THE HANDBOOK OF SUNWEAR DISPENSING 2009
ONE VERY FULL DAY.
ONE AMAZINGLY VERSATILE PAIR.
One pair indeed fits all. It’s the Wiley X way. And in this economy, your customers will love the versatility, and the savings of buying one multi-use pair. Only Wiley X puts safety first to such a degree—Street Series eyewear exceeds ANSI Z87.1-2003 occupational-rated safety standards. And then wraps it in amazing good looks. PLEASE CALL 1.800.776.7842 TO REQUEST A CATALOG OR TALK WITH A WILEY X ACCOUNT REPRESENTATIVE. // WILEYX.COM
ONE OF THE MOST OVERLOOKED CATEGORIES IN EYEWEAR IS SUNWEAR. That's probably because for decades people have been thinking of sunglasses as “shades” behind which a person can be mysterious and hide their eyes from others. Fortunately, there is a growing awareness of the importance of sunwear and how it can protect the eyes from short- and long-term harm.

Even in the face of the current recession, independent eyecare professionals (ECPs) increased their share of the sunwear market by a small percentage. This is good news for a couple of reasons.

First, sunwear provides the protection people need from harmful ultraviolet light that can cause damage to their eyes and surrounding skin. In other words, ECPs are discovering that it's more than a luxury—it's a medical necessity. This is a power sales tool because patients will listen carefully to medical advice and find it hard to decline products or procedures that will protect them from damage. Sunwear, especially the wraparound kind, also provides protection from wind, dust, dirt, and other airborne debris.

But sunglasses are also wonderful fashion accessories. Unlike most other medically necessary products, sunwear comes in a dizzying array of styles, colors, and configurations—some with pretty advanced features, too.

Whether it’s for fashion or function, everyone needs at least one pair of sunglasses in addition to her clear glasses. The Handbook of Sunwear Dispensing offers the insight, concepts, information, and techniques you’ll need to be more successful in selling sunwear. Put it to good use by implementing its contents in your own practice and watch your sunwear sales improve.

Ed De Gennaro, MEd, ABOM
Director, Professional Content
First Vision Media Group
Introducing New Crizal Sun™ lenses with Scotchgard™ Protector!

The superior performance of Crizal Sun has now been combined with the protective power of Scotchgard Protector, making the hardest sun lenses to scratch even easier to clean for the utmost clarity and comfort.

For more information, contact your Essilor Sales Consultant or visit www.crizalsun.com
WHEN THE year came to an end and you ran your numbers to see what type of sales you had, did you break down your practice’s sunwear sales? You should have because sunwear can be an integral catalyst for profitability in an eyecare office. Here’s how.

JUST THE FACTS
In a recent Vision Council study, 100,000 respondents provided answers to a variety of questions about eyewear. The sunglass statistics may surprise you. For the 12-month period ending September 2008, the plano and Rx sunglass purchases of those aged 18 and older totaled $2.06 billion nationally. Total sunwear sales topped 108 million pairs. That’s a huge market.

Of the 108.4 million pairs sold, it’s interesting to note that the majority of them, 72.4 million, were sold at grocery, drug, and convenience stores. Sunglass specialty stores accounted for 8.2 million and sporting goods stores followed with 7.7 million. Department stores sold 5.8 million pairs while an additional 2.1 million pairs were purchased at flea markets. So where do eyecare professionals (ECPs) fit into the big picture? Optical independents sold 2.3 million pairs and optical chains sold 1.2 million pairs. That means that only 3% of sunglasses sold in the United States are sold by ECPs.

Even more surprising is this: of the 100,000 people responding to the survey, approximately 85% of them wear some type of sunwear—either plano or Rx. That’s a dramatic usage for any product. Women wear sunwear more than men but only by a small amount (86.5% of women vs. 82.2% of men). While sunwear usage falls off a little for mature adults, every age category had sunwear usage in the 80% to 88% region. In other words, just about everyone wears sunwear, regardless of age.

THE PUNCH LINE
So what does this data indicate? Sunwear is an enormous market and there is some serious profit to be made by selling it.

“There is a HUGE OPPORTUNITY FOR ECPS in the sunwear market and its potential is virtually untapped in most offices.”

SHOW IT! Window displays are a great way to market sunwear. A small watering can, a pair of gardening gloves, and packets of seeds placed with sunwear sends a message about wearing sunwear when working outdoors. A beach ball, towel, sand pail, and shovel create another display with a message. Want commuters to think about sunglasses? Use small toy cars as props to hold sunglasses. Whatever the message you want to convey, window displays are an effective way to do it.
To the dedicated, sport bestows its own medals.

King sunglasses at bolle.com. For a sales rep, call 800.22.BOLLE.
Convince patients that sunwear is an expectation, not a luxury, by conveying this message multiple times in the office. The market and its potential is virtually untapped in most offices.

