing light conditions, brown tints also absorb harmful blue light.

Amber lenses brighten cloudy, hazy, or foggy skies are excellent for contrast and help to minimize eyestrain. Lastly, they are good for hunters, pilots and snow skiers.

Rose lenses enhance contrast and are perceived as relaxing and are best in green or blue environments (i.e. water, grass) and can also reduce blue light.

Lastly, green lenses provide better contrast and a more precise and relaxed vision.

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Let's circle back to polarized glasses. For any wearer, they are really the best sunglasses with many added benefits. What are those?

While ordinary sunglasses can reduce glare, polarized improve contrast and therefore enhance clarity. That's two important things to teach patients. By enhancing clarity and the contrast of edges of objects looked at, the filtered colors of polarized lenses make colors stand out.

For those with light sensitivity, polarized lenses are just dark enough without being too dark while they maintain comfort and are always 100% UV absorbing.

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What about the tints of sun lenses? What can we help the patient understand about the key differences?

A helpful chart for US sellers might be the Solar Protection Index (SPI) used in Europe and is part of the required markings for sunglasses sold.

The Index categorizes the darkness of the lenses and recommends use based on environmental conditions. As we can see the protection index has 5 categories that increases as light intensifies.

It starts at Category 0, when there is very little light absorption and is used for safety lenses and as cosmetic or fashion.

Category 1, which allows from 80% to 63% transmission of sunlight, is recommended for indoor and cloudy days.

Category 2, reduces light transmission from 63% to 18% and is for standard illumination.

When it gets very sunny, as is the case at the seaside or the mountains, I would suggest Category 3, which lets only 18% to 8% of light through.

Last is Category 4, this allows from 8% to 3% of light and is used when there is intense illumination, for example high altitude trekking. Keep in mind however Category 4 is *not suitable at all for driving*.

So it's clear that no one sunglass serves all the needs of a person's lifestyle. Additionally, there are many things to consider when purchasing sunglasses that the avg. patient most likely is unaware of or doesn't consider much.

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A key benefit with premium eyewear, and in particular Luxottica manufactured frames is that you can find the solar protection index and treatment type on the inner side of the temple?

For example, this image indicates that the lens shade is medium strong and is either tinted or mirror. You can recommend this type of lens to a customer looking for sunglasses for universal use.

Take out your premium sunglasses and check it out!

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Ok let's pause here and see how much you remember with a few true/false questions.

UV damage over a period of time can be repaired true or false? False, UV damage is cumulative and permanent.

Solar index 4 is for intense solar radiation true or false? True, this category provides the maximum level of sunlight protection and is recommended for high altitudes sporting.

All sunglasses block 100% rays true or false? False, not all block 100% and even some that claim may not provide the right protection or make false claims.

90% of all skin cancers occur in the vicinity of the head and neck area true or false? True

Fewer than 1 in 3 Americans realize the hazards of UV exposure to their eyes true or false? True

Kids receive 2x the annual sun exposure of adults true or false? False, kids receive an estimated 3x the annual sun exposure because they have a more transparent crystalline lens, and are more sensitive than adults to glare and spend more time outdoors.

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Great job! We have now completed our first learning objective which was to better understand the importance of 100% UV protection. Now, your homework is to make sure your customers or patients know it as well as you do.

In the next section we are going to learn how to answer “Why choose premium sunwear?”

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So my question to you is, why choose premium sunwear? Is there really a difference? Before we move on take a few minutes to write down what you think the difference is between premium and generic sunwear then continue when ready.

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Did you have enough time to write down your answers? If not press pause now and complete the list.

Here’s a first hint. They must provide complete UV Protection – Did you know that 47% of sunglass wearers do not check UV ratings before making a purchase?

Some sunglasses we have seen are marked “UV Absorbing”, “UV Protective” and “Blocks most UV light”. These are ambiguous statements and will not guarantee 100% UVA and UVA protection for your eyes.

Sunglasses sold in the United States are regulated by the Food and Drug Administration and are required to conform to safety standards. According to the standard, the lens should have UVA and UVB protection and of course must pass the drop ball test. When testing cheap eyewear you will find that some provide the protection while others don’t yet they make the claim. Also sometimes frame to frame from the same style/manufacturer can have different levels of UV protection so at best you are

getting a random guarantee you are protected. The only way to really be sure if you are getting the protection you need is to buy or choose sunglasses produced by trusted manufacturers that guarantee 100% UV protection.

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Second is Visual Clarity

Premium lenses have ophthalmic quality surfaces i.e., optically correct with no distortion, ensuring clear vision. Low quality lenses may have local distortions or a prism that contribute to blur or discomfort. This can lead to headaches, fatigue, and even nausea.

The Former President of the AOA, Peter Kehoe said that “Consistency is a concern with lower-priced glasses. You might find one pair that offers great clarity and another that’s the very same brand and model and is highly distorted”.

Premium sun lenses however ensure surface and centering accuracy. As you know, a small amount of Base In prism is required for Plano wrap sunglasses (called decentered planos) to ensure comfortable binocularity.



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Third is to consider is the Lens Quality

Perceptions of lens quality include ‘how dark’ or are based on ‘style and looks’. Actual lens quality is based on more than that however.

