



AUTHENTIC PRESCRIPTION EYEWEAR

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COSTA OPTICAL SALES REPRESENTATIVE: _____

REP CONTACT INFO: _____

ACCOUNT NUMBER: _____

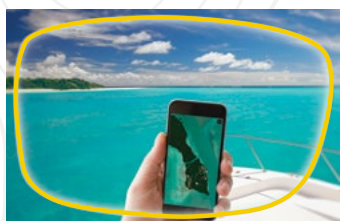
CUSTOMER SERVICE: 1-800-422-2020

WHY COSTA SUN?



THE AUTHENTIC ADVANTAGE

WITH A SPECIAL FOCUS ON FUNCTIONALITY, OUR PRESCRIPTION LENSES OFFER THE SAME PERFORMANCE YOU'VE COME TO EXPECT FROM COSTA. USING THE SAME UNMATCHED 580 LENS TECHNOLOGY YOU'VE LOVED, FIND A LENS FOR EVERY LIGHT CONDITION.



Waypoint Lenses

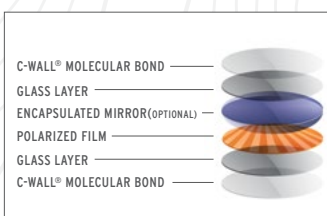
WAYPOINT™ DIGITAL TECHNOLOGY

Costa Waypoint digital technology enhances the field of view by minimizing the peripheral blur common with wrap sunwear.



580® LENS TECHNOLOGY

Costa's 580 lenses filter the perfect amount of yellow light and HEV blue light while enhancing reds, blues and greens. The result: less haze, less blur, greater contrast and greater clarity.



MULTIPLE LENS MATERIALS

Costa's 580 lenses come in a variety of materials to meet your needs including, poly, trivex, and glass, which features an encapsulated mirror that is scratch resistant.

PERFORMANCE



HYBRID



LIFESTYLE



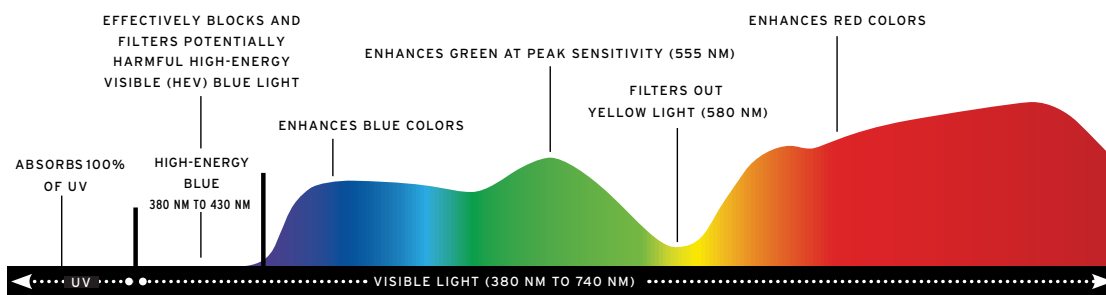
COSTA SUN PRODUCT CATEGORIES

Costa offers sun frames in three distinct categories: Performance, Hybrid, and Lifestyle, that are designed to meet a variety of needs around the water.

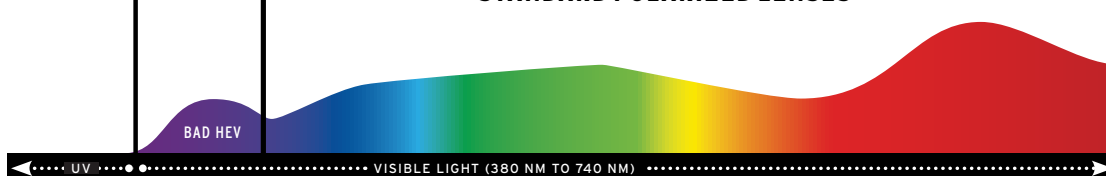
BEYOND POLARIZED® - COSTA 580® TECHNOLOGY

Costa 580 lenses were designed by in-house light spectrum experts to enhance colors, because other sunglass lenses fell short. The lens's patented technology manages light by:

COSTA 580® POLARIZED LENSES



STANDARD POLARIZED LENSES



CHOOSING A LENS COLOR

DETERMINE WHERE YOUR CUSTOMER SPENDS THEIR TIME.