**START WITH THE BASICS**

How can you capture a respectable share of the sunglass market? Start simple. There are two basic types of sunwear you can sell. The first is Rx sunwear. This is the most logical type because the vast majority of the people you see in your office require corrective lenses. If they’re wearing clear glasses, why don’t they also have sunwear? It’s the most logical second pair sale you can make. From a medical perspective, wearing sunwear is the most important thing a people can do to protect their eyes from UV damage. This medical necessity is a powerful tool in helping you get your patients to buy sunwear.

There a number of good plano sunwear opportunities in your office, too. Remember, every patient who comes to your office does not refract 20/20. Also remember that 0.00D O.U. is actually a prescription—it just doesn’t have any power in it. If you’re a doctor, be sure to write “sunwear” on your plano prescriptions and add a little guidance in the “comments” section of the Rx form like “polarized and AR” or “photochromic and AR.” These are powerful reminders to the patient. It will also be a huge help to the opticians filling the prescription because “the doctor” prescribed it. This often makes the sale happen. You also have contact lens wearers, LASIK patients, and a host of other candidates for plano sunwear.

**GETTING THE MESSAGE ACROSS**

It’s important to convey the importance of sunglasses multiple times in the office. This way, patients clearly get the message that sunwear is an expectation, not a luxury.

Remind patients to bring their sunglasses when they schedule their appointment or during their reminder phone call. Doctors should always recommend sunglasses from the chair and begin a dialogue about visual health and the role sunglasses play in keeping eyes healthy, both now and in the future. Opticians can show sunglasses when pulling regular ophthalmic frames and ask questions about what a patient enjoys doing outdoors. Regardless of how you do it, conveying the importance of sunwear has to happen multiple times during the patient’s visit and with multiple ECPs.

Another way to express its importance is by how you display sunwear. Consider intermixing sunglasses with regular ophthalmic frames instead of keeping them separate. When patients try on ophthalmic frames, they will be more likely to try on sunglasses as well. Sunglasses kept in locked security cases are less likely to be tried on, particularly if you don’t have enough staff to serve multiple patients at one time. Consider keeping sunglasses accessible and practice how to strategically locate yourself in the dispensary when helping other patients so you can keep an eye on them. Think of it like being an actor on a stage and your sunglasses are the audience—they always want to see you.

Contact lens wearers are also ideal candidates for sunglasses. Explain to them the significance of wearing sunwear and then present them a gift certificate for a specified dollar amount off or sunglasses in your dispensary. It might give them the incentive they need to look at the sunwear and eventually purchase a quality pair.

The ECPs’ share of the sunwear market is currently small, but with some dedication in recommending and positioning it, it can grow substantially. When it does, you can be sure your profits and customer satisfaction will follow suit.

Joy L. Gibb, is the owner of Eyes Of Joy Mobile Optical Service in Woods Cross, UT.

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**A WORTHY INVESTMENT**

If you want to sell sunwear you must be willing to commit a certain portion of your frame board to sunglasses. A general rule of thumb is to turn your inventory four times during the year, meaning that if you sold 400 sunglasses during a year, you would stock approximately 100 sunglass frames on your board. If you only sold 20 pairs last year, logic would say you only carry five sunglass frames—which would not be an adequate representation or send the correct message. Setting a goal to increase sunwear sales may mean investing a slightly larger portion of your frame board space and inventory budget to sunwear so that your patients realize that you can take care of their sunglass needs in your office.
Dr. Jennifer Planitz
Optometrist
Explorer
Luxottica Partner

Jennifer Planitz loves trekking in the rugged New Mexico landscape. When she is not trekking, or teaching jazzercise or contributing an article to a professional journal, Dr. Planitz and her husband run one of New Mexico’s busiest optometry practices. Rio Eyecare Vision Source in Rio Rancho, NM has a staff of 12 and offers a specialty in pediatric optometry. She cares a great deal about her patients, her dedicated team and the partners she chooses.

Working together with Luxottica allows her to offer her patients the unsurpassable quality and power of the best brands while she enjoys the impeccable service and financial growth only possible with a partner that truly understands her business. Learn more about the benefits of partnering with Luxottica at www.luxandme.com.
BY DIANE F. DRAKE, LDO, ABOM, FCLSA

IF YOU AGREE THAT everyone needs sunwear—and that’s the prevailing view among eyecare professionals (ECPs) these days—then the decision you need to make is what type of sunwear should patients receive and why. While the visual needs of patients are critical components of sunwear, so are their emotional needs—aspects such as styling, branding, colors, and so on. So while sunwear is for everyone, every type of sunwear is not for every patient. For example, even though wrap sunwear is very popular right now, it’s not for everyone. Some patients will want or need flatter, more traditional sunwear in 6.00D-base frames. Should you offer wrap sunwear to every patient? Or should you leave wrap sunwear for the drug stores and specialty stores to sell?

