OWNDAYS

PRODUCT KNOWLEDGE TRAINING MANUAL

OWNDAYS

Objective of New Joiner Training

- Basic Frame & Lens Knowledge
- Understand Pricing System
- Owndays Standard
- Understanding Company Culture & Guideline
- Basic Sales Techniques

OWNDAYS

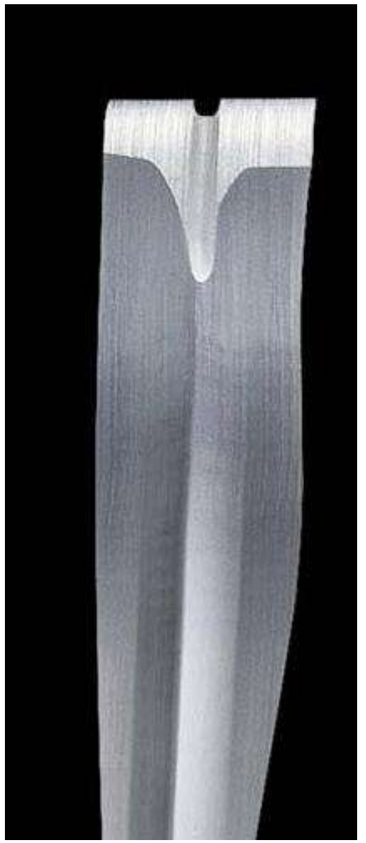
TABLE OF CONTENTS

Product & knowledge

TYPES OF FRAMES

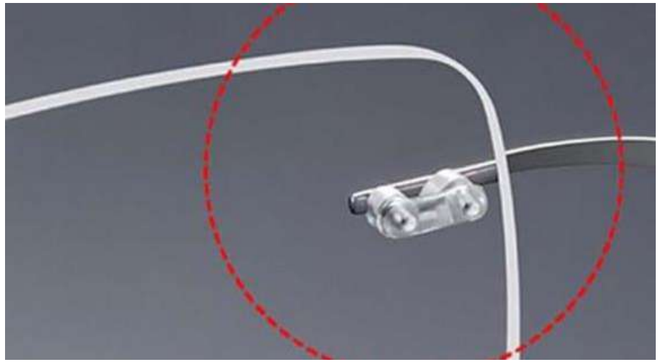
*Full frames will use some type of "V" bevel. A "V" bevel holds the lens in place by an angle and apex paced on the lens and inserted into the eye-wire.

TYPES OF FRAMES



*Place the frame runner into the top and side grooves while supporting the frame top and lens with your fingers. Place the nylon line into the groove of the sharpest corner first and while pulling outward pull the tape toward the rounder corner until all the line fills the groove. Slide the tape to the bottom center of the lens and remove the tape.

TYPES OF FRAMES



*Rimless/ semi-rimless frames use a lens with a flat bevel (edge) that is grooved or drilled to be mounted with a cord or bolts

OWNDAYS

UNIQUE SELLING POINT

1. Full Frame:

- Durable and sturdy, offering great lens protection and support.
- Ideal for customers seeking a more traditional or classic look.
- Ideal for active users and high prescriptions.

2. Half-Rim Frame:

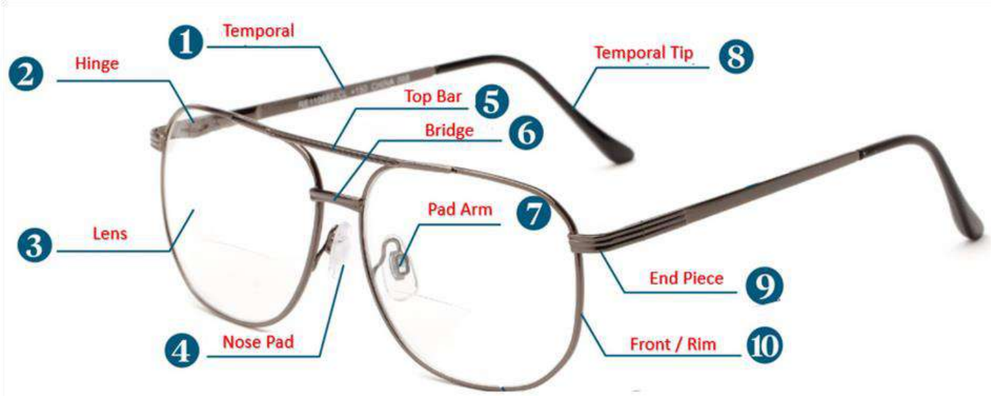
- Lighter than full frames and offers a minimalist design, appealing to those who want a modern and sleek look.
- Suits professionals and style-conscious wearers

3. Rim-Less Frame:

- Ultra-lightweight and stylish, offering a frameless, almost invisible look for customers who want a simple and stylish look.
- Perfect for those seeking a minimalist, elegant look.

NAME OF FRAME PARTS

1.Temple / Temporal
- The temples are the long arms on the side of the frame that rest on our ears.



2. Hinge
- The hinges, which
sit between the end pieces and the temples, allow you to keep your glasses by folding the temples inward.

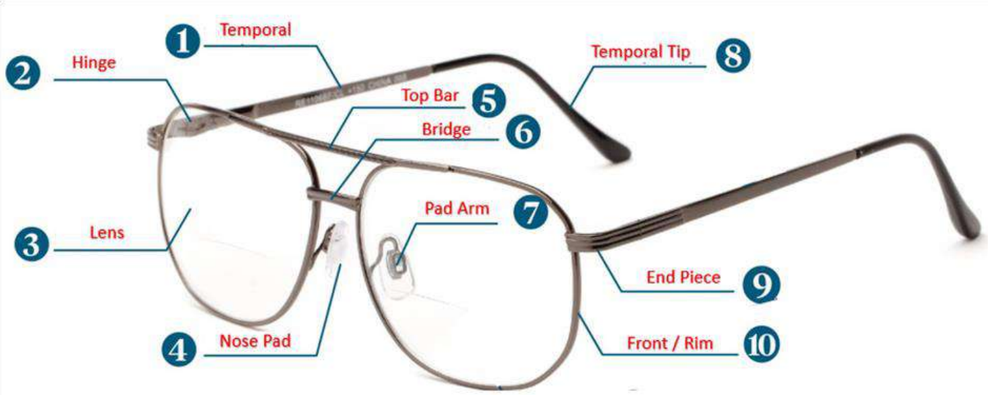
3. Lens
- Lenses are held in place by the rims. The lenses are crafted and shaped with your unique prescription to help you see clearly.

4. Nose Pad
- The nose pads are the round plastic pieces under the bridge that sit on the nose. They give your glasses a more comfortable and secure fit.

5. Top Bar
- A Top-Bar is normally used in a frame to add strength and a bolder look to the overall frame.

NAME OF FRAME PARTS

6. Bridge
- The bridge is the center of the frame that rests on your nose and joins the two rims together.



7. Pad Arm
- The pad arms connect / extend from the rims and hold the nose pads in place. They are adjustable to fit the natural shape of your nose.

8. Temple Tip
- The temple tips are the part where the adjustment is done that fit over your ears.

9. End Piece
- The end pieces are the part on the frame that extend outward and connect the rims to the temples.

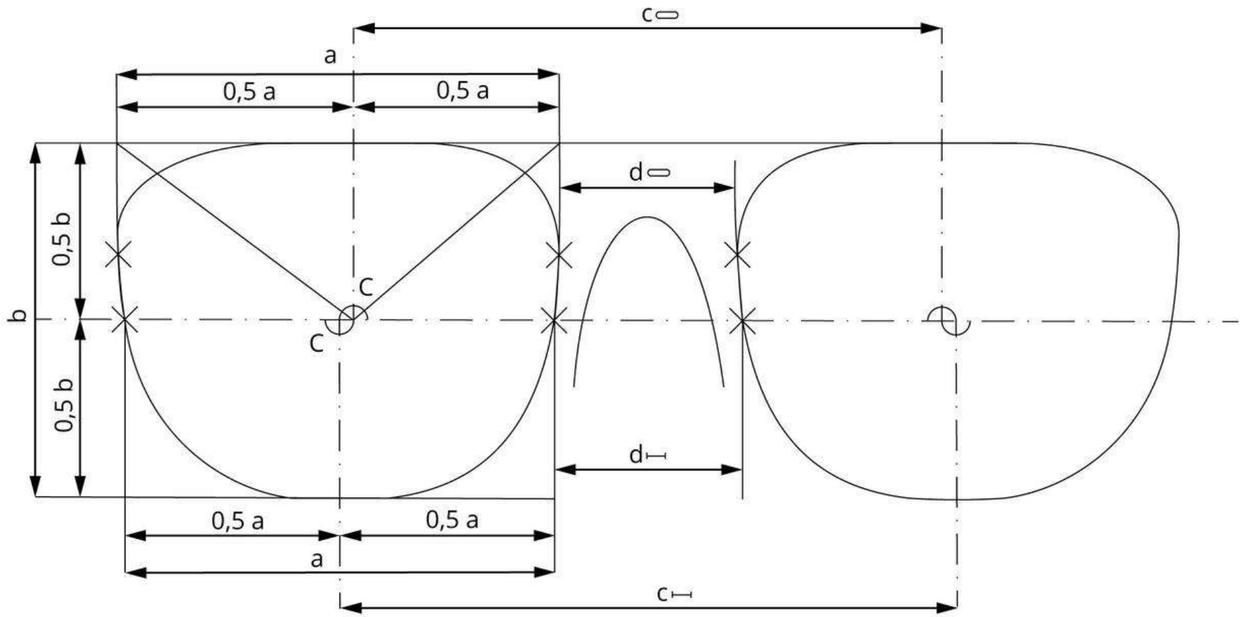
10. Rim / Front (Full Rim or Half Rim)
- The rims provide function by holding the lenses in place.

PARAMETER OF MEASUREMENT FOR FRAME & LENS

Frame Measurements & Frame Size

All measurement is measured in Millimeter

Boxing System > measure & calculate spectacle frame parameters related to the box



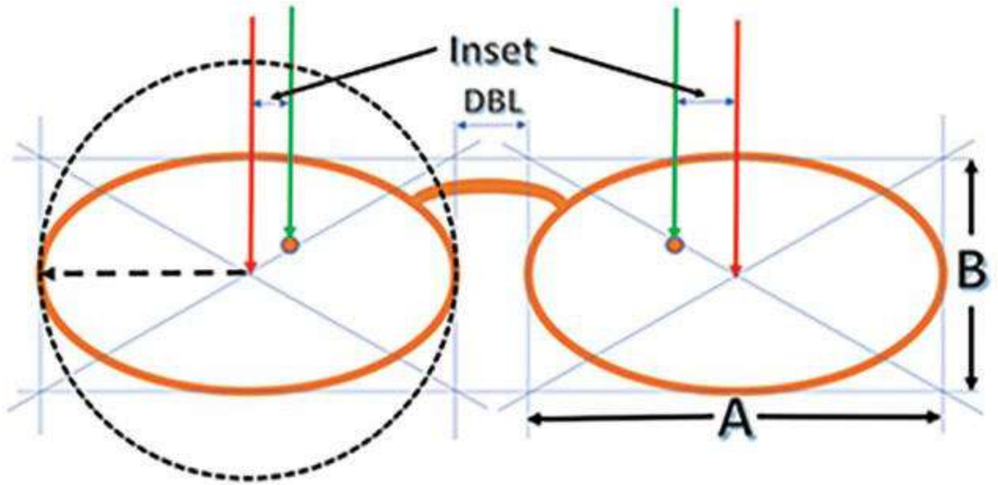
PARAMETER OF MEASUREMENT FOR FRAME & LENS

Width of Lens	Boxing	Width of Bridge	Length of Temporal	Height of Lens
50	□	23	141	O 50

Exclusively in OWNDAYS

- Height of Lens (from top to bottom of the lens)
- Width of Lens (from one end to another)
- Width of Bridge (the bridge between the lenses)
- Length of Temporal (measured when temporal is straightened)
- Frame P.D. (= Width of Lens + Width of Bridge)

PARAMETER OF MEASUREMENT FOR FRAME & LENS



Purpose of FPD: Calculate Effective frame size to determine of lens diameter
Frame Pupillary Distance (FPD) = Width of Lens + Width of Bridge
= 52mm + 15m = 67mm

* Calculate minimal diameter of uncut right and left spectacle lens,
* Define minimal diameter of uncut spectacle lens.

FRAME MATERIALS

Metal

Pure metals have basic properties like high strength, flexibility, and good heat and electricity flow. But they can be too soft or not durable enough for eyewear. To make them stronger and lighter, they are mixed with other metals to create alloys.

Alloy – Is a mix of two or more metals to make the material stronger and lighter. In eyewear, alloys improve frame durability, flexibility, and comfort compared to pure metal.