Costa lenses were made with changing light conditions in mind. To get the most out of them, it's important to choose the right color. We offer twelve lens colors in multiple lens technologies designed for everything from dawn to extremely bright light with blinding glare. Consider where your customer might spend their time to fit them with the best lens.



BRIGHTEST LIGHT NATURAL COLOR-ENHANCEMENT



10% VLT

BLUE MIRROR

Open ocean and offshore fishing
Rx-able in all materials



12% VLT

GRAY SILVER MIRROR

Offshore fishing, open-water sports, driving
or any task in bright-light environments
Rx-able in all materials



12% VLT

GRAY

Everyday base for the
harshest sun conditions
Rx-able in all materials



VARIABLE LIGHT HIGHER CONTRAST



14% VLT

GOLD MIRROR

Rose base delivers a calming
viewing experience across
changing light conditions.
Rx-able in all materials



10% VLT

GREEN MIRROR

Inshore / sight fishing
Rx-able in all materials



12% VLT

COPPER SILVER MIRROR

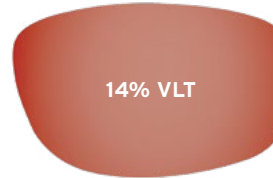
Inshore / sight fishing
Rx-able in all materials



12% VLT

COPPER

Everyday base for
changing light conditions
Rx-able in all materials



14% VLT

ROSE

Versatile wearing lens with
natural color enhancing for a
crisp viewing experience
Rx-able in all materials



MULTIPURPOSE



15% VLT

ROSE GRADIENT

Offers a heightened contrast
of your view, with hues of
color as rich and warm as
the sun you're under.
Rx available in glass only



15% VLT

GRAY GRADIENT

Provides a cool and familiar
view to increase contrast and
help you focus on what you're
searching for.
Rx available in glass only



13% VLT

COPPER GRADIENT **NEW**

Balanced warmth for a wide range
of light environments.
Rx coming soon in glass only



LOW LIGHT



27% VLT

SUNRISE SILVER MIRROR

At dusk or dawn / On cloudy days
(Not suitable for driving)
Rx available in trivex only

WHICH COSTA?



SUN LENS MATERIALS

LIGHTWAVE® GLASS
SUPERIOR CLARITY &
ULTRA SCRATCH-RESISTANT

COSTA
580G

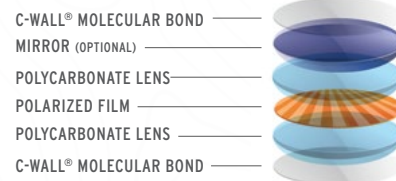
- + Glass provides the best clarity in material
- + Encapsulated mirrors (between layers of glass) are scratch-proof
- + RX AVAILABLE IN Single vision and C-Scape progressive only



POLYCARBONATE
LIGHTWEIGHT, IMPACT &
SCRATCH-RESISTANT

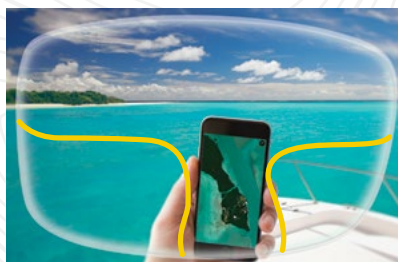
COSTA
580P

- + Polycarbonate & Polyurethane are our lightest and most durable lens material options
- + C-WALL® molecular bond
- + RX AVAILABLE IN Single vision, C-Scape progressive, Varilux Stylistic and C-Scape bifocal
- + Also available in trivex for RX