WRAP YOUR HEAD AROUND THIS During the last few years, ECPs have seen a huge move toward wrap design sunwear. That’s because wrap design sunwear is good-looking and offers great protection. But if it’s not for everyone, then who should wear it? What offices should offer it? The answers to these questions may not be as obvious as you think.

TAKING OFF THE WRAPS Just about any office can sell plano wrap sunwear. As long as you stock quality products that use reliable lenses and frame materials and treatments, providing plano wrap sunwear is fun and profitable. Of course, you still need to do your homework on the features and benefits of these products, and you need to be able to fit and adjust this special sunwear. But if you can dispense Rx eyewear, you should be able to dispense wrap sunwear.

Rx wrap sunwear is a different story because Rx lenses require special base curves, designing, surfacing, fabricating, and mounting. This limits the number of people to whom you can supply them. For starters, remember that the lens’ base curve always has to match the curvature of the frame. If it doesn’t, the frame will be forced to assume the shape of the lens, which will ruin the cosmetic effect of the product. That should not be allowed to happen. This, however, limits the range of prescriptions that can be placed into a particular wrap style.

Some wrap sunwear requires special edging. Since these frames have such a steep curvature, standard beveling often will not adequately hold the lens in the

EMPHASIZE RX SUN PROTECTION Essilor of America’s research demonstrates that only approximately 15% of patients who wear eyewear own a pair of Rx sunwear. Most of the time, it’s because the eyecare professional (ECP) doesn’t present the various options to the patient. In today’s economy, it’s important that ECPs continue to demonstrate the value of protection that good quality sunwear can give a patient and offer it to everyone. It’s not only responsible practice, but also good business.

“For active patients, wrap sunwear provides the GREATEST POTENTIAL for eye protection.”
frame. This is why special fabrication techniques are needed. Some modern edgers can perform this kind of fabrication, but in some cases only specialty machinery at custom sunwear labs can produce what you need. Be sure you understand what is needed before you attempt to fabricate wrap sunwear. If you’re uncomfortable doing this kind of work, find a good sunwear specialty lab and let it provide what you need.

LENS LOWDOWN
Most ophthalmic lens series are designed for flat curvature frames. That means that they’re unsuitable for wrap sunwear. Be sure you use only lenses that are specially designed for wrap sunwear. This ensures that patients will receive the lens powers they need with the least amount of aberrations and distortions. For example, Essilor of America, Inc.’s Xperio™ sunwear lens line is comprised of a wide variety of polarized and photochromic lens options. You’ll find everything from wrap designs to lenses featuring Crizal Sun™ with Scotchgard™ Protector anti-reflective treatment to Crizal Sun™ Mirrors.

Oakley’s “authentic prescription lenses” come in its High Definition Optics® (HDO) polarized lenses and other sunwear lenses. These lenses are available in a wide array of lens colors and surface treatment options so your patients can find just about anything they can imagine for wrap sunwear.

NXT SUNLENSES surpass the impact resistance of CR-39® and are equivalent to the impact resistance of polycarbonate. Originally developed for the military, the chemistry behind NXT® enables lenses that are virtually unbreakable and resistant to cracking, crazing, and solvents. Used in the sunglasses of many manufacturers, NXT is made of Trivex® lens material and is available in various lens powers and options, including polarized and polarized photochromic.

FOR THE ACTIVELY INCLINED
Now let’s talk about what type of sunwear to recommend. For active patients, wrap sunwear provides the greatest potential for eye protection (based on its wrap coverage and the materials used in the product). Some people are not very active and don’t necessarily want a wrap design. For them, traditional 6.00D-base sunwear is just fine. For those who enjoy being active outdoors (or just want to look like they are), a wrap design is appropriate.

All active patients want sunwear that will maximize their performance during extreme situations. Bicyclists are a good example. They need impact resistance and wrap design to keep dust, wind, and debris out of their eyes. Wiley X Eyewear independently certifies that its frames exceed the ANSI Z87.1-2003 high velocity and high mass impact standards while also ensuring that the frames are fashionable. Its Climate Control™ Series incorporates patented removable foam gaskets to seal out wind and debris, making it the perfect sunwear for cyclists, high-speed enthusiasts, military personnel, public safety officials, and dry eye sufferers. In addition, many Wiley X styles are Rxable.

But not everyone who is outdoors needs complete blockage of the wind. For those who want reasonable protection along with aggressive good looks, consider some of the offerings from Bollé. The company has been offering top quality wrap sunwear for a long time in a wide assortment of terrific wrap styles. Take the Recoil for instance. Offered in black, gray, and tortoise frame colors, it has a rainbow of lens colors available, which include fixed tint colors, polarized, and modulator polarized options. Even more exciting, this frame is Rxable through Bollé’s prescription lens program to enable your Rx patients to get the benefit of these lenses.