Brand(s) of frame – Owndays Metal

Stainless Steel – Corrosion resistance (hard to get rusty), Hypo-allergenic. Thinner design (lightweight)

Brand(s) of frame – Air Fit, John Dillinger, Niche

FRAME MATERIALS

Titanium (Ion plating) - Highly corrosion resistance (hard to get rusty), Lightweight, Hypo-allergenic.
a) Beta Titanium – High Flexibility.
b) Nickel Titanium – High elasticity, come back into shape even after twisting or bending.
Brand(s) of frame – K Moriyama, Based, Memory Metal

Duralumin
Duralumin (also called duraluminum) is Alloy with a combination of aluminium and other metals. Lightweight can be the best feature of Duralumin. Not 100% allergy free.
Brand(s) of frame – K Moriyama

*Other types of materials like 18-carat gold are NOT AVAILABLE in OWNDAYS.

FRAME MATERIALS

Block Cut type

Block cut involves cutting the shape of the frame from a solid block of plastic. This method allows for precise, high-quality frames that have a smooth finish. The material is typically acetate or other high-quality plastics.

Melted Synthetic Resin Pellet

In this method, small plastic pellets are melted and molded into a frame shape. This process is faster and often used for larger production runs. It's typically used for lightweight plastic materials like TR90 or Ultem.

FRAME MATERIALS

Acetate - Acetate is a type of plastic used for eyewear frames. It is lightweight, strong, and comes in many colors and patterns.

Frame brand – Niche, John Dillinger, Graph Belle

Celluloid - Celluloid has a shiny, smooth finish, which makes it look nice and glossy. However, it is also sensitive to heat and can get damaged or lose its shape if it gets too hot.

Frame brand – Senichi

TR-90 - It is made from a flexible nylon-based material, making it highly resistant to impact and temperature changes. However, the coating on TR-90 frames, if applied, may peel off over time due to wear and tear.

Frame brand – Air Fit, Fuwa Cellu

FRAME MATERIALS

G-850 – Less CO2 emission during production.

Frame brand – Eco2xy

Ultem – Heat resistant, Chemical resistance, FDA Approved, Used for parts of spaceship or aircraft, Flexible, Light.

Frame brand – Air Ultem, Owndays PC

Natural Material: Tortoise Shell, Buffalo Horn, Wood & Bamboo usually are hand-made and one-of-a-kind pieces. Frames with such material give an elegant look that are rather expensive and rare. Non-adjustable as well.

(NOT AVAILABLE in OWNDAYS & DO NOT ACCEPT LENS REPLACEMENT)

SUMMARY AND UNIQUE SELLING POINT

Alloy

Summary: Alloy frames are made from a mixture of metals, offering strength and flexibility.

Unique Selling Point:

- More affordable
- Can be used for various eyewear styles

Stainless Steel

Summary: A highly durable and corrosion-resistant material commonly used in eyewear

Unique Selling Point:

- Lightweight but slightly heavier than titanium
- More resistant to rust and tarnishing compared to alloy

Titanium

Summary: Known for being lightweight, strong, and hypoallergenic, titanium is a premium material in eyewear.

Unique Selling Point:

- Extremely lightweight
- Corrosion-resistant, and more durable compared to alloy and stainless steel, ideal for those with sensitive skin

SUMMARY AND UNIQUE SELLING POINT

Beta Titanium

Summary: An advanced titanium alloy that offers greater flexibility and strength compared to pure titanium.

Unique Selling Point:

- High flexibility , durability
- Corrosion resistance, perfect for lightweight yet durable frames

Duralumin

Summary: A strong, lightweight aluminum alloy used in eyewear for its durability and resistance to corrosion.

Unique Selling Point:

- Resistant to corrosion, offering a sturdy frame for active lifestyles

SUMMARY AND UNIQUE SELLING POINT

Acetate

Summary: A cellulose-based plastic known for its ability to hold color and patterns well.

Unique Selling Point:

- Vibrant color options
- Color will not peel overtime

Celluloid

Summary: Celluloid has a glossy, smooth finish but is heat-sensitive, which can cause it to lose shape or get damaged under high temperatures.

Unique Selling Point

- Classic look with a shiny
- Most celluloid frames are **handcrafted**
- Hypoallergenic**. Made from** natural materials, **safe for sensitive skin**

SUMMARY AND UNIQUE SELLING POINT

TR-90

Summary: Flexible, nylon-based material known for its high impact resistance and ability to withstand temperature changes. The coating may peel off over time with wear.

Unique Selling Point:

- Lightweight
- Flexible, and impact-resistant, making it ideal for active use.

G850

Summary: An eco-friendly material that reduces CO_2 emissions during production

Unique Selling Point:

- Environmentally friendly with lower carbon footprint
- Flexible, and durable, offering comfort and longevity in eyewear

Ultem

Summary: A high-performance plastic known for its strength, flexibility, and heat resistance.

Unique Selling Point:

- Extremely strong
- Flexible and light weight
- Heat-resistant, ideal for durable, long-lasting eyewear frames

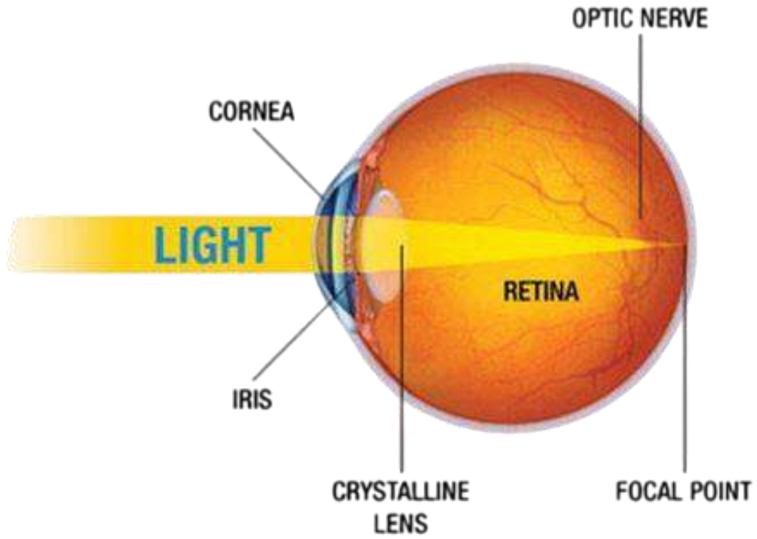
ULTRASONIC CLEANSING MACHINE



Frame & Materials that are not allowed to place in Ultrasonic Machine:

- Tortoise Shell - the surface of the frame may peel off.
- Stone (crystal/diamond) – the stones attached could be broken into pieces, chip or drop.
- Worn out Plastic (old frame) – surface of the frame may turn whitish.
- Rimless Frame – nuts & screws may get loosened and out of place.
- Polarized Lenses - filter sheet in between the lenses would be damaged as water may sip into it.

EYE ANATOMY AND VISUAL PATHWAY



1. Light enters from the front through the cornea

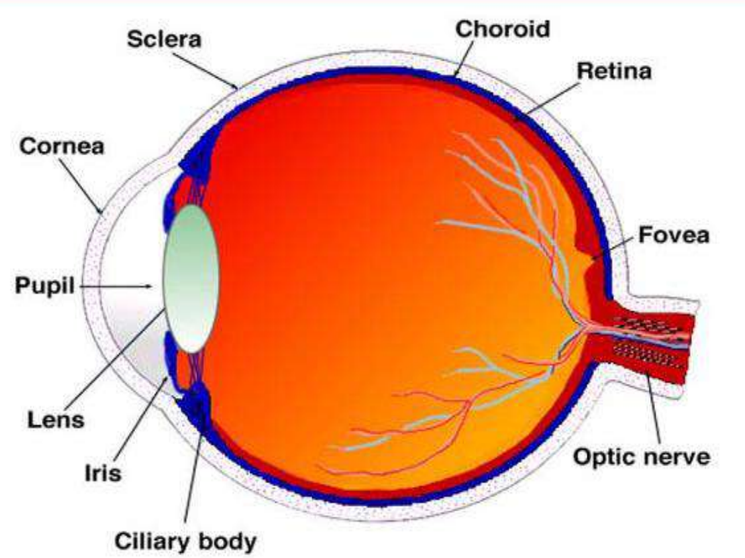
2. Light then passes through the pupil. The pupil is surrounded by the IRIS that regulates the amount of light passing through the pupil

3. The light then strikes the crystalline lens that focuses the light rays onto the retina

4. Photoreceptors at retina then receives the signals and transfers information to the brain through the optic nerve

5. The brain then assembles the signals into images and provides vision

EYEBALL ANATOMY



CORNEA: The tunic coating on the pupil where light is refracted. (Also, protected from dust or UV)

IRIS: Adjusts the amount of light coming into the eyes. The pupil gets narrower to make less light enter when the environment is too bright, and it gets wider to collect more light when it is too dim.

CRYSTALLINE LENS: For accommodation which is to focus far and near objects. The Crystalline lens is flexible and adjusts its focus by changing its thickness.

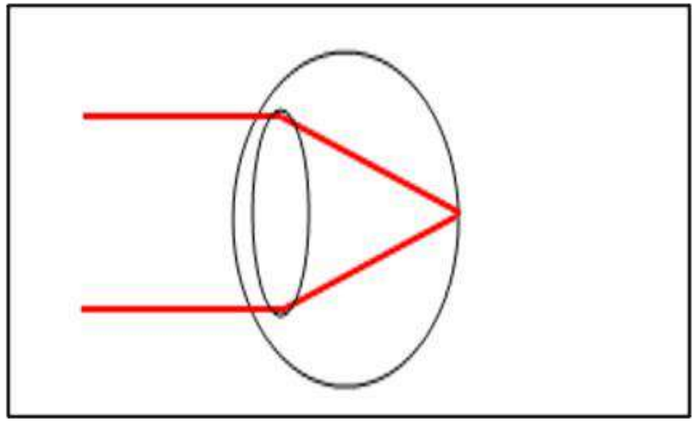
RETINA: Where light is refracted and converts the light into visual information.

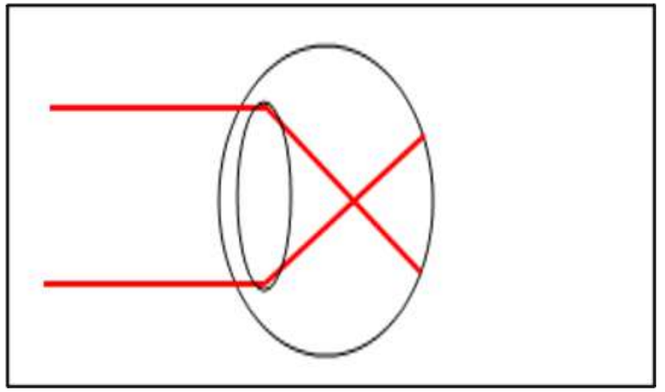
CENTRAL FOVEA: Clearest point of the image.

OPTIC NERVE: The optic nerve is located on the back of the eye. The job of the optic nerve is to transfer visual information from the retina to the cortex of the brain.

