

On behalf of Vision Expo, we sincerely thank you for being with us this year.

### Reminder to Complete Your Session Evaluations!

Please be sure to complete your digital session evaluations for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



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## SUNWEAR SALES THE BIGGEST MISSED OPPORTUNITY

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1 general ABO credit

I do not have any relevant financial relationships with any commercial interests as it pertains to this presentation



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### Sunwear Stats

- Multiple Pair Percentages in the US 10% or Less
- According to the Vision Council in Q2 2024 78% of people bought plano sunglasses in person and 22% purchased online



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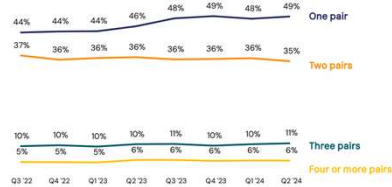
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## How Many Pairs of Sunglasses Are People Buying?

Of those who use plano sunglasses...

51 percent of respondents said they used two or more pairs of sunglasses regularly in Q2 of 2024



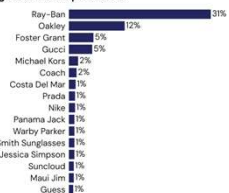
How many pairs of non-prescription sunglasses do you wear regularly? n = 34,038

Consumer Insights Q2 2024 | Plano Sunglasses

## What Brands Are People Purchasing?

Of those with a purchase in the last three months...

Sunglasses brands purchased:



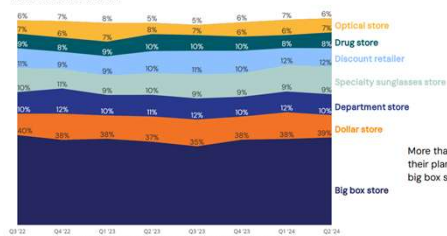
Top sunglass brand mentions remain largely consistent from quarter to quarter.

Which type of store did you buy your non-prescription reading glasses from? n = 1,483

Consumer Insights Q2 2024 | Plano Sunglasses

## Where Are People Purchasing Sunglasses?

Purchase location



More than 1 in 3 purchased their plano sunglasses from a big box store

Which type of store did you buy your non-prescription sunglasses from? n = 14,385

Consumer Insights Q2 2024 | Plano Sunglasses

## Why Aren't People Buying Sunglasses in Optical Stores?

- The selection isn't very good.
- No one talks about sunglasses to the patient when purchasing everyday glasses
- The sunglasses aren't displayed well
- The multiple pair discount isn't discussed.



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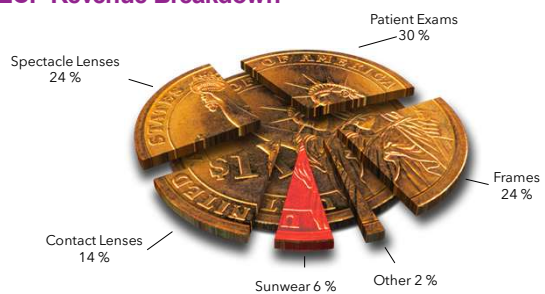
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## ECP Revenue Breakdown



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## Sun Lens Choices

1. Fixed Tints
2. Polarized Lenses
3. Dynamic Sunwear



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## Tints



## Amber Lenses



- 1 Allows you to make out shapes more clearly.
- 2 Blocks out the color spectrum's blue light

Ideal for:

- Baseball/ Softball
- Cycle/ Run
- Fishing
- Golfing
- Hiking
- Motorcycle
- Water Sports
- Winter Sports

## Brown Lenses



- 1 Enhance light quality of your surroundings
- 2 Increase depth perception in low light conditions

Ideal for:

- Baseball/ Softball
- Cycle/ Run
- Fishing
- Golfing
- Hiking
- Motorcycle
- Water Sports
- Winter Sports

## Blue Lenses



Ideal for:

- Golfing

- 1 Enhance contrast and reduce glare in bright lighting conditions

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## Green Lenses



Ideal for:

- Baseball/ Softball
- Cycle/ Run
- Motorcycle
- Golf

- 1 Least amount of color distortion
- 2 Great all day use lens in clear conditions
- 3 Becoming popular with millennials because you are able to see the picture on your phone true to color without having to take your glasses off.