NO RX? NO PROBLEM!
And don’t forget patients who will want plano sunwear, such as your contact lens patients, LASIK patients, and those who refract 0.00D O.U. There is a wealth of plano sunwear available for these patients. Luxottica’s Tiffany & Co., for example, offers Style No. TF3010B, a dramatically feminine shield featuring a metal front and wide double laminate acetate temples with crystals. This baby screams fashion and makes heads turn.

To wrap or not to wrap...the decision is yours to make. The bottom line is to make sure that everyone gets a pair of sunwear that is both appropriate for her needs and fun to wear!

Diane F. Drake is a licensed optician, writer, lecturer, and consultant to optical professionals in Jonesboro, GA.

CURVES AHEAD What constitutes a wrap frame? Every frame’s front has a curvature that can be expressed in diopters, just like a lens. When the frame is designed, the curvature of the lenses that will go into it is considered and a single base curve is chosen for the eyewires (eye rims). For ophthalmic frames, that curvature usually falls in the +4.50D to +6.00D range. For wrap sunwear, it usually falls in the +8.00D to +9.00D range. This steeper front curvature is what gives this eyewear its wrap appearance.
TOUGH FRAME MATERIALS PUT TO THE TEST

BY JACKIE O’KEEFE, LDO

SOME OF TODAY’S sunwear materials offer style, a comfortable fit, and enable the wearer to see better, look better, and even play better…and I am not referring to hopscotch or bocce ball either. Rough-and-rugged frame materials allow people to play hard. Less durable frame materials may be okay for some outdoor types, but for those who really enjoy active lifestyles, only a rough-and-rugged frame material will do.

WILD WILEY X

The main goals of Wiley X Eyewear are to create strong, safe products and to satisfy its customers. Unbreakable TR-90 delivers both. This robust material exceeds the ANSI Z87.1-2003 standards for impact resistance, and some meet the military’s specs for ballistic impact resistance. In fact, TR-90 is used in manufacturing authorized protective eyewear for the U.S. Army and it is range tested, field tested, and battle tested. You can find TR-90 frame material in Wiley X sunwear, goggles, shields, and tactical eyewear.

STRONG AND DURABLE RAY-BAN

Ray-Ban® Tech, Luxottica Group’s new carbon fiber line of sunwear, integrates lightweight yet strong materials into its collection made of carbon sheets. Each sheet consists of seven layers, five of which are carbon fibers mixed with resin. Featured in slim temples, the new carbon fiber material boasts one of the greatest strength-to-weight ratios. Look to Style Nos. RB8301 to RB 8304 (including metals and three-piece rimless frames) for this most pliable and innovative frame material.

OAKLEY FOR THE OUTDOORS

Oakley, Inc. gathered some of the best metallurgists and frame designers together to create an ultra-lightweight and hypoallergenic titanium alloy that possesses a phenomenal strength-to-weight ratio and can be 3-D sculptured. Welcome to X METAL®. This rugged and sturdy material is custom engineered and takes over 425,000 watts of plasma lightning to shape it, so durability is never an issue. You can find this full strength frame material in Oakley’s HALF X sunglasses.

BOLD BOLLÉ

When Bollé selects frame materials for each style, it first considers the material’s specific performance characteristics. The brand’s signature frame material, b88™, is made of an excellent grade of nylon. This premium material offers a perfect combination of flexibility, durability, and lightweight properties and can be finished to a precise fit. Look for b88 material in King, an 8.00D-base curve rectangular wrap.

SERENGETI’S HEAVY METAL

The metal frames in Serengeti’s sunwear collection are built to last. Made of durable monel or stainless steel, as well as strong titanium, wearers will benefit from the surprising light weight of these styles. The monel frames can be worked into different shapes without losing their strength, while Serengeti’s titanium models retain memory and automatically move back into place. So if your patients are ready to rumble outdoors, recommend rough-and-rugged frame materials for high-performance play.

Jackie O’Keefe, a licensed optician, is a writer, lecturer, course preparer, and consultant in the Virginia Beach, VA area.
Eye defense.

NXT® Performance Sunlenses in Photochromic and Photochromic Polarized

16% lighter than CR-39® and 10% lighter than polycarbonate, 60 times more impact resistant versus CR-39®, 100% UV protection. Benefits of Trivex® material and advanced Light Management Technology from Intercast Group.

Now available also in SFSV with Confined Tint color engineering.
**POLARIZED PROGRESSIVES**

**AT-A-GLANCE**

**BY JOHN SAILER**

Essilor’s Varilux Sport is just one of the company’s many polarized PAL offerings.