REFRACTION THEORY

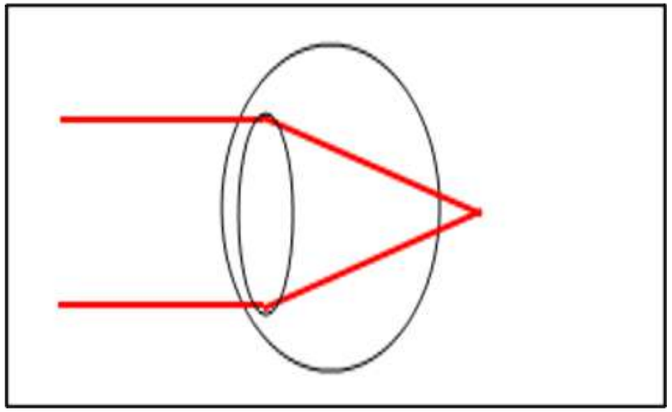
Stigmatism
(Emmetropia / Normal Vision)

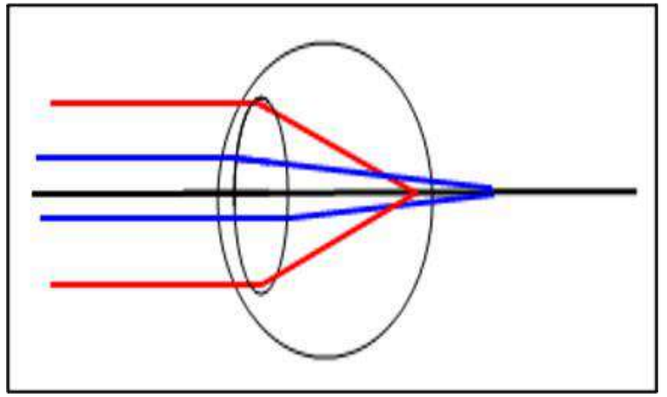




Near-sightedness
(Myopia)

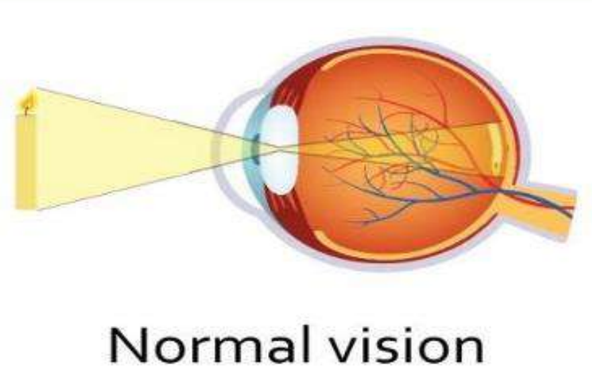
Far-sightedness
(Hyperopia)





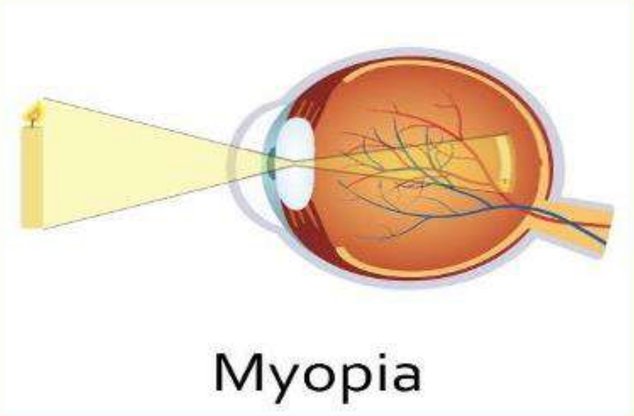
Astigmatism

REFRACTION THEORY



Stigmatism (Emmetropia or Normal Vision)

- Light coming into the eye from far forms an image at the central fovea without adjustment. A far object can be seen clearly.

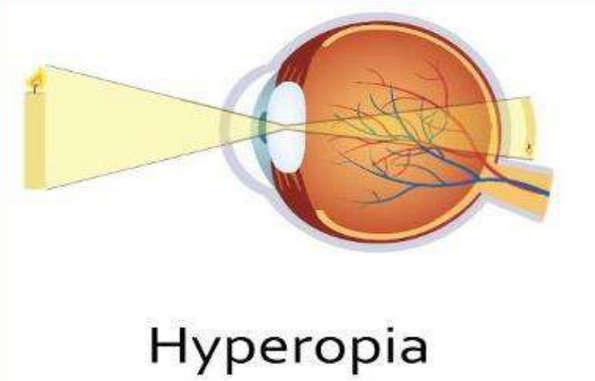


Nearsightedness (Myopia)

- Myopia (nearsightedness, shortsightedness) occurs when the eyeball is too long, relative to the focusing power of the cornea and lens of the eye. This causes light rays to focus at a point in front of the retina, rather than directly on its surface. Therefore, shortsighted people cannot see clearly at a distance.

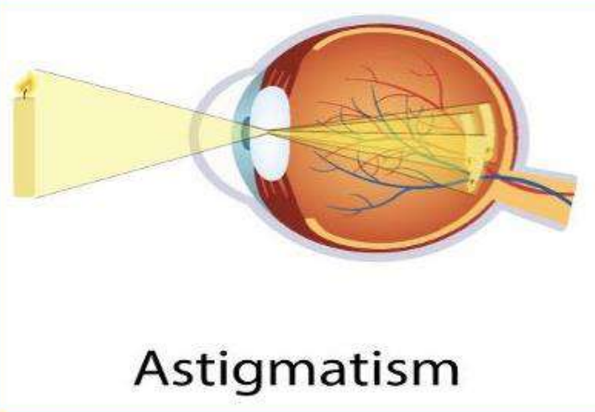
- The average diameter of the eye is about 24mm. If it is longer than that, light cannot reach the retina and image is formed before that, which causes the nearsightedness. This could be a reason for the increase of nearsightedness during the growth period.

REFRACTION THEORY



Farsightedness (Hyperopia)

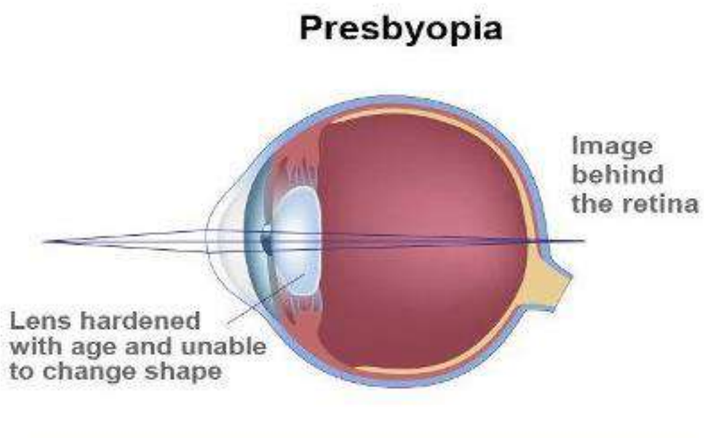
- Hyperopia (farsightedness, long-sightedness) is a refractive error where parallel light rays coming from a distance after refraction through the cornea and lens focus behind the retina without participation of accommodation
- Causes of hyperopia are typically genetic and involve an eye that is too short or a cornea that is too flat, so that images focus at a point behind the retina



Astigmatism

- Astigmatism occurs when either the front surface of your eye (cornea) or the crystalline lens has mismatched curves. Instead of having one curve like a round ball, the surface is egg shaped. This causes blurred vision at all distances.

REFRACTION THEORY

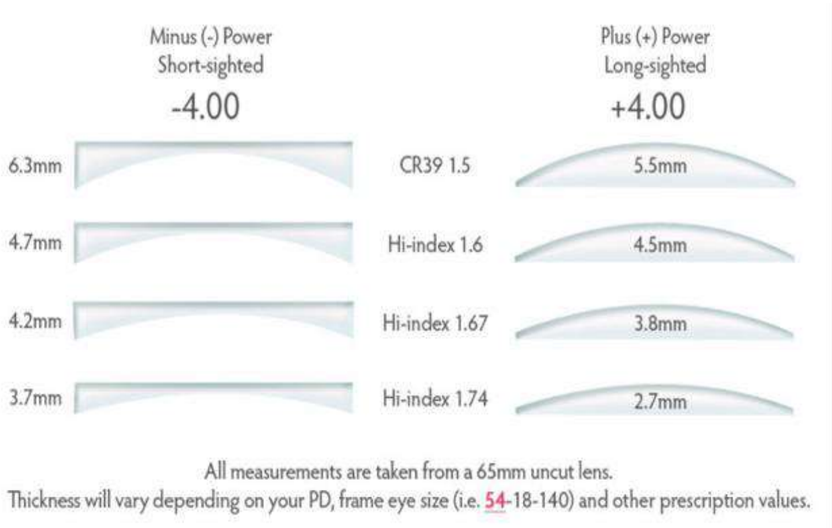


Presbyopia

- Due to aging, the crystalline lens becomes less flexible & hard, and the muscles also get weaker.
- Therefore, adjustment and focus become more difficult or even impossible.
- This stage is known as presbyopia.
- Depending on different individuals, it usually happens when you are 40 years old and above.
- This is not because of improper refraction but due to less strength of adjustment. Hence, lack of accommodation.

LENSES

Elements of Lens



Refraction Index

The higher the refractive index, the thinner the lenses.

(Thickness of lens)

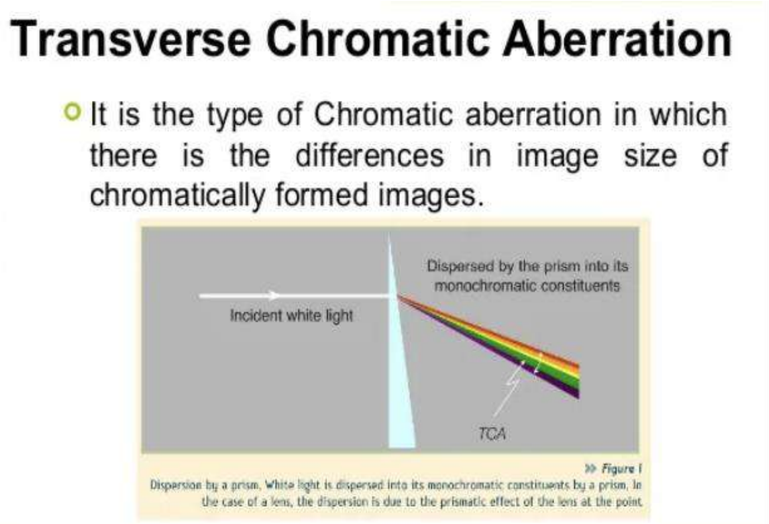
*The higher the refractive index, the more lights it bends. (Greater the value)

Weight

The lower the refractive index, the lighter the lens.

LENSES

Elements of Lens



Estimate value for each category:

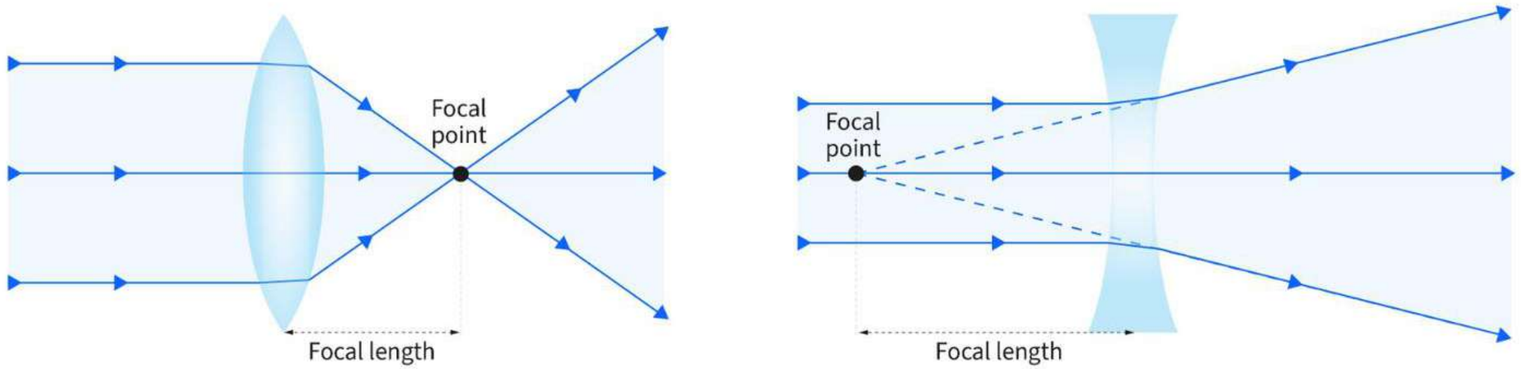
Index	1.60	1.67	1.74
Weight	1.30g	1.35g	1.47g
Abbe	41	32	33

Abbe Value

The higher the abbe value, it will cause lesser chromatic aberration. (Lens Clarity)
Example: If the Abbe value is too low, then the light dispersion will cause chromatic aberration which appears in one's vision to be like a rainbow around viewed objects especially noticed around light sources.

* To reduce Chromatic aberration in high power lenses one should prescribe lenses with high ABBE value

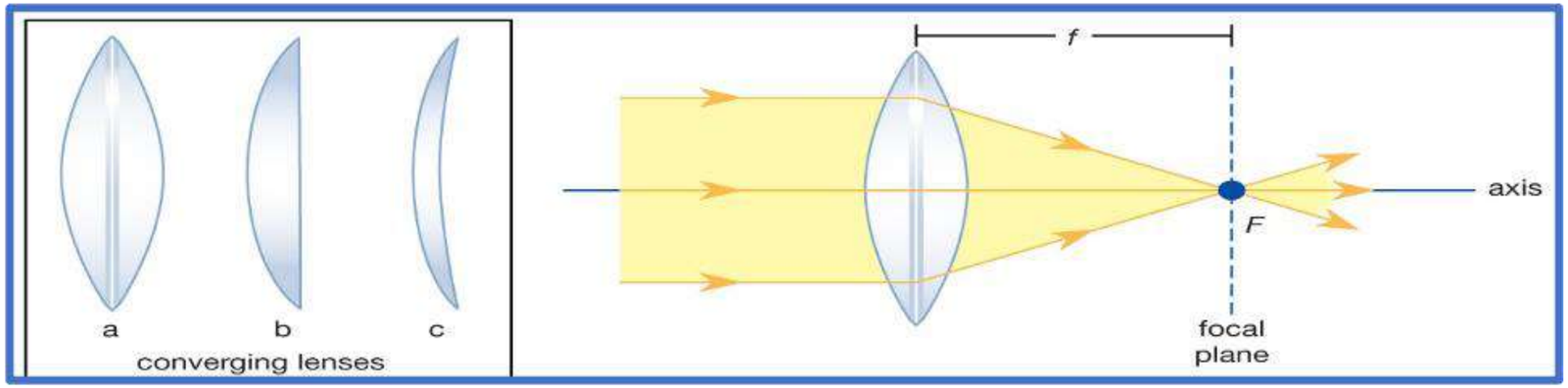
HOW A LENS WORKS



A lens works by refraction in certain manners:

Light is refracted towards thicker parts of lens; it bends light rays as they pass through it so that they change direction. That means the rays seem to come from a point that's closer or further away from where they actually originate—and that's what makes objects seen through a lens seem either bigger or smaller than they really are. Lens carries light and image form on the retina.