Lens durability for example, a part of its inherent value to the wearer, is augmented by a scratch resistant or mirrored front surface, an anti-reflective rear surface and the overall impact resistance of the complete lens. The performance of each of these characteristics is tested extensively by subjecting the lenses to boiling, artificial sweat, cycling heat and humidity and outdoor weathering. Ask your supplier for a list of the tests that their sunwear are subjected to so that you can teach customers why you and they can trust that brand.

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Here is a video to bring this all to life.

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The same trust developed for lenses needs to be created for frames.

Frame quality requires that it pass endurance testing (temple or front bending, opening, closing) and tarnish or corrosion resistance (sweat, weather, temperature).

Choice of materials that are hypoallergenic, durable, hold adjustment and maintain long lasting color vibrancy is essential.

If the frame is coated and/or painted, we need to be sure it will not peel or chip.

Higher quality frames can also be distinguished for their better quality hinges (won't wear as fast making the temple loose), hinge attachment, and finish around the hinges as well as the reliability of spring hinges.

All this results in a frame that fits better and provides longer lasting comfort and is safe to the wearer.

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By purchasing premium eyewear, you are making an investment.

When you purchase generic eyewear and it breaks, what can you do? Are there spare parts? No. Can you return it? Maybe but maybe not.

Having some recourse or the ability to replace a part is an added value and part of the benefit of buying a premium pair of sunglasses.

This can include a manufacturer's limited warranty and certificate of authenticity. It can also include the information leaflet that we discussed earlier in the course.

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Lastly it's important to remember the power that inherently comes with a brand. Brands spend a tremendous amount of money building an identity and this goes a long way to adding value to the sunglasses that people put on. Karl Lagerfeld once commented on how well people are great at remembering brands and logos.

We have to remember that a large part of the consumer's desire for premium sunwear comes from the brand name and the prestige along with it. Have you ever purchased an item that cost more because of the brand name? Branding is not just about accessories, we do this with our cars, technology and more so it also has an importance in this category as well. We should consider what brands we carry and make sure they mimic the demand of the local patient or consumer in your area.

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So now that we have a greater understanding of the differences between premium and generic sunwear, let's discuss the sales opportunity we have if we grew premium sun in the optical channel.

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Let's take a look at a survey done by Vision Watch in 2013 to establish the current position and opportunity.

In 2013, surprisingly the optical channel was only responsible for 2.5% of sunglass units while drug & grocery accounted for 52%! Do you find those numbers shocking? Also compare the average sell prices. \$149 vs \$15 correspondingly. We would expect there certainly to be some key differences in quality and performance between these two price points don't you agree? But guaranteed without the proper education we can see the public is left to think there is little to no difference in the protection and benefits and spends the majority of their focus on the disposal, inexpensive sun protection. This is a large piece of the pie we can start to impact and increase our revenue share by educating every patient in your practice.

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Contrary to this market picture, the Italian optical channel dominates the sunglass market.

In the same time period Italy sold 7 million sunglass units for \$1.15 billion at an average sell price of \$164. Optical was 65% of the Plano sunglass market.

In Italy, consumers still tend to go to an optician to buy branded sunglasses.

The opportunity therefore is to stand up for the quality that is uniquely different in the product that you sell and have the conversation with everyone in your practice.

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Wow, that is a huge opportunity! How can we change the mindset of the consumer so that the eye care professional is the go-to destination for premium sun?

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The good news is it is possible to change the consumer's mindset so that the ECP is the go-to destination for the right pair of sunglasses. If locations like Sunglass Hut can do it – an ECP that would consider a sunwear store within their practice can also do it.

A plan is necessary to make this happen. It requires sufficient inventory of branded sunwear, knowledge of the brand and its attributes as well as a commitment to discuss sunwear with every patient who comes into the office, and then making the best recommendations.

First, discuss the better benefits of premium sunwear with every patient.

Jobson research says that 85% of patients want their ECP to inform them about all eyewear and lens options available, regardless of the price.

Be sure that reception, before hanging up the phone after making an appointment, asks the patient to bring all their glasses with them, especially their sunglasses.

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So let's summarize then. When looking at the definitive aspects of premium sunglasses first we can look at the lens. Here is a list for you and the patient to consider.

100% UV protection

Crisp Visual Clarity

Visual Comfort

HiContrast / HiPerformance

Impact and Scratch Resistance

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Secondly, we can look at the frame. Here is a list for you and the patient to consider.

Best fit, comfort, quality, durability, craftsmanship, warranty, design and status or brand allure.

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So, as you can see, consumers in our market today are mostly unaware of the dangers we face from the sun and UV radiation leading to the majority purchasing cheap and sometimes dangerous eyewear. There is a huge market opportunity for the ECP if we can commit to having this dialogue with every

single one of our patients and educating them on real eye protection. Remember only 50% of the public needs eye correction but 100% need sunglasses.

This course is eligible for ABO 1 credit.

Review the text course of the same name and view the questions. When you are ready, take the 20 question exam.

An 80% is passing and we'll automatically send your certificate to ABO for you.

Thank you for your time. Have a good day.