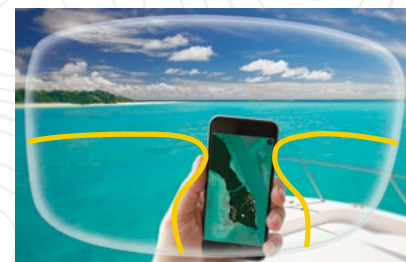


COSTA PROGRESSIVE LENSES

- + Costa has two progressive lens designs to choose from:
- + **COSTA C-SCAPE®** design was developed with top sportfishing pros and lens designers for immediate adaptation, enhanced viewing fields and minimal peripheral blurring.
- + **VARILUX® STYLISTIC™** design is available in Costa wrap frames for those patients with greater demand for a wider near field of vision.



Costa C-SCAPE Progressive Lenses



Varilux® Stylistic Progressive Lenses

COSTA C-SCAPE® BLENDED BIFOCALS

We introduced the first backside round segment bifocal (22mm) with our Waypoint digitally compensated prescription specifically designed for wrap sunwear. C-SCAPE bifocals are perfect for the mature wearer who wants simple magnification for close-up tasks like reading outdoors or tying a fly. Our Waypoint technology ensures exceptional distance viewing fields.



Costa C-SCAPE Bifocals

WHY COSTA CLEAR?

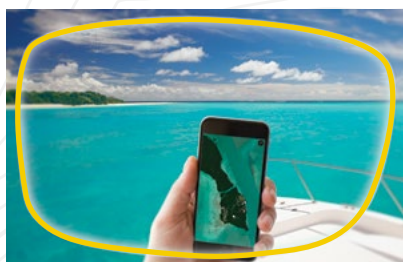


We know that not every moment of your adventures takes place under harsh sun - we pack gear in the dark of morning, read a novel on the flight to else where and plot the next day's course on an old map at night. There's a real need for clear vision all day, every day, so Costa has crafted a collection of eyeglass frames with custom lens designs for each prescription need. Inspired by famous underwater places with topographical designs embedded in each prescription eyeglass frame, our unique, complete offering ensures a perfect fit, giving you the performance you need in the style you want.



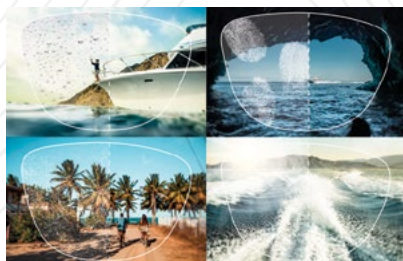
EXTENSIVE CLEAR LENS ASSORTMENT

Drawing inspiration from our legacy in on-the-water optics, Costa offers at least three clear prescription lens tiers in both Single Vision (SV) and Progressive (PAL), to suit your unique prescription needs.



WAYPOINT™ DIGITAL TECHNOLOGY

We offer this same advancement in Costa clear lenses to ensure a perfect fit and superior visual clarity no matter which direction you choose to look, without adjusting your frames.



VARIETY OF LENS TREATMENTS

Just like every pair of Costa Sun lenses, all Costa Clear lenses are available with advanced coating methods such as inner and outer glare reduction, and hydrophobic, oleophobic, and anti-static treatments designed with the waterman in mind, enhancing life on and off the water.



COSTA OPTICAL PRODUCT CATEGORIES

Costa offers four unique categories of optical frames: Bimini Road (BRD), Mariana Trench (MRA), Ocean Ridge (OCR), and Pacific Rise (PCR), that feature a variety of materials inspired by the water.