HOW A LENS WORKS



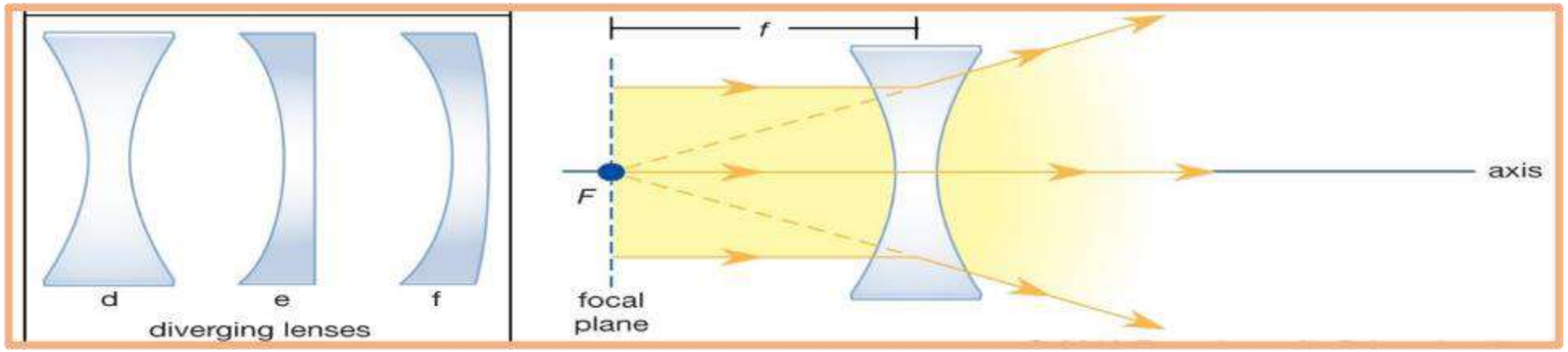
Convex Lens (for Plus Degree) (+)

- To correct Long-sightedness (Hyperopia)
- The center is thicker and thinner towards the outer side.
- This kind of lens refracts and converges rays of light from far distances.

Points to remember when processing and recommending

- Due to the edge of the lens being thinner, half-rim or rimless frames are not recommended due to the groove can't be trenched.
- A convex lens is rather small and is approximately 65mm in diameter.
- Even if the lens is able to be trenched, the lens can get chipped or cracked easily.
- Smaller full frame is recommended to prevent the focal point to be out or lens will be not able to fit into the frame

HOW A LENS WORKS



Concave Lens (for Minus Degree) (-)

- To correct Short-sightedness (Myopia)
- The center is thinner and thicker towards the outer side.
- This kind of lens refracts and diverges rays of light from far distances.

Points to remember when processing and recommending

- Smaller plastic full frame is recommended for higher degree.
- Smaller plastic full frame can minimize and cover the thickness of the lens better
- in addition to choosing the frame with a smaller horizontal distance from the optical center, you can also consider a small frame with a height above and below the rim, so that the overall result will be thinner.

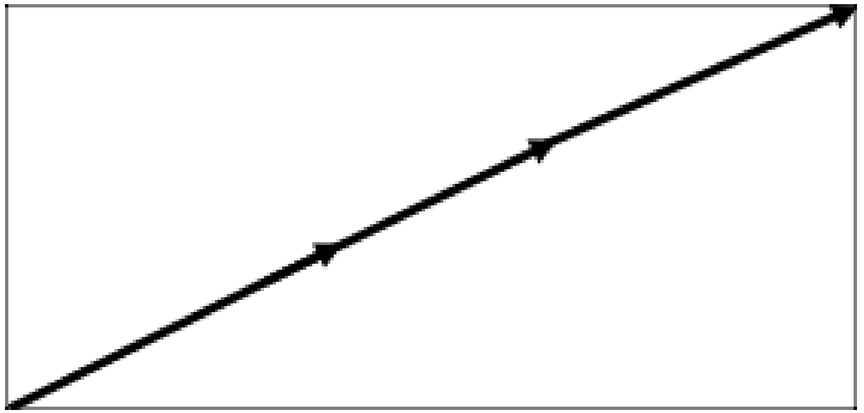
OWNDAYS LENS INDEX RECOMMENDATION CHART

Lens Thickness	Recommended Power Range	Note
1.6 Thinner	Short Sighted / Long Sighted Up TO -/+ 4.50 degrees Astigmatism STOCK -2.00 Less than -6.00 degrees	Total Power including Astigmatism not more than - 10.00 degrees
1.67 Thinner	Short Sighted / Long Sighted -4.75 to -6.75 degrees Astigmatism STOCK -2.00 Less than -6.00 degrees	Total Power including Astigmatism not more than - 12.00 degrees
1.74 Thinner	Short Sighted / Long Sighted -7.00 to -15.00 degrees Astigmatism STOCK -2.00 Less than -6.00 degrees	Total Power including Astigmatism not more than - 16.00 degrees

IMPACT RESISTANCE OF THE LENS

Impact resistant lenses look the same as standard optical lenses. However, they are made from special polymers provide good clarity but are extremely flexible. This flexibility allows the lens to absorb the energy of a high velocity impact without shattering.

*Lenses always the best choice for children or for someone playing high-contact sports



Case Scenario

If Jonathan comes to your store and wish to get a pair of Rimless glasses and his degree is stated as below. Kindly advise what type of lens index would you provide for him?

R: - 8.00
L: - 8.00

Answer: _____

OWNDAYS LENS FEATURES & CHARACTERISTICS

OWNDAYS Lens Features:

- UV Protection (99.9%)
- High Index (1.60-1.74)
- Hard Multi Coating (Scratch Resistant & Anti Reflection)
- Water Repellent Coating: Repels water/dust from lens surface
- Aspherical Lens

  - HMC = Hard & Multi-Coating | Combination of both.
  - HC = Hard-Coating | Scratch-resistant coating
  - MC = multi-Coating | Anti-reflection coating. Less glaring.
  - Water Repellent Coating | Repels water from the surface of lens

Scratch Resistant Coating (Hard-Coating)

- Scratch resistant coating provides lenses with durability and increased longevity. Although a scratch resistant coating is not scratch-proof.

Anti-Reflection Coating (AR) (Multi-Coating)

- Anti-reflection coating is a thin multilayer coating that eliminates reflections from the front and back surface of eyeglass lenses.

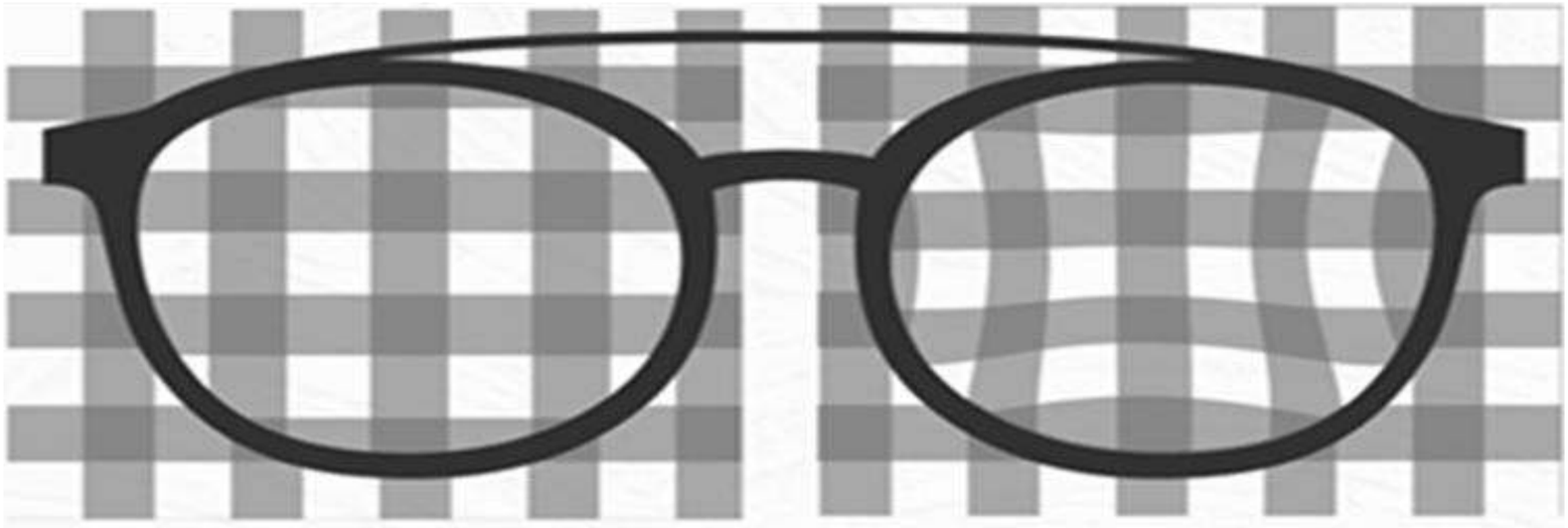
Water Repellent Coating (Hydrophobic Coating)

- The water-repellent coatings of lenses repel water droplets from the lens surface. This is achieved by having a slight angle to the lens that causes the water drops to slide off.

Ways to prevent lenses from scratches

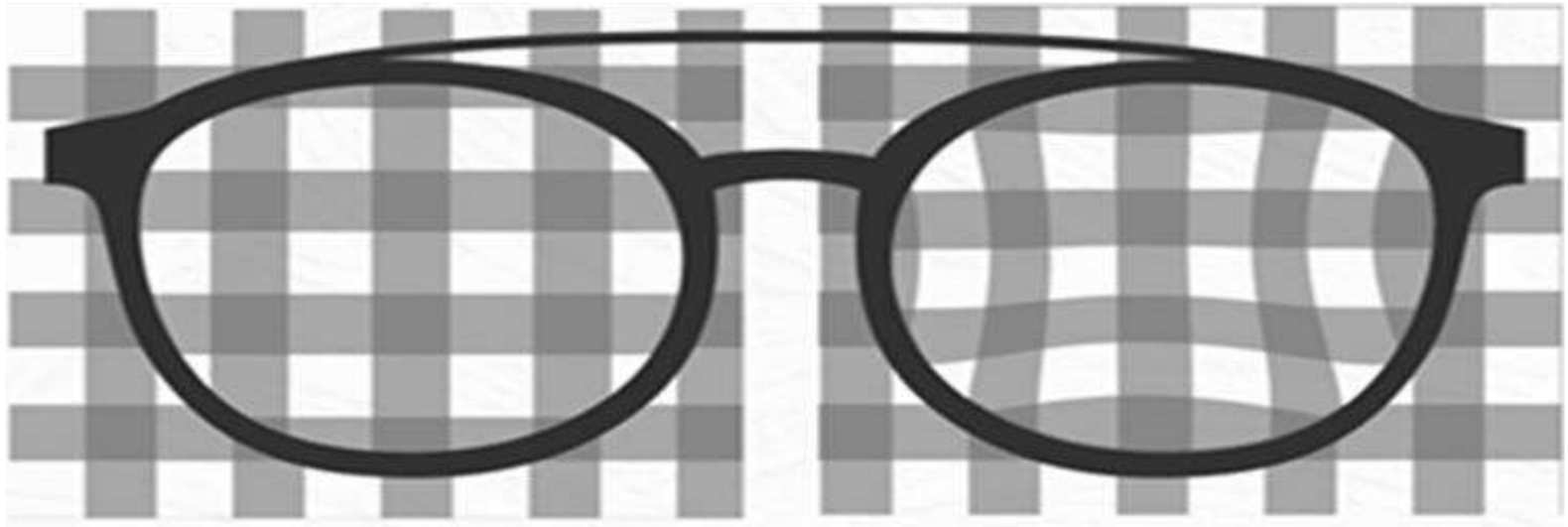
- Do not use your clothes (shirt, towel), household products (glass cleaner, detergent soap) to clean your glasses, it may cause minor scratches on the lens.
- If tap water isn't available to rinse your lenses before cleaning them, use lens cleaner to flush away dust and other residues before wiping the lenses dry.