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<th>MANUFACTURER</th>
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<td>Carl Zeiss Vision Inc.</td>
<td>AO’s Active™</td>
<td>gray</td>
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<td>Grad® Top</td>
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<td>1.59 polycarbonate</td>
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<td>traditional</td>
<td>Wide, clear distance, and intermediate with patented Horizontal Symmetry</td>
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<td>gray, brown</td>
<td>1.59 polycarbonate</td>
<td>18mm</td>
<td>traditional</td>
<td>Point-by-point lens optimization suited to the wearer’s natural eye movements</td>
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<td></td>
<td>gray</td>
<td>1.50 hard resin</td>
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<td>Point-by-point lens optimization suited to the wearer’s natural eye movements</td>
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<td>Percept® (SOLA)</td>
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<td>1.50 hard resin</td>
<td>18mm</td>
<td>traditional</td>
<td>Design by Prescription™ progressive, design varies by Rx and add</td>
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<td>SOLAdrive™</td>
<td>gray, brown</td>
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<td>Patent-pending balance of central and dynamic vision</td>
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<td>DEFINITY®, DEFINITY Short™</td>
<td>gray, brown</td>
<td>1.50 index, Airwear® polycarbonate</td>
<td>18mm DEFINITY, 15mm DEFINITY Short</td>
<td>digitally surfaced</td>
<td>Dual Add® Technology splits add between front and back surfaces to give Ground View Advantage™, limiting peripheral distortion, smooth transition between zones, and wide intermediate</td>
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<td>systematic with Crizal Sun™</td>
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<td>HOYA VISION CARE, North America</td>
<td>HOYALUX® Summit eagle® Polar</td>
<td>gray C</td>
<td>1.50 index, 1.59 polycarbonate</td>
<td>16mm min.</td>
<td>traditional</td>
<td>Designed with HOYAs Integrated Control Transmittance technology, with up to 120 variable near insets</td>
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<td>1.50 index</td>
<td>16mm min.</td>
<td>traditional</td>
<td>HOYAs most successful progressive design</td>
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<td>Kaenon Polarized</td>
<td>Freestyle™ 15</td>
<td>copper 12, 28, &amp; 50, gray 12 &amp; 28, yellow 55, copper 12 &amp; 28, yellow 55</td>
<td>Patented SR-91 material, high index 1.56</td>
<td>15mm min. variable in mm increments</td>
<td>Free-form backside digital surfacing, SR-91 material available in free-form progressive and free-form single vision</td>
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<td>KBco The Polarized Lens Company</td>
<td>EOS*</td>
<td>gray-3, brown-3, gray-green</td>
<td>CR-39™ (1.50), polycarbonate, 1.67 (MR-10 monomer)</td>
<td>17mm</td>
<td>traditional</td>
<td>Large distance area; oversized version for wraps, EOS Wrap*, 83mm with 3mm decentration built in for effective 86mm diameter</td>
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<td>Maxa Passport*</td>
<td>Maxa HT* (High Transmission), Maxa Riser*, Neutral Gray, HIL* (High Contrast Lens) Bronze</td>
<td>ST (SuperThin) Glass, polycarbonate, Maui Evolution*</td>
<td>1.6 variable to 15mm</td>
<td>digitally surfaced</td>
<td>For sun use. Distance extends below the 180 datum line at the periphery. Moderate, intermediate, and near zones</td>
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<td>15mm</td>
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<td>digital free-form</td>
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<td>1.50</td>
<td>14mm, 17mm, 19mm</td>
<td>digital free-form</td>
<td>fully internal aspheric</td>
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<tr>
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<td>digital free-form</td>
<td>fully internal aspheric</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Profit Optix Polaris</td>
<td>gray, brown</td>
<td>1.50</td>
<td>16mm</td>
<td>digital free-form</td>
<td>fully internal aspheric</td>
</tr>
<tr>
<td>Seiko Optical Products of America, Inc.</td>
<td>Succeed, Succeed WS, Supersede, Superone Win, Profes Premier, Perfas Premier Wide</td>
<td>gray, brown</td>
<td>1.67, polycarbonate, 1.50</td>
<td>14mm, 15mm, 16mm, 17mm</td>
<td>free-form</td>
<td>patented back surface designs</td>
</tr>
<tr>
<td></td>
<td>KODAK Precision*</td>
<td>gray, brown standard resin</td>
<td>SA PolarShades*</td>
<td>starting at 17mm</td>
<td>traditional</td>
<td>in-mold polarization</td>
</tr>
<tr>
<td>Signet Armorlite, Inc.</td>
<td>Navigator™ Precision</td>
<td>gray, brown standard resin</td>
<td>SA PolarShades*</td>
<td>starting at 25mm</td>
<td>traditional</td>
<td>in-mold polarization</td>
</tr>
<tr>
<td></td>
<td>KODAK Unique</td>
<td>gray, brown standard resin, 1.60, 1.67, and polycarbonate; Drivewear™ standard resin</td>
<td>SA PolarShades*</td>
<td>starting at 13mm</td>
<td>free-form</td>
<td></td>
</tr>
<tr>
<td></td>
<td>iRx® Pro</td>
<td>smoke, chocolate, ash, caramel, forest, copper, ruby, sunflower, violet, sunset, rose, ocean, grass</td>
<td>CR-39, 1.56, 1.60, 1.67, polycarbonate</td>
<td>22mm</td>
<td>traditional</td>
<td></td>
</tr>
<tr>
<td></td>
<td>iRx Short</td>
<td>smoke, chocolate, ash, caramel, forest, copper, ruby, sunflower, violet, rose, ocean, grass</td>
<td>1.56, polycarbonate</td>
<td>14mm</td>
<td>traditional</td>
<td>short fitting height</td>
</tr>
<tr>
<td>Vision-Ease Lens</td>
<td>Illume® SunRx*</td>
<td>gray, classic green</td>
<td>polycarbonate</td>
<td>17mm</td>
<td>traditional</td>
<td>As more scratch resistant than standard sun lens. Extra-wide close vision area.</td>
</tr>
<tr>
<td></td>
<td>Illume Copper®</td>
<td>HEV brown, HEV gray</td>
<td>polycarbonate</td>
<td>17mm</td>
<td>traditional</td>
<td>Beyond UV protection to guard against high energy visible (HEV) light. Extra-wide close vision area.</td>
</tr>
<tr>
<td>Younger Optics</td>
<td>IMAGE®, IMAGE Wrap® Decentered (poly only)</td>
<td>gray, brown, Drivewear™</td>
<td>hard resin, polycarbonate, wrap (base polycarbonate only</td>
<td>18mm</td>
<td>traditional</td>
<td>Wide distance area; Wrap design requires no secondary lens calculations. For narrow PDs</td>
</tr>
</tbody>
</table>
Managers are marketing sunwear options that are specifically designed to be helpful for certain activities. Whether it’s golf, fishing, boating, or cycling, there are lens choices that can make the experience better in terms of performance and enjoyment. By using the principles of selective light filtration, lens designers can “tweak” the human visible spectrum in order to enhance vision and comfort for a variety of purposes. Here are a few top performers.

