

**Coppertone**<sup>®</sup>

LENSES BY VISION EASE

## Polarized Lenses

The ultimate protection for you and your customer



 VISION  
EASE<sup>®</sup>



## Your customers care about their health.

Today's consumers are more health conscious than ever. So, when they walk into your store they're looking for the best sun protection money can buy. And a brand they know and trust.



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# 72%

Internet users in 2012 who searched health related information<sup>1</sup>

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# 219,000,000

Number of Google search results for a query on "eye health"<sup>2</sup>

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# 60%

Global consumers prefer to buy new products from a familiar brand rather than switch to a new brand<sup>3</sup>

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<sup>1</sup> Pew Research Center

<sup>2</sup> Google.com

<sup>3</sup> Nielsen



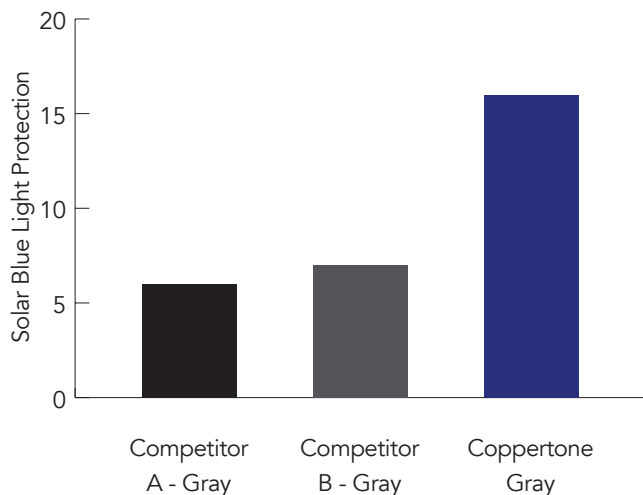
## Offer them ultimate protection under the sun

Coppertone® Polarized Lenses by VISION EASE offer a level of health protection that competitive brands simply can't match.

- The highest level of Solar Blue Light Protection<sup>4</sup>
- The highest level of UV Protection
- Protects skin surrounding the eye from the sun's harmful effects<sup>5</sup>
- Protects against harmful UV and Blue Light, linked to cataracts, macular degeneration and other serious eye conditions<sup>6</sup>



## 2x Solar Blue Light Protection<sup>4\*</sup>



Recommended as an effective UV filter for the eyes and surrounding skin.

## Coppertone® the #1 Sun Protection Brand

Coppertone® Polarized Lenses by VISION EASE stand up to the active lifestyles of today's health-conscious consumers.



100%  
UVA and UVB  
protection

97%  
Reduction in  
blinding glare



10x  
more impact  
resistant

4x  
more scratch  
resistant



20%  
Lighter than ordinary lenses

<sup>4</sup> Blue Light Protection Value, VISION EASE 2015

<sup>5</sup> Skin Cancer Foundation

<sup>6</sup> The Family of Sunlight-Related Eye Diseases, Optometry and Vision Science. Vol. 71. 1994

\*Compares Coppertone gray and green to competitive gray and green.



LENSES BY VISION EASE

## Your customers want Coppertone® Polarized Lenses by VISION EASE.

Improve your business results with the ultimate polarized lens for you and your customer.

Recommend Coppertone® Polarized Lenses by VISION EASE.



Choose from 3 colors: Brown, Gray and Green

Coppertone® brand has

# 94%

brand awareness with  
your customer

Coppertone® retailers experienced

# 3x

the growth compared to industry  
increase in the category

In a recent survey,

# 33%

were willing to pay more  
for the Coppertone® brand

Product Style	Power Range	Color	Base Curve	Adds
<b>Coppertone Single Vision (75mm)</b>	+7.00 to -14.00	Brown, Gray, Green	0.50, 1.00, 2.00, 3.00, 4.00, 5.25, 6.25, 7.50, 8.50	—
<b>Coppertone Single Vision (80mm)</b>	+7.00 to -14.00	Brown, Gray, Green	4.00, 6.25, 8.50	—
<b>Coppertone Plano</b>	—	Brown, Gray	6.00, 8.00	—
<b>Coppertone D28 Bifocal</b>	+6.00 to -10.00	Brown, Gray, Green	2.00, 4.00, 6.25, 8.50	+1.00 to +3.00
<b>Coppertone 7x28 Trifocal</b>	+5.00 to -5.50	Brown, Gray	4.00, 6.25	+2.00 to +3.00
<b>Novel® Coppertone Decentered Progressive</b>	+6.50 to -10.00	Brown, Gray, Green	1.50, 3.00, 4.00, 5.00, 7.00	+1.00 to +3.00
<b>Narrative® Coppertone Digital Progressive</b>	+6.00 to -10.00	Brown, Gray, Green	—	+1.00 to +3.00
<b>VISION EASE Everywhere Coppertone Digital Progressive</b>	+6.00 to -10.00	Brown, Gray, Green	—	+1.00 to +4.00
<b>VISION EASE Everywhere + Coppertone Digital Progressive</b>	+6.00 to -10.00	Brown, Gray, Green	—	+1.00 to +4.00
<b>VISION EASE Sportwrap SV Coppertone Digital</b>	+5.00 to -5.00	Brown, Gray, Green	—	—
<b>VISION EASE Sportwrap Backside PAL Coppertone Digital Progressive</b>	+4.00 to -4.00	Brown, Gray, Green	—	+1.00 to +4.00



[www.visionease.com](http://www.visionease.com)  
800-328-3449

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