STRUCTURE OF LENSES



ASPHERIC LENS SPHERICAL LENS

STRUCTURE OF LENSES



ASPHERIC LENS

SPHERICAL LENS

Aspheric Lens

- Thinner and flatter as compared to spherical lenses.
- Lesser peripheral distortion as compared to spherical lenses.
- Reduce magnification effect.

Spherical Lens

- The lenses will be thicker
- The higher the degree, the more distortion it will be form the sides of the lens
- Unnaturally magnified “bug-eyes” look or smaller “beady-eyed” appearance.

* OWNDAYS only used Aspheric lenses

LENS MATERIALS (PLASTIC -CR39 COLUMBIA RESIN #39)

Plastic

Advantages	Disadvantages
Light weight Do not crack or break easily (safety)	Vulnerable to heat Scratch easily

Glass

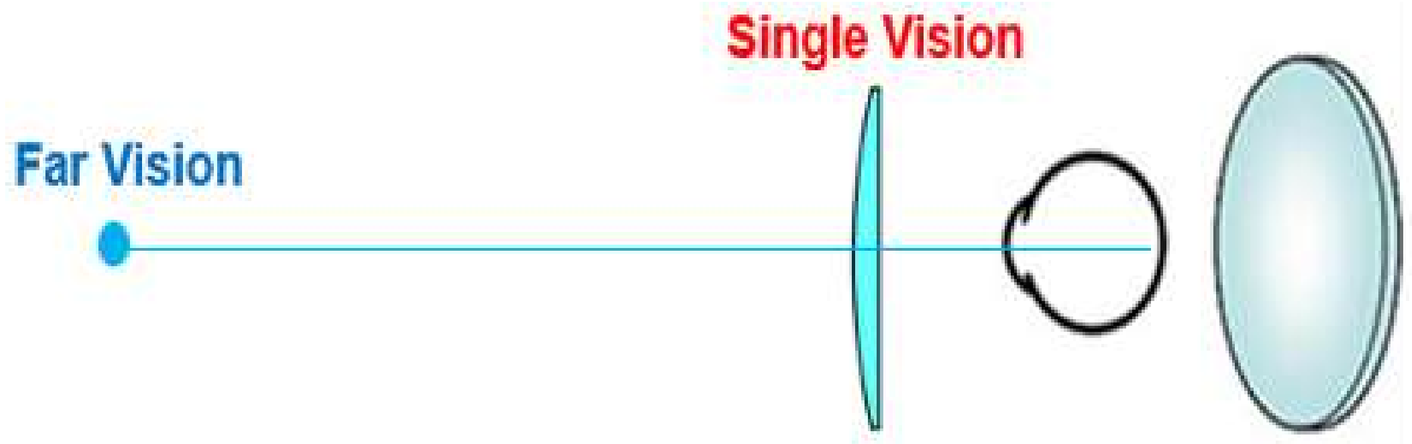
Advantages	Disadvantages
Heat resistance Not scratch easily	Heavy Crack easily

FUNCTION OF LENSES

Single-Vision

What Are Single Vision Lenses?

Single vision prescriptions are the most common among people who need vision correction. It means the lenses are correcting for one field of vision—near-sightedness, farsightedness and astigmatisms. The entire lens contains the same amount of vision correction. Provide a single prescription only.



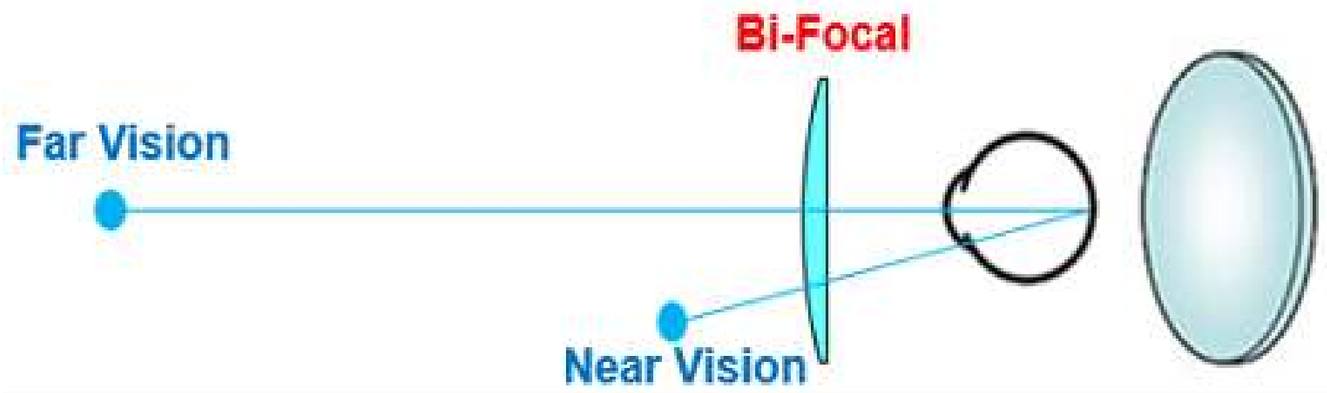
Advantage
- Field of vision is wider

Disadvantage
- Correction for only one vision depth, Either - near or far

FUNCTION OF LENSES

What Are Bi-Focal Lenses?

Compared to lined bifocal lenses—which requires much adjustment from your eyes to see clearly.



Advantage

- Field of vision is wider, especially far distance
- No peripheral distortion
- Easier to adaptation

Disadvantage

- Visible Line
- No intermediate distance

Unique Selling Point

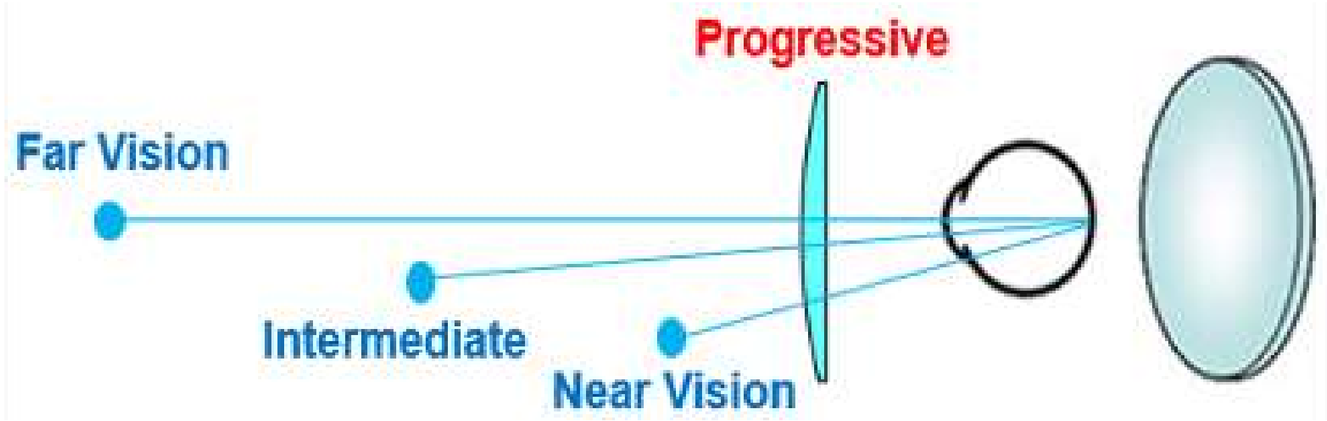
- Bifocal lens usually is for people who cannot adapt to progressive lens or elderly who does not wear progressive before. Owndays only available in Flat Top design

FUNCTION OF LENSES

What Are Progressive Lenses?

Progressive prescriptions call for multifocal lenses that correct for near-sightedness, farsightedness and everything in between.

Progressive lenses' seamless transition from distance correction on top to reading correction on bottom provide much sharper overall vision.



Advantage

- Invisible line
- Gradual transition in strength from top to bottom

Disadvantage

- Field of vision is narrower, especially compare single vision
- The sides of the lens have peripheral distortion
- Need time to adapt

Unique Selling Point

- With progressive lenses, you won't need to have more than one pair of glasses with you. You don't need to change between reading glasses and regular glasses. (Convenience)

OWNDAYS PROGRESSIVE LENSES

OWNDAYS Progressive - wider field of vision by providing vision support for near, Intermediate and far zones. Progressive lenses have no "boundary line" and allow you to use a single pair of glasses to view objects at all distances. They are currently the preferred type of lenses for presbyopia.

The importance of properly fitting progressive lenses

- Adjust the frame (facial wrap, vertex distance, pantoscopic tilt)
- Measure pupillary distance (pd)
- Measure fitting height (ht)

ENHANCED

Distance Vision	●●●○○
Intermediate Vision	●●○○○
Near Vision	●●○○○

KEY DIFFERENCES

- Easy adaptation
- Balanced viewing zones

PRESTIGE

Distance Vision	●●●●○
Intermediate Vision	●●●○○
Near Vision	●●●○○

KEY DIFFERENCES

- Easy adaptation
- Smaller area of distortion at the edges of the lens

PRESTIGE GOLD

Distance Vision	●●●●○
Intermediate Vision	●●●●○
Near Vision	●●●●○

KEY DIFFERENCES

- Comfortable vision for any type of activity
- Easy accessibility for intermediate zone allows for smooth transition

PRESTIGE DIAMOND

Distance Vision	●●●●●
Intermediate Vision	●●●●●
Near Vision	●●●●●

KEY DIFFERENCES

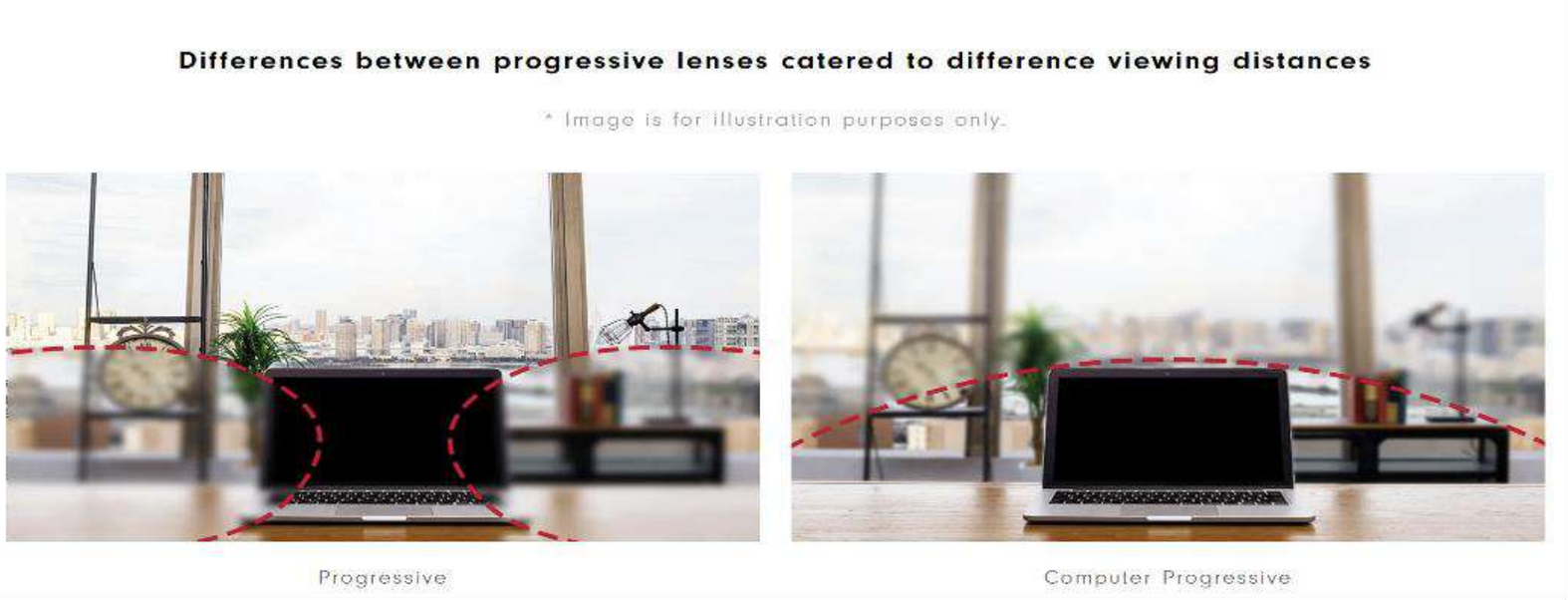
- Widened intermediate viewing zone
- Significantly improved near viewing zone