FISHING SPECS
Available in polarized Inland Gold and Offshore Blue lens colors to aid vision while fishing, Bollé’s Marine Collection boasts “Zero glare—nowhere for fish to hide.” The Marine Collection incorporates polarized lenses (of course) and a hydrophobic coating to repel water and oil from the lens surface. It also features a back-surface AR treatment to get rid of lens glare on the back of the lens.

NATURAL COLOR BALANCE
Essilor of America, Inc.’s Xperio™ family of polarized lenses features state-of-the-art polarization with many material options. One of the great strengths of this lens brand is the natural color rendering the lenses provide. With these lenses, colors are undistorted so wearers see colors naturally balanced. You’ll find Xperio lenses available in virtually any design (including PAL designs) and they deliver decreased glare and increased contrast sensitivity. Some lenses in this collection also have mirror options, and all provide full UV protection.

MULTIPLE OPTIONS
If you’re looking for lenses that can enhance performance, consider ones made with NXT® lens material by NXT SUNLENSES (produced from Trivex®). NXT lenses are available in many performance-enhancing colors in both polarized and polarized photochromic sun lens options. Augen Optics licenses this material and produces NXT sun lenses in a range of tint colors including polarized, photochromic, polarized photochromic, and mirror configurations. With all of these choices, you’re sure to find a color and lens option that is perfect for any outdoor enthusiast.

SWITCH IT
Wiley X Eyewear takes sun lenses to another level by giving the wearer the ability to switch lenses. Its Tactical Series includes a Changeables Collection where frame styles have multiple lens options—clear and smoke (dark gray), light rust, and pale rose—enabling the wearer to switch from one to the other depending on light conditions.

Can Sun Lens Colors Enhance Performance and Comfort?

TOUGH MIRRORS
If your patients prefer mirrored lenses, consider Xtreme by Opticote. With a process that makes the coating four times harder than a standard mirror coating, Xtreme is virtually scratch- and wearproof. A backside anti-reflective lens treatment is provided to reduce annoying reflections, and a superpremium hydrophobic/oleophobic topcoat makes the lenses easy to clean and keep clean. Applied only to colored or polarized polycarbonate, it is available in six deep intense colors that include silver, gold, blue, red, lemon, and lime.

Sharon Leonard is a licensed optician and contact lens practitioner. She is also a national speaker and practice consultant in the Syracuse, NY area.
SUCCESS IN TOUGH TIMES: **TIP #1**

**Performance Mirror Coatings for Performance Rx Sunwear**

Your Rx sun patients deserve the best, most highly-optimized sunwear available... and you deserve to take advantage of highly profitable performance sun products. Mirror coatings provide enhanced protection from direct sunlight, glare, and harmful UVA/UVB rays, as well as helping to combat eye strain and fatigue – and they offer you greater profit on each pair of sunwear.

Opticote, the industry leader in mirror coatings, is ready to help you raise the bar on performance sunwear. Combining the highest standards of reliability, product integrity, and on-time delivery – plus an unmatched selection of 48 different sensational coatings – only Opticote is ready to help you serve your outdoor-active patients.