CLEAR LENS ASSORTMENT

SINGLE VISION

COSTA ESSENTIAL

	1.50	1.59	1.67	1.74
CLEAR	✓	✓	✓	✓
BLUE CAPTURE / SBF	✓	✓	✓	✓
TRANSITIONS GENS	✓	✓	✓	
TRANSITIONS XTRACTIVE	✓	✓	✓	

COSTA WAYPOINT™

	1.50	1.59	1.67	1.74
CLEAR	✓	✓	✓	✓
BLUE CAPTURE / SBF	✓	✓	✓	✓
TRANSITIONS GENS	✓	✓	✓	
TRANSITIONS XTRACTIVE	✓	✓	✓	

COSTA WAYPOINT™ PLUS

	1.50	1.59	1.67	1.74
CLEAR	✓	✓	✓	✓
BLUE CAPTURE / SBF	✓	✓	✓	✓
TRANSITIONS GENS	✓	✓	✓	
TRANSITIONS XTRACTIVE	✓	✓	✓	

COSTA ESSENTIAL - CONVENTIONAL/STOCK

COSTA WAYPOINT™ - SV 360 FIT, FULL BACK SIDE

COSTA WAYPOINT™ PLUS - PULSEO (0.3, 0.6, 0.9 BOOST), FULL BACK SIDE

CLEAR LENS ASSORTMENT

PROGRESSIVE

COSTA BASE	1.50	1.59	1.67	1.74
CLEAR	✓	✓	✓	✓
BLUE CAPTURE / SBF	✓	✓	✓	✓
TRANSITIONS GENS	✓	✓	✓	
TRANSITIONS XTRACTIVE	✓	✓	✓	
COSTA ESSENTIAL	1.50	1.59	1.67	1.74
CLEAR	✓	✓	✓	✓
BLUE CAPTURE / SBF	✓	✓	✓	✓
TRANSITIONS GENS	✓	✓	✓	
TRANSITIONS XTRACTIVE	✓	✓	✓	
COSTA C-SCAPE®	1.50	1.59	1.67	1.74
CLEAR	✓	✓	✓	✓
BLUE CAPTURE / SBF	✓	✓	✓	✓
TRANSITIONS GENS	✓	✓	✓	
TRANSITIONS XTRACTIVE	✓	✓	✓	
COSTA C-SCAPE® PLUS	1.50	1.59	1.67	1.74
CLEAR	✓	✓	✓	✓
BLUE CAPTURE / SBF	✓	✓	✓	✓
TRANSITIONS GENS	✓	✓	✓	
TRANSITIONS XTRACTIVE	✓	✓	✓	

COSTA BASE - IDEAL, FULL BACK SIDE

COSTA ESSENTIAL - IDEAL FIT IV, FULL BACK SIDE

COSTA C-SCAPE® - IDEAL ADVANCE FIT IV, FULL BACK SIDE

COSTA C-SCAPE® PLUS - INTUITIV + IV, FULL BACK SIDE

TRANSITIONS® GEN S™

OUR PERFECT EVERYDAY LENS.

Transitions® GEN S™ is ultra-responsive to light, offers a spectacular color palette and provides HD vision at the speed of your life. Available in Costa Ophthalmic frames.

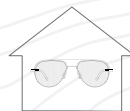
Transitions®
Gen S



Effortless vision



Long lasting
photochromic
performance



Starts to clear
in seconds



Amazingly fast



Darkens outdoors
in seconds¹



Blocks 100% UVA
& UVB rays. Filters
blue-violet light
indoors & outdoors²

TRANSITIONS® GEN S™

Available in 8 colors.

Choose your color. Choose your style.



RUBY



SAPPHIRE



AMETHYST



EMERALD



AMBER



GREY



BROWN



GRAPHITE GREEN

TRANSITIONS® XTRACTIVE®

THE BEST FOR WEARERS WHO ARE VERY LIGHT SENSITIVE OR FREQUENTLY EXPOSED TO BRIGHT LIGHT

XTRActive® lens delivers the best XTRA darkness & the best XTRA light protection¹ from intense light, both indoors and outdoors and even when you are behind the wheel. Available in Costa Ophthalmic frames.

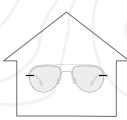
Transitions®
XTRACTIVE



The darkest in hot
temperatures²



The darkest
in the car³



Clear indoors
with a hint of
tint



Block 100 UVA &
UVB rays. Filters
blue-violet light
indoors & outdoors⁴

3 ICONIC COLORS:



GREY

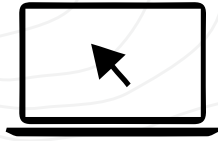


BROWN



GRAPHITE GREEN

ORDERING & DISPENSING



ORDERING, TRACKING STATUS

ONLINE

Costa Rx Orders can be placed and tracked online via my.essilorluxottica.com. To place an order click the "Rx Prescription" button and follow the prompts to enter frame, lens and prescription details.