OWNDAYS PROGRESSIVE LENSES

Up to Sep 2025 progressive lens Orders

PAL Total Orders	**31,754 pairs**
Enhance	1,675 (5%)
Prestige	14,259 (45%)
Prestige Gold	10949 (35%)
Prestige Diamond	4871 (15%)

OWNDAYS COMPUTER PROGRESSIVE



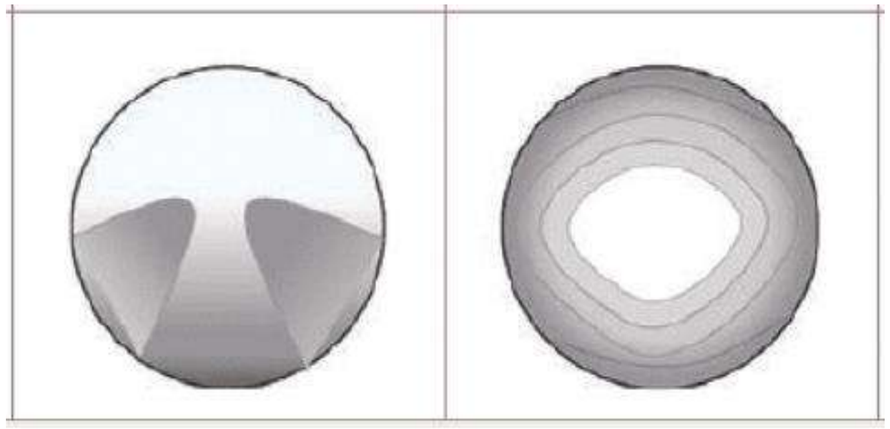
Benefits for the wearer

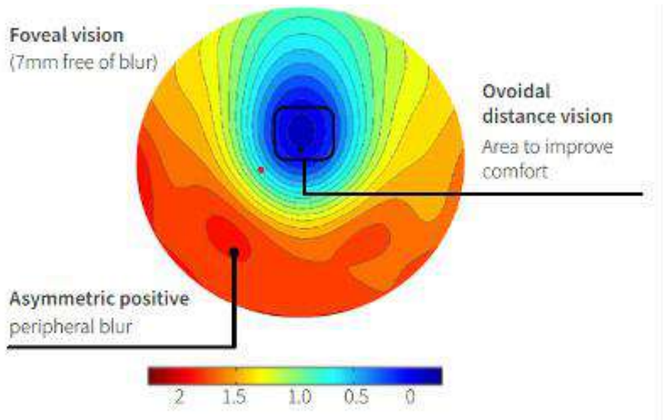
- Generally, computer progressive has about 60% the magnifying power of reading glasses. (The optimal magnification depends on how far you prefer to sit from your computer screen and how close you hold your digital devices.) Good computer glasses, on the other hand, do four things:

Unique Selling Point

- Provide the optimum amount of magnification for viewing your digital devices
- Clear visual acuity for near to intermediate distance vision with wide vision zones
- Wearers hold their head and neck in a natural posture
- Complete comfort all day long

MYOPIA CONTROL 2 (NEW) (SUITABLE FOR KIDS AGE BETWEEN 6 TO 16 YEARS OLD)





Peripheral Defocus Myopia control lens is specially designed for children with gradually developing myopia. This lens helps in reducing myopia progression. Choose myopia management lenses for your child today to control the rate of their myopia progression early.

Unique Selling Point

- Evidence based method supported by clinical trials (clinical trial NCT05250206).
- Up to 50% reduction in myopia progression and axial length elongation.
- Aesthetically pleasing (appearance of a SV, no visible rings or patterns).
- Easy adaptation due to the smooth gradual power transition.
- This design promotes natural viewing and optimal comfort.

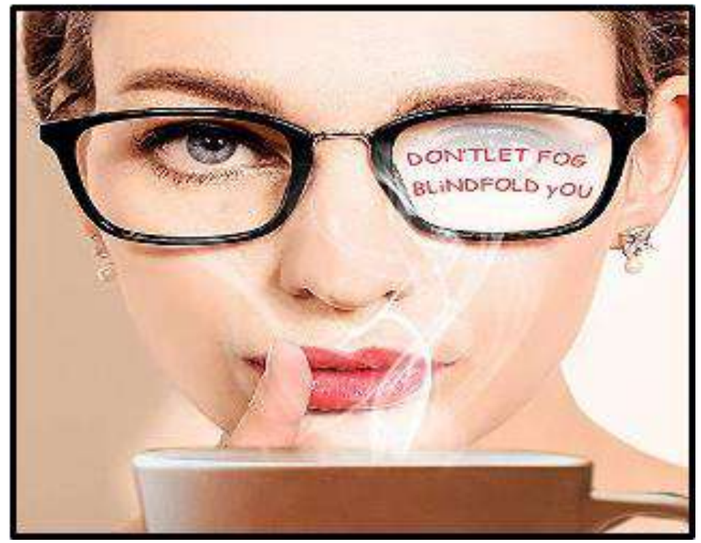
FOG-RESISTANT

A temperature difference between the lens surface and the surrounding air causes condensation on the lens surface, making your spectacles foggy. To prevent the build-up of condensation, there is a special hydrophilic coating on a fog-resistant lens that spreads water droplets evenly across the lens surface to form a thin film of water. This allows the fog-resistant lens to remain clear at all times.

Fog-Resistant Lens Features.

- Hydrophilic Coating
- Multi-layer Super Hard Coating
- Combat heat & humidity (Manage sudden environmental changes)

Improve vision by increasing visibility as it helps to decrease fogging



IMPORTANT POINTS TO NOTE

- Avoid soaking lens in water.
- For longer life of your fog-resistant lenses and to maintain its excellent hydrophilic performance, avoid contact with harsh chemicals, keep the lenses clean, and place them safely in the case when not in use.

Unique selling point

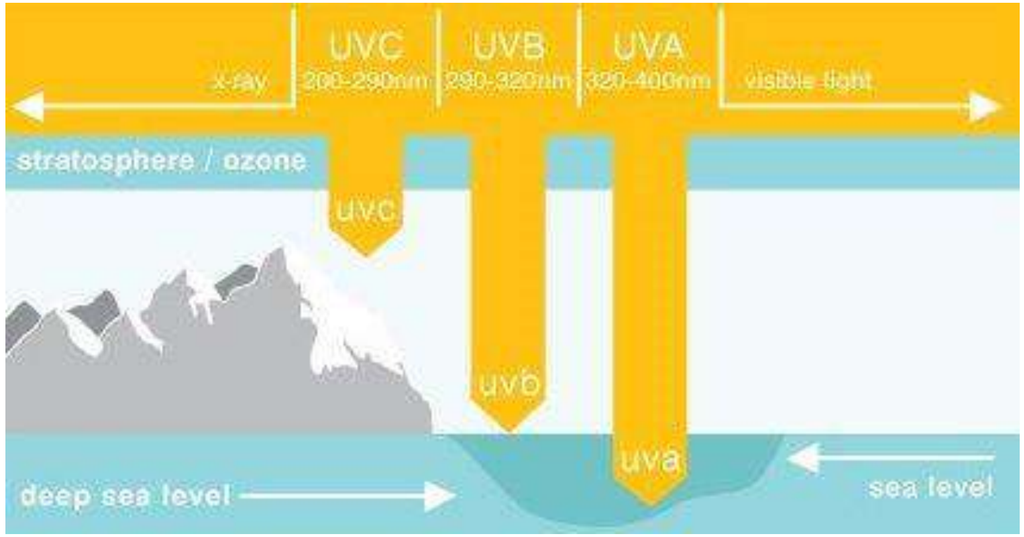
- The hydrophilic coating prevents fogging, ensuring consistent visibility in humid, cold, or high-temperature environments.

ULTRAVIOLET LIGHT

UV-Protection is one of the OWNDAYS lens features.
Exposure to UV rays can cause premature aging of the skin and signs of sun damage such as wrinkles, sunburn, skin cancer, cataract, AMD (Aged Macular Related Degeneration).

<u>Types of UV and the consequences:</u>
UV A – 320nm to 400nm
UV B – 290nm to 320nm
UV C – 200nm to 290nm

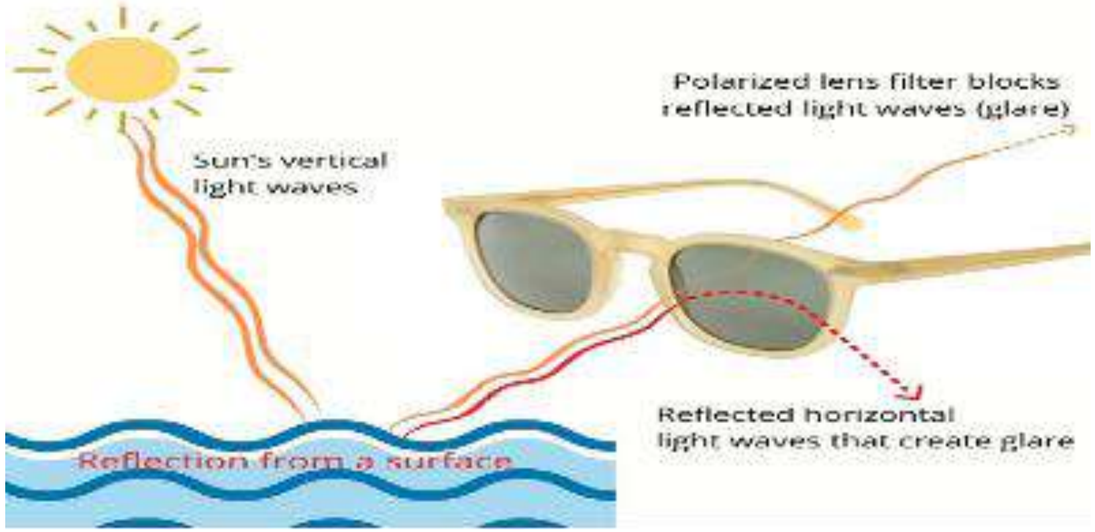
Sunglasses labeled UV400 provide nearly 99.9% protection from harmful ultraviolet light rays, blocking wavelengths up to 400nanometers, including UVA and UVB rays

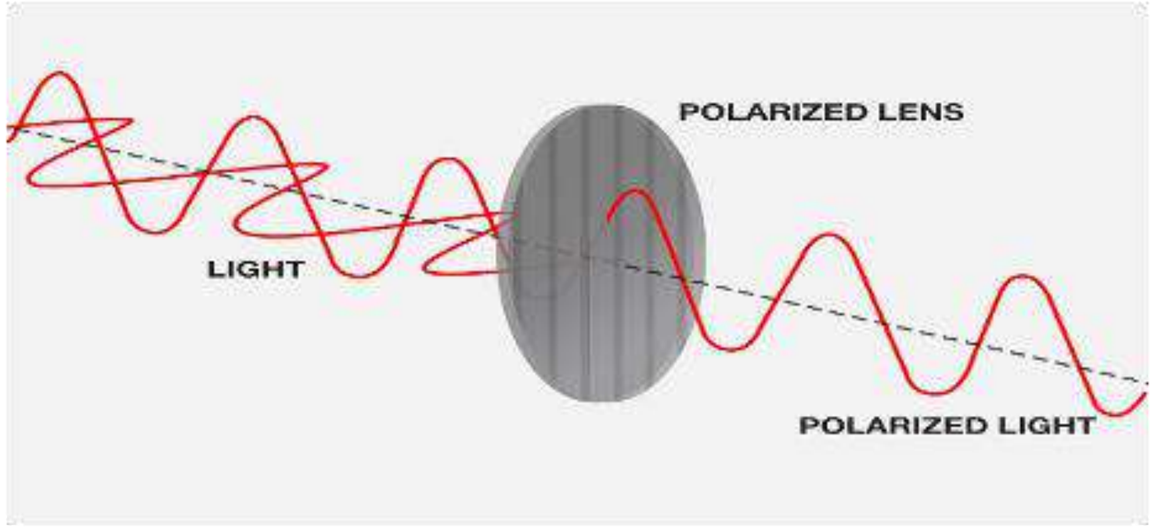


FUN FACT: If those sunglasses with dark lenses don't include UV protection, those darker shades are actually worse for your eyes than not wearing any protective eyewear at all. Because the dark tint can cause your pupils to dilate, exposing your eyes to more UV light.

POLARIZED

Polarized lenses cut off glare by using a chemical film either applied to or embedded in the lenses. The chemical filter on polarized sunglasses removes glare by absorbing the incoming horizontal light, while still allowing vertical light.