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## Grey Lenses



Ideal for:

- Baseball/ Softball
- Cycle/ Run
- Fishing
- Motorcycle
- Water Sports

- 1 Works to dull sunlight
- 2 Great in bright light conditions and outdoor sports
- 3 Light eyed people won't like gray as much because it is too dark to see the instrumentation in their cars.
- 4 Dark eyed people love the dark grey lens

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## Orange Lenses



- 1 Increase contrast in low light conditions
- 2 Can be worn at night
- 3 Used in motorcycle lenses. Especially Harley Davidson because of the color.
- 4 This is the color of the original blue blocker that came out in the 80's

Ideal for:

- Biking
- Fishing- Early Morning and Dusk Fisherman
- Snow Sports- A lot of Bolle and Smith lenses are orange

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## Rose Lenses



- 1 Provides the best low light image resolution
- 2 Enhances contrast
- 3 Blocks blue light
- 4 People accept this color of lens a lot easier than the orange lens.

Ideal for:

- Biking
- Fishing
- Winter Sports
- Motorcycle
- Water Sports

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## Yellow Lenses



- Increase depth perception
- Great for overcast days
- High contrast lens
- Can be used for low vision patients.
  - Increased contrast allows them to see better

Ideal for:

- Baseball/Softball
- Winter Sports
- Shooting- trap and skeet shooting depth perception great
- Golf
- Water Sports

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## Gradient Lenses



- Darkest at the top and lighten as you move down the lens
- Great for low light conditions
- Great for commuters when the sun is rising and setting the gradient part works great
- Can get the gradient lens in polarized. The lighter part of the lens is not polarized.

Ideal for:

- Low light
- Driving

## Mirrored Lenses



- Reduce glare without reducing contrast sensitivity
- Cosmetic Appearance
- Originally created the help with the glare off of the snow.
- Most common mirrors are silver and gold. Cool blue is a close third because it is fashionable.\*\*

Ideal for:

- Hiking
- Water Sports
- Winter Sports

## Polarized Lenses

- Invented in 1937
  - Edward Land and American Optical (AO)

Objective:

- Eliminate glare
  - Polarized lenses filter 98% of the glare that passes through the lens, by filtering out the horizontal light rays.
- Protections
  - 100% UV Protected

## Polarized Lenses

- Polarized film is casted into the lens itself 0.5mm from the surface of the lens
- Prevents delamination and helps protect the polar film



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## Polarized Lenses



### Color Choice

- Grey (most popular)
- Brown (secondary)
- Colored Polarized Lenses

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## Conditions Caused by UV



- Pterygium-Fatty deposits, typically in the sclera caused by extended sun and UV Exposure
- Cataracts-Clouding of the lens due to age and now has been linked to UV and sun exposure
- Photokeratitis-Sunburn of the eye
- ALL OF THESE CAN BE PREVENTED OR DELAYED WITH USE OF PROPER SUNWEAR

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## Sunwear and Skin Cancer

- Several sun lenses recently earned the Skin Cancer Foundations Seal of approval
- Over 5.4 million cases of skin cancer are treated in the US each year.
- Each year there are more new cases of skin cancer than the combined cases of breast, prostate, lung and colon cancer.
- More than 90% of all Non-melanoma Skin cancer is caused by sun exposure (can be through car and home, or office windows!)
- Incidence of melanoma in the young has tripled
- Squamous cell and basal cell carcinoma has doubled

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## Sunwear and Skin Cancer



Squamous Cell Carcinoma



Basal Cell Carcinoma

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## Importance of Kids Sunwear



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## Sun Protection and Comfort

- UV rays damage more than just the skin
- Squinting contracts the eye making it difficult to see
- Glasses that adjust to all light conditions
- 100% UV protection



Transitions Gen S  
or SunSync Elite

Faster change time  
Get darker in warm temperatures



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## Static vs. Dynamic

### STATIC SUNWEAR

Vs.

