

## Ultra Clarity® ID Lifestyle/MyStyle Transitions Lenses ... “Oh yeah, I almost forgot the sunglasses!!!!”



When the doctor hands the patient off to you {And even if it's not a direct hand-off} and tells you what he's advised and 'designed' for his patient, you'll express in a matter-of-fact and casual way to the patient, something very close to the following, while examining the prescription. Don't wait to take charge or you'll become an 'order-taker'!

- *“Wow Kathy {Ms. Jones}, this is great! Dr Feder designed and prescribed “ultra-clarity” “Lifestyle” high-definition lenses to match your new prescription today! This is terrific!” (Matter-of-fact and slowly while nodding your head in approval) > “You can expect to see about 10% sharper with vivid clarity over your old lenses and they'll absorb annoying reflections too!!! So you'll enjoy sharpness in detail in all lighting conditions. In fact, we don't even use the old generation lenses anymore because we want you really happy with your very best sight!”*

Lens selection is DONE! ... DON'T SKIP A BEAT: NEXT: If they already have Transitions open with:

- *“AND, I see you wear light responsive Transitions Lenses and that's a wise decision! I'll be sure you have them in your new lenses”*

Immediately re-cap the benefits that they will continue to have with their new Transitions.

- *“You've probably experienced the added comfort and convenience of these lenses when your sunglasses weren't handy or practical **and** (SLOWLY) **did you know** they absorb and eliminate glare that the old-style clear-only lenses couldn't absorb and eliminate?” “This is great!”*

For a consumer who currently Does Not wear Transitions:

- *“Our patients are really happy with the Transitions Lenses, are you familiar with them?”*

*{If they experienced Transitions and did not like them, you'll need to know this before you advise them; So ask the above question first!}*

For the patient who pushes back or objects to Transitions: *“Other patients who love and wear this lens felt the same way you do until they understood the benefits. Do you want to know why people are changing to Transitions?”*

After you establish your consumer understanding of Transitions Lenses, Immediately express BENEFITS of Transitions Lenses as the following:

Benefits Include:

*“Kathy, what other patients have shared with us they love about Transition lenses is:*

1. *Clear sight without squinting and much more comfort when their sunglasses aren't handy or practical!*
2. *They'll absorb 2 types of annoying and potentially dangerous glare that we encounter every day.*
3. *And, most people are unaware that wearing Transitions when your sunglasses aren't handy during the day, will allow your eyes to adapt to after-dark vision within a matter of minutes instead of the typical hours it would take if you wore clear-only lenses throughout your day.*
4. *Obviously these benefits are significant! My clients love them and I'd like to include Transitions for you too if these benefits make sense for you, too?”*

AR= "Ultra Clarity" Lenses Absorb REFLECTIONS, allowing your consumer to see at least 10% better, sharp and clear!

Transitions Lenses absorbs and eliminates GLARE

High Definition "Ultra Clarity" Transitions Lenses improve contrast sensitivity, improve sight in any light, absorb reflections, leading to at least 10% sharper, crisp defined sight; ALL leading to faster after-dark adaptation for overall faster reaction, peace-of-mind safety, and higher performance sight.

High Definition "Ultra Clarity" Polarized Lenses provide the same benefits as the above for an active outdoor and driving experience with 1 major addition: These lenses will absorb BLINDING Glare that Transitions will not absorb. Blinding glare, according to the National Highway Safety Council, is responsible for more than 60,000 driving accidents annually

Obviously, 1 pair of glasses for the active consumer is NOT a solution to best sight under any circumstance!

TRANSITIONS LENSES Absorb Glare that clear-only lenses DO NOT and CAN NOT absorb:

**Distracting Glare** are the reflections on the lenses that interfere with the clearest & sharpest sight by way of distraction; effectively eliminated by Transitions combined with "Ultra Clarity" Lenses" (AR/Non Glare)

**Disabling Glare** is the annoying impact of glare when moving from indoors to outdoors on a bright, sunny day; The more light sensitive {Photophobic} the individual is, the more annoying this disabling glare will feel. This type of glare is effectively eliminated by Transitions {Light Responsive} Lenses

**Blinding Glare** is that extremely bright light that momentarily blinds and incapacitates us, leading to certain danger. We encounter blinding glare outdoors and while driving. This type of glare may be direct as direct-in-the-eye-sun over-exposure and may be reflected off water, snow, roadways, the hood of your vehicle or tractor or your dashboard! Polarized sun lenses effectively eliminates blinding glare.

Skin and eyes are the only 2 organs directly exposed to the devastating effects of Ultra Violet Radiation from the sun!

6% of Basal and Squamous cell cancers manifest on eyelids.

The leading cause of blindness over age 60 in the USA is Macular Degeneration; a devastating and blinding disease for which we have no cure and the sun is a contributing factor

Over-the-counter sunglasses from mass merchants are loosely regulated and therefore may cause more harm than protect when they don't absorb 100% UV radiation. 80% of these cheap sunglass lenses are punched out of acrylic sheets and frequently cause eyestrain, headaches, reduces reactionary time and lowers performance in sports and driving circumstances.

After the frame selection and first pair sale, simply look at the consumer and say: "Kathy, many people prefer to have me order the same frame for their sunglasses OR We can use you next favorite choice for sunglasses. Do you have a preference?" It's assumptive that consumers would want to have their sunglasses made to protect and improve their odds from the devastating effects of skin cancers, cataracts, AMD and other cumulative environmental and hereditary impact, Right? ASK!!!

People appreciate facts. They also appreciate understanding the value {Benefits} in how your product choice will have a direct impact on them! Be the expert! Get respect! Don't be an order taker!