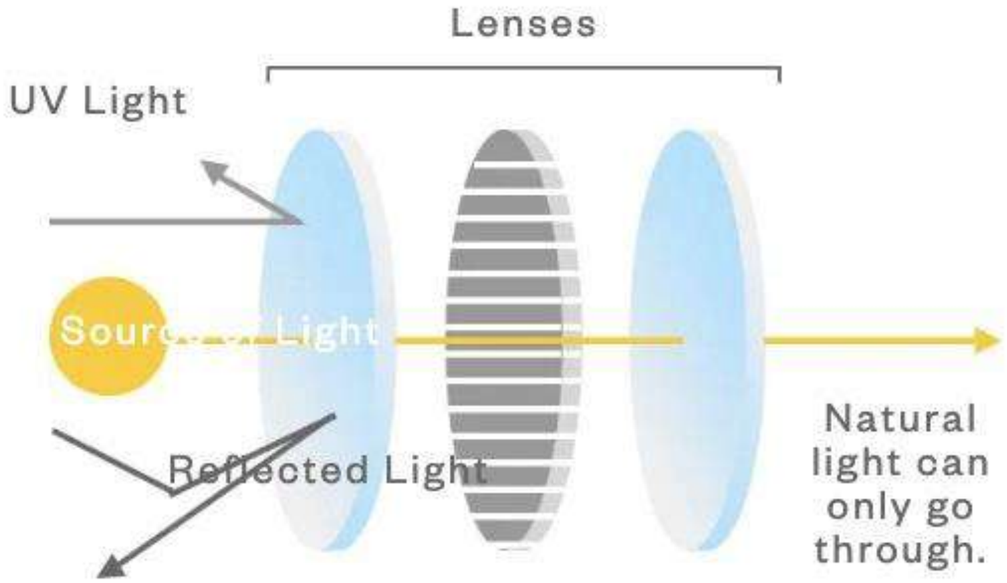




Unique Selling Points

- Glare Reduction – Eliminates harsh glare from reflective surfaces (water, roads, glass) for clearer and more comfortable vision.
- Enhanced Contrast & Clarity – Provides sharper details and better color perception, especially in bright conditions.

POLARIZED



Brown – Absorbs 78% of light
A true, deep, rich brown for superior contrast and depth perception.
Greens and reds are particularly highlighted.
Performs well in bright conditions

Green – Absorbs 85% of light – An iconic green lens, coveted by the fashion conscious.
Maintains good colour perception and improved contrast when compared with a grey lens

Grey – Absorbs 84% of light – The most popular lens colour.
Does not alter colours; colours remain true to colour.
Excellent for bright sun conditions providing maximum glare protection

Points to note for Polarized Lens:

- Not applicable to Half-Rim and Rimless frames.
- Not applicable for lens that requires Polish-Finishing.
- Do not wash polarized lenses in ultrasonic cleansing machines.
- During edging, the marks must be horizontal during scaling.

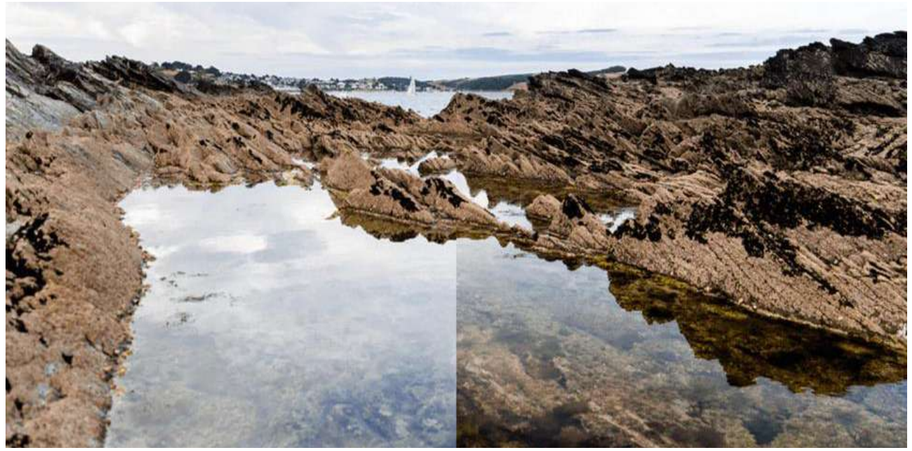
TYPES OF GLARE

What is Glare

Glare occurs when there is excessive contrast between dark and bright areas within the field of vision. In simple terms, it happens when too much light hits the eye or reflects off a surface, making it difficult to see comfortably.
Glare can occur both during the day and at night.
Daytime: Moving from a shaded area into bright sunlight.
Nighttime: Light reflecting off shiny or highly reflective surfaces, such as wet roads, glass.

Common Glare: Discomfort glare, Disability glare, Reflected glare, Halo glare

Reflective Glare: : Annoying reflections bounce off your lenses or surfaces, reducing clarity.



TYPES OF GLARE

Discomfort Glare: Discomfort glare causes uncomfortable sensation but does not result in a decrease in vision.

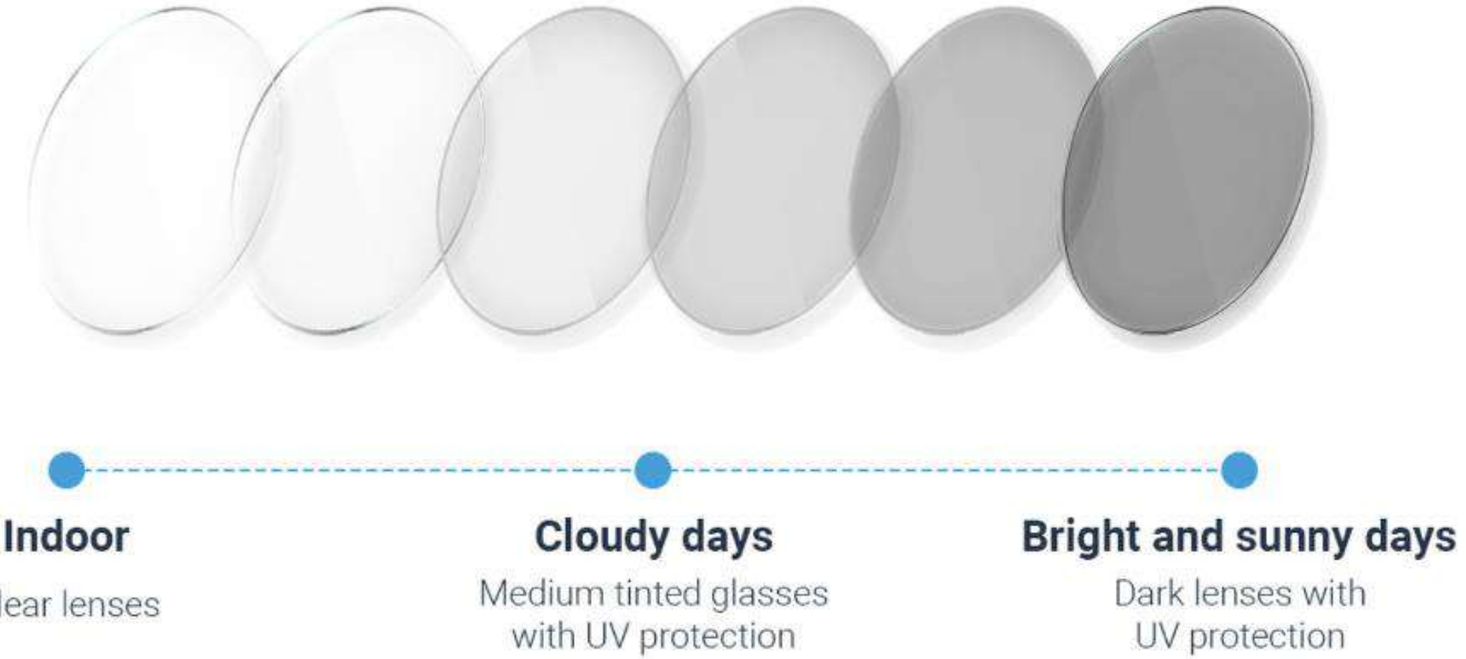
Disability Glare: Blinded by a light source such as the oncoming lights from a vehicle. Can also block our vision or at least significantly reduce our vision capabilities. This is due to a sudden increase in the contrast.

Halo Glare (Starburst Effect): Light sources look like rings, halos, or starbursts.

PHOTOCHROMIC LENS

How photochromic lenses work

The molecules responsible for causing photochromic lenses to darken are activated by the sun's ultraviolet radiation. Because UV rays penetrate clouds, photochromic lenses will darken on overcast days as well as sunny days.
Photochromic lenses typically will not darken inside a vehicle because the windshield glass blocks most UV rays. Recent advancements in technology allow some photochromic lenses to activate with both UV and visible light, providing some darkening behind the windshield.



TRANSITION® GEN S™

- **GEN SPEED:** Ultra-fast activation and fade-back, ensuring clear vision faster than ever.
- **GEN STYLE:** Available in 8 vibrant colours, including **Ruby**, offering both function and fashion.
- **GEN SMART:** Instantly adapts to different lighting with smooth transitions, ensuring clear and comfortable vision **without** sudden changes.

Transitions® GEN S™ lenses are the latest advancement in photochromic lens technology, designed to adapt rapidly to changing light conditions. They remain fully clear indoors and darken in seconds when exposed to sunlight, achieving less than 14% transmission at 23°C. The fade-back process is also swift, returning to 70% transmission quickly, enhancing visual comfort during transitions between environments.

TRANSITION® GEN S™ (launched at Apr 25)

Feature	Transitions® Gen 8	Transitions® Gen S™
Activation Speed	Fast, but slightly slower than Gen S	Ultra-fast activation (25 sec to full darkness)
Fade-Back Speed	Slower compared to Gen S	40% faster fade-back than Gen 8
Darkness Level	Dark outdoors, but not as intense	Darker than Gen 8 outdoors
UV Protection	100% UVA & UVB blocking	Same (100% UV protection)
Style Options	Fewer colours	More vibrant colours, including **Ruby**
Comfort & Adaptation	Good, but with a noticeable transition time	More seamless adaptation for visual comfort

TRANSITION XTRACTIVE LENSES

These lenses were developed for wearers who are light-sensitive indoors and desire a darker lens when driving and outdoors. Transitions XTRActive lenses have slight tint indoors to keep you eyes comfortable when exposed to harsh lighting (fluorescent lights, digital devices)

Recommendation & Benefits

- Very light sensitive wearers
- Frequently exposed to intense light
- Blue light-Up to 34% blue light filtration (indoors) / Up to 90% blue light filtration (Outdoors)
- Protective tint - Relieve eye strain and fatigue when exposed harsh light environments
- Changes color in the car - activated by visible light, up to 30%

XTRACTIVE POLARISED

Ability to absorb
visible light spectrum Extra darkness outdoors even in high temperature

SPECIFICATIONS

-Available ONLY in grey

Grey

Recommendation & Benefits

- Reduce the glare
- Improve visibility up to 33%more than non-polarized sun lenses
- Blue light-Up to 34% blue light filtration (indoors) / Up to 90% blue light filtration (Outdoors)
- Protective tint - Relieve eye strain and fatigue when exposed harsh light environments
- Changes color in the car - activated by visible light, up to 30%
- Polarize effect-when there is intense light with 40% tint achieved & reduce reflection

OWNDAYS

SUMMARY

Comparison chart	Transitions® Gen S™	Transitions Xtractive	Transitions Xtractive Polarized (Grey)
Blue light protection	Up to 26% indoors Up to 86% outdoors	Up to 34% indoors, Up to 90% outdoors	Up to 34% indoors, Up to 90% outdoors
Protective Tint	Around 5%	Around 10%	Around 10%
Change colour behind windshield	No	Yes	Yes
Polarization	No	No	Yes
Colour Available	Grey, Graphite Green, Brown, Amber, Sapphire, Amethyst, Emarald Green and RUBY **(NEW)**	Grey, Graphite Green, Brown only	Grey Only

SUMMARY AND UNIQUE SELLING POINT

Transitions® Gen S™

Unique Selling Points:

- Ultra-fast activation.
- Enhanced fade-back speed.
- Blocks 100% UV rays for eye protection.

Target Group:

- Everyday users needing hassle-free light adaptation.
- Professionals who move between indoor and outdoor settings.

6 months optional lens sold

SV total lens sold	98,732 pairs
Clear Lenses	48,291 pairs (49%)
Blue Light Protection Lens	45,203 pairs (46%)
Transition Series	5228 pairs (5%)

SUMMARY AND UNIQUE SELLING POINT

Transition® Xtractive

Unique Selling Points:
- Extra dark outdoors, slight tint indoors.
- Activates behind windshields, great for drivers.
- Blocks 100% UV rays for better protection.