Contact Opticote or your preferred optical lab and discover why our mirrors make you “Clearly the Best.” Always insist on Genuine Opticote mirror coatings.

Discover our latest promotion at www.opticote.com/ecp
It's essential that you mention the need for sunwear to every patient. Ask her if she'd like to begin her eyewear selection process with her clear pair or sunwear pair. If she wants to start with sunwear, you're already there. If she states that she doesn't own sunwear, this provides the perfect opportunity to educate her on the medical necessity and fashion advantages of sunwear.

AS SUNWEAR CONTINUES to grow in popularity, it is important that eyecare professionals (ECPs) ensure that each of their patients purchases at least one good pair of sunglasses. This is a vital part of good vision and healthy sight, and every ECP should strive to attain this goal. Here’s how to make sure that your patients receive the right sunwear information, therefore helping you seal a sunwear sale.

BY NALLIBE MEHFOUD, LDO
In order to make the appropriate recommendations, be sure to do a thorough lifestyle analysis. A good way to do this is to use a questionnaire. Asking the questions verbally is helpful because you can then follow up with additional probing questions in case her answer is not complete, you need more information, or you wish to take the conversation in another direction.

Start the product selection portion of your presentation with the lenses. The strength and composition of the prescription along with the lens design often has important implications for frame choices, such as limiting the eyesize, the kind of bevel the frame should have, how thin the eyewires can be, and more. Also, discussing impact resistance and lens weight during lens selection helps the patient understand the importance of the lens material.

Now it's time to explain the medical necessity of sunwear. While patients may hesitate to accept some fashion advice, explaining the protection and benefits that well-designed sunwear offers is something that most patients will find compelling. By making a strong case for the medical value of wearing sunwear, you elevate sunglasses to the same status level of the patient's clear pair; and all eyewear patients have at least one clear pair.
5. Everyone needs sunglasses because sun lenses fight glare. There are four types of glare that require different types of lens options and treatments to counteract them. Distracting glare is reduced by an anti-reflective (AR) treatment; discomforting glare is best alleviated with photochromic lenses and AR; disabling glare can be reduced with a fixed tint or photochromics with AR; and blinding glare can be reduced with polarized lenses and AR.

6. The best way for patients to understand the benefits of an AR treatment is for you to demonstrate it. Once you’ve shown the patient your demo lens (as in the previous image), give her an AR loop demonstrator so that she can see the difference for herself. Once she witnesses and understands the advantages of an AR treatment, she will most likely want AR lenses.

7. Polarized lenses also have an excellent demonstration capability. In this picture, the patient is looking at an image that can only be viewed with polarized lenses. When she takes the polarized lenses away from her eyes, the scene changes and the image she was viewing is gone. Explain that this is how polarized glare blocks her view of objects and that polarized lenses provide a level of glare protection and vision enhancement that no other sun lens can.
While photochromic lenses are a replacement for clear lenses, some patients will find value in buying photochromic lenses for their general-purpose pair and wearing a polarized clip-on over it. This provides the protection and glare-blocking properties that the patient needs. Be sure that the clip-on’s lenses and the photochromic lenses both feature an AR treatment because the patient is now looking through four lens surfaces, which each reflects light.

Just about everyone has seen sunwear with mirrored lenses. Some are pretty dramatic while others are more conservative. Whatever their configuration, they have a mystique all of their own. Remember that mirrored lenses also reflect light so they actually help a sun lens become darker. This can be helpful for patients who require significant sunlight reduction.

Now have the patient join you at the frame bar to choose sunwear styles. This can be really fun for both you and your patient. Don’t forget that one pair of sunglasses may not be enough for someone. Depending on her lifestyle, she may require multiple pairs of sunwear to meet her activities’ needs.

Nallibe Mehfoud is a licensed optician in Richmond, VA. She works in an ophthalmology setting where she practices fashion eyewear dispensing.
SMART WAYS TO BREAK YOUR SALES ROUTINE

BY DEBRA R. WHITE, MSED, ABOM, FCLSA

THERE’S MORE TO selling sunwear than meets the eye. Successful salespeople have a special knack; the ability to teach, promote, and recommend. Leaving the mundane tips behind, here are some unique yet important sales techniques to help you boost your sunwear sales.

MEDICAL IMPORTANCE

All eyecare professionals (ECPs) understand the medical importance of protecting the eyes from the sun, but there are still many patients who don’t. At the top of the list are patients exiting the exam room with no prescription for eyewear. The same goes for young children and contact lens patients who are not wearing prescription eyewear.

The fact of the matter is that everyone out in the sun needs to protect their eyes from it. Engage your patients in a brief discussion on protecting their eyes from harmful UV radiation as well as blue light. Everyone in the office should be a part of the “ocular teaching team.” Receptionists can ask patients to bring in their sunwear so that the doctor can discuss their importance. The doctor can inform each patient about the potential for eye damage when sunwear isn’t worn, and hallways can be lined with posters illustrating some of these effects. Opticians can demonstrate UV protective lens materials such as the patented polyurethane Trivex® used in NXT® SUNLENSES or Oakley, Inc.’s proprietary Plutonite®.

