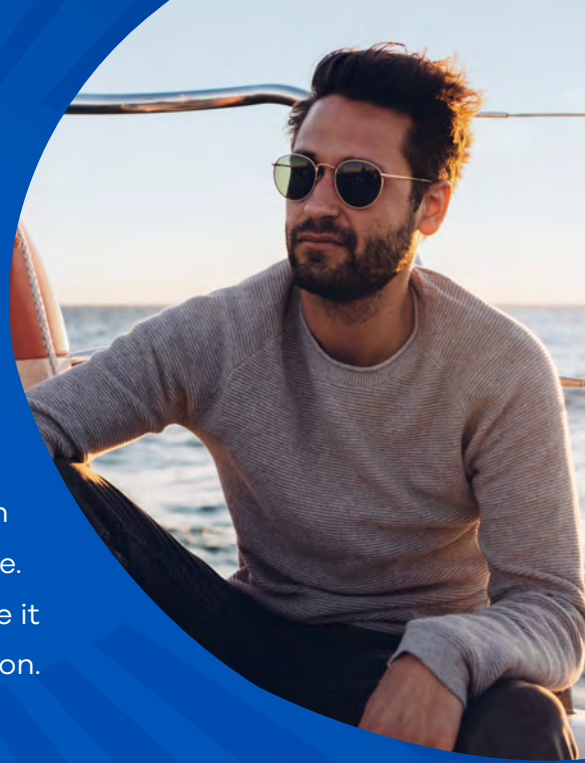


The Value of Prescription Sunwear



Most people are unaware that every day they spend in the sun without sunglasses may be putting them at risk of eye damage. ECPs need to convey the importance of sunwear and the value it brings to each patient's life. Here's how to start the conversation.

1. Ask questions.

How much time do they spend outdoors? Driving? Biking? Break the ice about sun damage and get to know your patient too!

2. Shed light on the seasons.

UV radiation doesn't care about the clouds or seasons. Let your patients know they need sun protection anytime they are outdoors.

3. Make it visual.

With a visual aid, break down the major structures of the eye, explaining how the sun can damage each part — especially eyelids and sensitive skin around the eyes.

4. Emphasize 100% UV protection.

Give hope! The best way to protect every part of the eye from sun damage is to wear sunglasses that block 100% UV rays — from the front and back of the lens.

5. Bring up solar blue light.

Your patients know about blue light, but they may not know about solar blue light. Every 15 minutes in the sun is like 12 hours¹ in front of a screen, and they need to be protected.

¹Vision Ease internal measurements; BlueSpec light meter (425-465 nm).



6. Put pricing in perspective.

If you start to break down your patient's staple expenses on a month-to-month basis, they'll begin to understand the value of prescription sunglasses.

Average cost per day



Cell Phone
\$2.66



Coffee
\$3.50



Cable & Internet
\$4.16

Average cost per day



\$300 Glasses
\$0.41

\$700 Glasses
\$0.96

\$900 Glasses
\$1.23

Any pair of good glasses help you experience your world better, and is well worth the expense.

7. Show proof of fashionable prescription sunwear.

Offer visuals of some great frames for UV protection based on size, fit, length, and materials — while proving how stylish they can be!

Remember:

- Keep it conversational and educational.
- Refer to the patient questionnaire at the beginning, so you can discuss the time they spend outdoors.
- Or, start during the slit lamp part of the exam, when you can talk about changes to the anatomy of the eye and naturally bring up the sun.

Contact your local Hoya Territory Sales Manager for information, education and package pricing on Hoya sun, polarized and Sensity lenses.