To track Rx order status, go to "Orders" and click "Order History." A list of all orders starting from most recent will be listed. Status details will be listed below, or click "Full Details" for further information.

CUSTOMER SERVICE

Costa Rx orders can also be placed over the phone with a Customer Service agent by calling **1-800-422-2020**. Follow the prompts to speak with an agent regarding prescription questions, order status, or to place a new order.



DISPENSER'S

TOTAL POWER DEFINITION

Meridian of highest power will be used. This means the greater of 2 power meridians, in minus cylinder form: either sphere power or the algebraic sum of sphere + cylinder

EXAMPLES:

Patient Rx: -4.00 -3.00 x180

Highest Meridian = -7.00

Patient Rx: +3.00 -1.00 x30

Highest Meridian = +3.00

OC HEIGHT

Required for all SV orders to insure precise optical optimization

MINIMUM PD

26mm (monocular PD) for every Costa frame unless otherwise noted

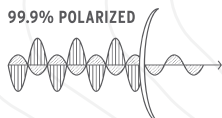
MINIMUM SEG HEIGHT

19MM Sport Specific Progressive
16MM Standard Progressive

A COMPLETE PACKAGE

All Costa authentic Rx Lenses come complete with coatings and treatments.

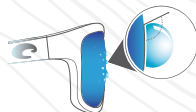
EACH COSTA RX LENS INCLUDES:



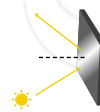
Polarized Film



UV Protection



C-WALL - Molecular Bond Scratch and Smudge Resistance



Backside AR
*Polycarbonate and Trivex only



Costa Stamp of Authenticity



Frame Optimization

MULTI-PAIR DISCOUNT

- Multiple-pair discount of 50% off subsequent Rx orders with same Rx/Patient Name placed within 30 days of the original order under the same main account number, with discount applied on invoice to the lowest-priced part(s)
- Costa and Oakley product can be combined under same offer (Sun or Ophthalmic)
- Costa and Oakley Authentic Rx orders (Complete Pair or Rx Lenses only) done through Luxottica lab
- Costa and Oakley Authentic Rx orders (Sun or Clear Rx Lenses) done through Luxottica lab

Rx WARRANTY

ORDER REDO

A one-time change in lens color, style, or prescription specification is available within 60 days of the original shipping date at no charge. For prompt processing of a redo, please call Luxottica Customer Service at 1-800-422-2020. When applicable, credit will be issued after the original eyewear is received by Luxottica Customer Service. Please follow the product return procedures described below to ensure prompt credit.

COATING WARRANTY

Costa Rx lenses carry a one-year, one time replacement warranty against front surface scratching, crazing, or peeling from the date of purchase. Lenses will be replaced in the identical form. Scratches caused by improper care or abuse are not covered by this warranty. To replace lenses under this coating warranty, please contact Luxottica Customer Service at 1-800-422-2020. When applicable, credit will be issued after the original eyewear is received by Luxottica Customer Service. Please follow the product return procedures described below to ensure prompt credit.

ADAPTATION

We have certified technicians that can assist you in proper fitting and dispensing of Costa eyewear to ensure the highest level of patient satisfaction. In the unlikely event a patient cannot adapt to their new eyewear within 60 days from the shipping date, Luxottica Customer Service will issue a full credit upon receipt of the original order. Please contact Luxottica Customer Service at 1-800-422-2020.

LAB REDO

To ensure total satisfaction, Luxottica Customer Service will provide the corrected order at no charge. To minimize processing delays, please contact Luxottica Customer Service at 1-800-422-2020 to receive priority service in processing the redo. Luxottica Customer Service will issue a full credit upon receipt of the original order. Please follow the product return procedures below to ensure prompt credit.