Many of your patients experience dry eye when exposed to the elements. Be ready to recommend a pair of Wiley X Eyewear’s sunglasses with its patented Facial Cavity Seal. Dry eye relief is possible by eliminating excessive air movement around the eyes. The removable soft foam seal on the backside of each frame in the Climate Control™ Series eliminates this excessive air movement by sealing the area around the eyes.

PERFORMANCE FACTS

No matter what business you’re in, technology is a buzz word. You’d be surprised by how savvy some of your patients are about sunwear. They want to hear you talk about the latest features in lenses and frames. While it may seem like a daunting task to explain the merits of anti-reflective (AR) treatment on the backside of a sun lens, your patients will appreciate that Essilor of America, Inc.’s Crizal Sun™ lenses with Scotchgard™ Protector eliminate annoying and distracting glare on the back surface of the lens and repel stains, dirt, and smudges, making the lenses easy to clean.

While placing a pair of Bollé frames made of its Hydralon material in your patient’s hands, mention that it’s virtually indestructible. The patient will also want to learn that the sunwear has Theromogrip rubber temples tips which provides added adhesion, and a portioned metal core that offers comfort, flexibility, and shock absorption.

Active types will also want to hear about NXT Varia® Photochromics, such as Varia Brown and Gray. These high contrast lenses are ideal for shooting, golfing, cycling, and outdoor sports, providing color definition and overall comfort from glare in every light condition.

UNIQUE SUNWEAR

There’s no question that most optical offices have patients who would really enjoy owning one-of-a-kind sunwear. What could be more perfect than a pair of sunglasses designed by a leading artist or that shouts individuality?

Take Oakley’s Will Barras Artist Series Montefrio sunglasses, for instance. This frame depicts his artwork on the endpiece and temple, with his signature on the inside of the temple. Limited to one pair per individual, it comes in custom packaging, with a Will Barras designed bandana and a custom-printed MICROCLEAR bag.

For something really unique, show your male patients Ralph Lauren’s Purple Label sunglasses (available from Luxottica Group). They fold with hinges at mid-temple and bridge for easy storage, and are made in Italy of handmade acetate, designed in a classic wrap silhouette.

Selling sunwear is more than getting the extra pair sale—it’s selling a medical necessity with so many features. Demonstrating the performance features, hitting on the right style, and discussing its uniqueness will significantly improve your sunwear selling strategy.

Debra R. White is a former opticianry professor. She is currently an optical consultant, lecturer, and writer.
BOLLÉ
bolle.com • 800-22BOLLE

BOLLÉ COMPETIVISION®
Having superior court vision is one of the key elements of success for every tennis player. With that in mind, Bollé developed CompetiVision® lenses, which strategically mute every color in the light spectrum except optic yellow, so you never lose sight of the ball in any light condition. It’s a match-taking advantage in a game where precision is everything.

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VOGUE’S ‘PLAY EVERYDAY’ CAMPAIGN CONTINUES IN 2009 featuring the exciting new face of Ukrainian top model Daria Werbowy. Serving the most fashion-conscious consumer, Vogue continues to push the limit with styles that are innovative, fun and flirty, and that are available in both sun and optical collections. Enjoy the bold color palette, trendy design, and Daria, the ultimate face in chic and glamour.

NXT SUNLENSES
nxt-vision.com • 877-MY-SUN-LENS

INTRODUCING NXT® POLARIZED RX SUNLENSES
Now available in Polarized and Polarized Photochromic options, NXT Rx Sunlenses are the first Polarized prescription lenses made from Trivex® lens material. The unique combination of superior optics, impact resistance, ultra-lightweight comfort, and glare-reduction make NXT Polarized Rx Sunlenses the perfect solution for your sport performance customers.

OAKLEY, INC.
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OAKLEY AUTHENTIC PRESCRIPTION LENS TECHNOLOGY.
Oakley Authentic Prescription Lenses optimize vision with the finest corrective optics available. With the unbeatable clarity of High Definition Optics® (HDO®), Oakley Authentic Prescription Sun Lenses provide 100% UV protection and are available with most Oakley frames. All Oakley Authentic Prescription Lenses meet ANSI, EU, and CAN standards for optical performance and are available in single vision and progressive lens designs.

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STRAIGHT JACKET® WITH OAKLEY AUTHENTIC PRESCRIPTION LENSES

Your customers haven’t seen corrective eyewear perform like this. At Oakley, our sunglass technology is the industry’s uncontested leader. It’s proven every day by the world’s top athletes that perform under the harshest conditions. We’ve taken this experience and brought it to our prescription sunglasses which are made right here in our lab. Like always, we’re putting performance in every component. So your customers can experience their world in whole new levels of detail.