### DYNAMIC SUNWEAR

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>▪ One level of tint<ul style="list-style-type: none"><li>▪ Too dark</li><li>▪ Not dark enough</li></ul></li><li>▪ Can interfere with vision<ul style="list-style-type: none"><li>▪ Need to put on and take off sunglasses</li></ul></li></ul> | <ul style="list-style-type: none"><li>▪ Uses advanced Transitions photochromic technology to self-adjust<ul style="list-style-type: none"><li>▪ Automatically change degree of darkness or color with the sun</li></ul></li><li>▪ Light Intelligent Lenses</li><li>▪ Enhances visual performance</li></ul> |
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## Benefits of Static and Dynamic Sunwear

- Ultimate in UV Protection
- Reduction of glare
- Reduction in squinting
- Less eye fatigue
- Light- sensitive people may see a reduction in frequency of headaches brought on by bright light



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## Sunglasses - Safety

**HUGE missed opportunity to sell premium product!**

- Think about sports in which safety glasses are needed
- Think about hobbies in which safety lenses are needed

**TALK to your patient about what they do that will uncover many needs.**

- Examples: Construction Workers, Delivery Drivers, Laborers



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## Sunglasses- Selling points

- Several sun lenses are recommended by The American Skin Cancer Foundation
- Premium Sun lenses will help reduce glare by 10-12%.
- 18% of all traffic accidents are caused by glare
- Sunglasses are like sunscreen for your eyes. Most people would never go outside without sunscreen on their skin. What about their eyes??
- Put sunscreen in your dispensary, this will spark conversation about protecting your eyes and the skin around it.



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## Team Brainstorm

- Think of your patients, let's sell sunglasses to a Baby Boomers and to a Generation Y patient.
  - What are we going to focus on?
  - Think of each of the categories: Sport, Hobby, Occupational and Safety
- How do I know what to suggest?
  - Lifestyle
  - Protection desired by the patient



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## Overcoming Objections

### 1. I don't need it-

- remember to focus on exactly how the visual solution will benefit them in their life.
- One pair of glasses can't do the job for every situation.
- Example: We wouldn't wear flip flops to hike in because it doesn't give us the support we need to hike. Just like you wouldn't wear dress glasses to hike because it isn't giving us the protection we need from the sun.



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## Overcoming Objections

### 2. I don't think it will benefit me-

- We missed something here.
- Remember, we need to spell out exactly how the lenses will benefit the patient. Not just the features of the lenses. Polarized will prevent skin cancer around the eye, saving your patients face.
- Tell them why they need it and apply it to their daily visual needs and activities. They won't make the connection without you.



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## Overcoming Objections

### 3. I can't afford it right now-

- Valid argument the state of the economy is what it is
- Let them know that this is what you recommend regardless
  - Discuss upcoming sales that you could put them on a list to reach out about. The sale could be as little as \$50 off PAL Polarized with frame purchase, but you just added value by taking into consideration their financial situation. Maybe you only send the sale to all the customers at the end of the month on your list. You can make it an "exclusive sale" by invite only.



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## Overcoming Objections

### 4. I don't want two-

- Not a valid argument.
- Ladies how many pairs of shoes do you have? How many purses? We like to shop.
- Something else is underlying this objection. Find out what it is.
- Typically objections fall into the 3 categories: don't want, don't need, can't, or excuse.
- Excuses are not objections. Find out why they don't want to have the best vision.



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## Rules of Selling

Ultimately the decision your patient makes is up to them

Do your duty and inform them, empower them, and give them the information to make an educated purchase

**Don't prejudge your customer, don't choose their selling point or budget. That's up to them!**

Present the best product for that patient, find out what they need. To do this, you need to know what they do.



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QUESTIONS?

BE KIND.  
*work hard.*  
WEAR KILLER GLASSES.

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