CANCELLATIONS / ORDER CHANGES

Full credit will be issued for orders cancelled prior to lens processing. Orders cancelled or changed after lens processing has begun will be credited one-third of the invoice price. Please contact Luxottica Customer Service for assistance at 1-800-422-2020.

WARRANTY

All Costa products carry a two-year warranty against manufacturer defects. Warranty on non-ophthalmic sunglass frames is valid only if fit with authentic Costa prescription lenses. Fitting Costa sunglass frames with anything other than authentic Costa Prescription lenses voids the frame warranty. For warranty assistance, please contact Luxottica Customer Service at 1-800-422-2020.

PRODUCT RETURN PROCEDURES

Accounts must call Luxottica Customer Service for pre-approval of any return. A copy of the original order showing the date, order number, and patient name with a brief description of the problem and the reference number that Luxottica Customer Service issues must be included with the eyewear. All materials should be packaged and shipped at the account's expense via a carrier that will provide insurance and tracking capabilities.

SHIP RX REDOS, RX WARRANTIES AND RETURNS TO:
LUXOTTICA OF AMERICA INC
WHOLESALE RETURNS DEPT
101 GREENWOOD INDUSTRIAL PKWY. SUITE 380.
MCDONOUGH, GA 30253

FREQUENTLY ASKED QUESTIONS

CAN WE SEND IN THE PATIENT'S OWN FRAME?

The POF or lens only options are frame specific - Please contact Customer Service at 1-800-422-2020.

HOW DO I TAKE CARE OF CREDIT ISSUES OR PAYMENTS?

Contact the credit department at 1-800-422-2020 option 7 or make a payment at MYEssilorLuxottica.Payment.

WHAT IS THE COSTA WARRANTY?

Please refer to the last page of the Costa Go to Market document in this binder for Costa RX warranty policies.

WHAT IS THE PROCESS FOR RX WARRANTY AND RETURNS?

RX Redo's and warranties must be requested by phone. Please contact Customer Service at 1-800-422-2020. You will receive shipping instructions once the RA has been created. For a additional information please refer to the warranty section of the Go to Market document in this binder.

WHAT IS THE PROCESS FOR PLANO WARRANTY AND RETURNS?

Plano warranties can be submitted via the MYEssilorluxottica B2B site using the digital warranty option or by contacting Customer Service at 1-800-422-2020. You will receive shipping instructions once the RA has been created. Plano sunglasses have a 2 year limited warranty with proof of purchase.

WHAT IS THE PROCESS FOR FRAME INVENTORY MANAGEMENT/EXCHANGES?

Contact your Costa sales representative. You will receive shipping instructions once the RA has been created.

WHAT NEEDS TO BE INCLUDED WITH A RETURN?

Please include original packaging when shipping returns.

HOW LONG IS THE RA NUMBER ACTIVE?

RA numbers expire 30 days from the date issued.

HOW DO I GET A PRICE LIST AND WHAT IS SUGGESTED RETAIL?

Costa recommends MSRP. Please contact your Costa sales representative for a price list.

HOW DO I FIND OUT IF AN RX JOB IS ON HOLD?

Costa Rx Orders can be placed and tracked online via my.essilorluxottica.com. To track Rx order status, go to "Orders" and click "Order History." A list of all orders starting from the most recent will be listed. Status details will be listed below or click "Full Details" for further information.

WHAT LENS MATERIALS ARE AVAILABLE?

Please refer to the Authentic RX lens options on page two of the Go to Market document in this binder.

WHAT ARE THE TURN TIMES FOR COSTA RX JOBS?

Click to Door. Minimum 7-10 days for Poly and Trivex. Minimum 21 days for glass.

HOW DO I IDENTIFY DISCONTINUED PRODUCT ON MY.ESSILORLUXOTTICA.COM?

In MyEL, you will see a line through the icon next to the size at the bottom of your screen signifying the product has been discontinued.