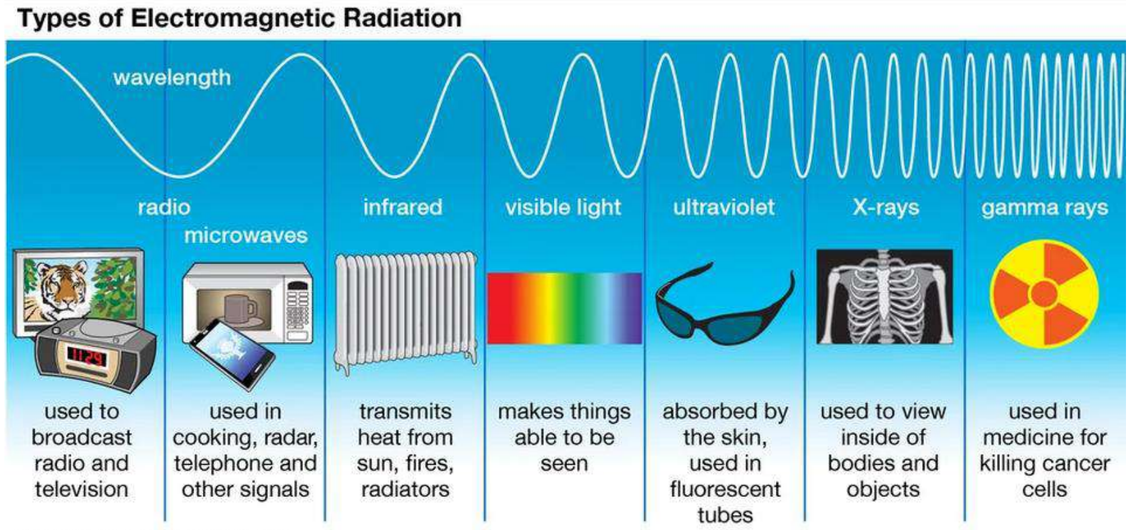
Target Group:
- Drivers needing sun protection inside vehicles.
- Outdoor workers exposed to bright sunlight.
- Light-sensitive individuals seeking extra comfort.

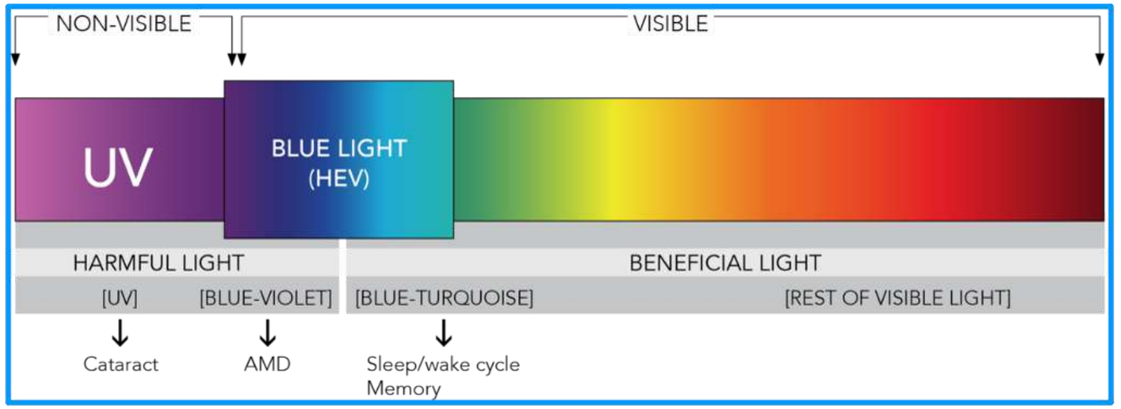
Transition® Xtractive Polarized

Unique Selling Points:
- Darkest and polarized outdoors for better vision.
- Superior glare reduction for extreme brightness.
- Enhances contrast, improving visual clarity.

Target Group:
- Outdoor enthusiasts who need glare protection.
- Athletes exposed to bright environments.
- People in high-glare conditions (e.g., water, snow, or road surfaces).

WHAT IS BLUE LIGHT?





Blue light constitutes part of the visible light spectrum with wavelength ranging from (385nm-485nm). Light spectrum is the many different wavelengths of energy produced by a light source. Light is measured in nanometers (nm). Each nanometer represents a wavelength of light or band of light energy.

WHAT IS BLUE LIGHT?

- Light is made up of electromagnetic particles that travel in waves. These waves are High Emit Energy, range in length and strength. The shorter the wavelength, the higher the energy. The length of the waves is measured in nanometers (nm). However, the human eye is sensitive to only one part of this spectrum. Visible light is that part of the electromagnetic spectrum that is seen as all the colors of the rainbow: violet, indigo, blue, green, yellow, orange and red. Blue light has a very short wavelength, and so produces a higher amount of energy. Over time, exposure to the blue end of the light spectrum could cause serious long-term damage to your eyes.

- Blue light is everywhere from natural blue light to artificial blue light. When outside, lights from the sun travels through the atmosphere. The shorter, high energy blue wavelengths collide with the air molecules causing blue light to scatter everywhere. This is what makes a cloudless sky look blue. Other sources of blue light, including fluorescent, electronic devices such as smart phone, laptop, computer, LED lighting, televisions emit significant amounts of blue light.

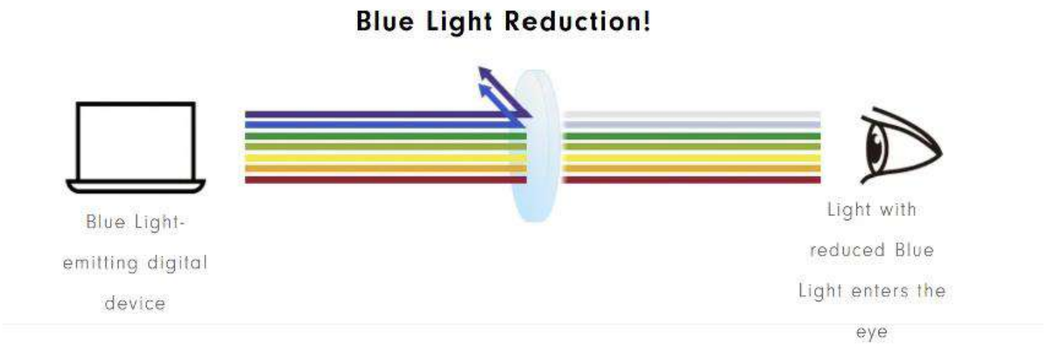
- Blue light is made up of: Harmful Blue-Violet light & Essential Blue-Turquoise light.

WHAT IS BLUE LIGHT?

How Blue Light causes eye strain
Staring at computers, mobile phones or video games for a long period will make your eyes tired. It can cause short term and long-term eye health issues.

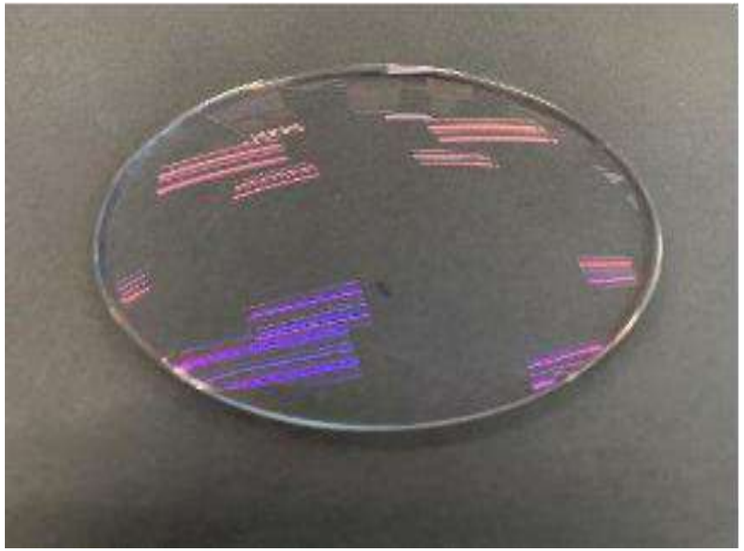
Retinal damage is the most important hazard from light. This flickering and glaring may be the reasons for eye strain such as headaches, blur vision, dry eye, caused by many hours sitting in front of a computer screen or other electronic device. Our eyes' natural filters do not provide sufficient protection against blue light rays from the sun, let alone the blue light from these devices or from blue light emitted from fluorescent-light tubes.

How do we protect our eyes from Blue Light?
PC Glasses - Also known as Computer Lens / Blue Light Lens Glasses (BL)
Blue light blocking glasses have specially crafted lenses that are help to block or filter out the blue light given off from digital screens. The lenses claim to protect your eyes from glare and can help reduce potential damage to your retina from prolonged exposure to blue light.



TYPES OF BLUE LIGHT LENSES AND BENEFITS:

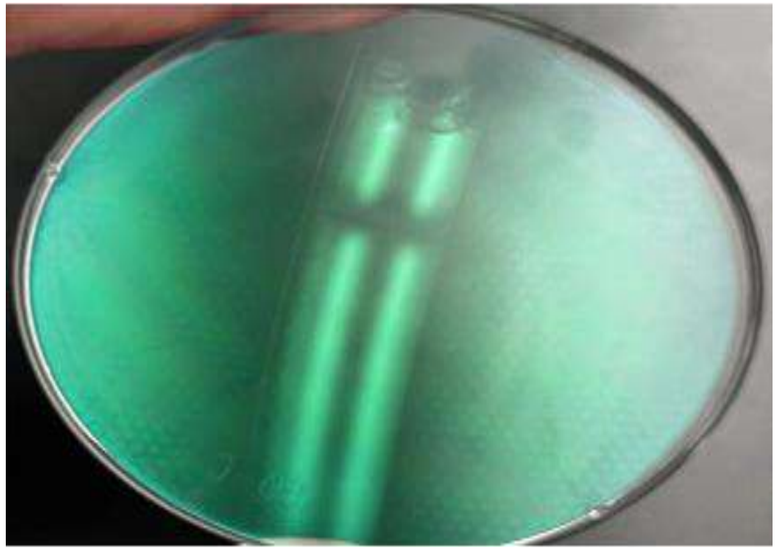
BlueNyte Lens



BlueNyte

- Using “In Mass” technology where it will Absorb in the blue light.
- Surface of the lens is less yellowish tinted and gives off a purplish reflection as compared to HMC lens.
- Reduce glare all day long – People who are sensitive to light (Enhance contrast especially during the night time)

BlueHive Lens



BlueHive
(Pinhole effect)

- Using “In Mass” technology where it will Absorb in the blue light.
- Surfaces of the lens are less yellowish tinted and less reflective (Honeycomb)
- Reduce Glare & unwanted scattered light to improve clarity.

SUMMARY AND UNIQUE SELLING POINTS

BlueNyte Lenses

Unique Selling Points:

- Minimize glare caused by oncoming headlights, streetlights, and other reflective surfaces. Hence, improve comfort.
- Provides more comfortable vision during long drives
- Filters up to 40% of harmful blue-violet light from screens.
- Helps reduce eye strain and headaches caused by prolonged screen time.
- Enhances visual comfort for digital device users.
- Minimizes disruptions to sleep patterns linked to blue light exposure.

Target Group:

- Individuals who drives for long hours especially during the night.
- Office workers and professionals using computers for long hours.
- Individuals with digital eye strain or frequent headaches.

Data from Apr 25 to Sep 25

SV total lens Orders	101,054
Clear Lenses	46,214 (45.5%)
Blue Light Protection Lens	48,352 (48%)
Transition	4,491 (4.5%)
Others	1,997 (2%)

Benefits: Both lenses filter up to 40% of the harmful blue light that is emitting from devices such as computer, smartphones to reduce eye strain, dry eyes, headache and neck pain. It is suitable for all ages from kids to elderly who are often using electronic devices for work & daily activities.

It is not recommended to people whose job is related to Designer, Photographer or even Architect. As it may affect the color perception of the object.

SUMMARY AND UNIQUE SELLING POINTS

BlueHive

Unique Selling Points:

- Hive Technology reduces glare and minimizes scattered light.
- Improves visual clarity and contrast for a sharper view.
- Filters harmful blue light up to 40%, reducing eye strain.
- Enhances comfort for digital screen users and outdoor activities.

Target Group:

- Individuals seeking enhanced clarity for indoor and outdoor use. Especially in dim light conditions.
- Digital device users needing better eye protection and comfort.

Data from Apr 25 to Sep 25

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Clear Lenses	46,214 (45.5%)
Blue Light Protection Lens	48,352 (48%)
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It is not recommended to people whose job is related to Designer, Photographer or even Architect. As it may affect the color perception of the object.

OWNDAYS PC GLASSES

- OWNDAYS PC is developed for people in today's digital world who tend to experience excessive screen time. It protects your eyes from blue light emitted by digital screens such as computers, TV, mobile phones and gaming devices. By reducing the brightness and glare of these screens, OWNDAYS PC helps to ease eyestrain, thereby allowing you to enjoy clear, comfortable vision.

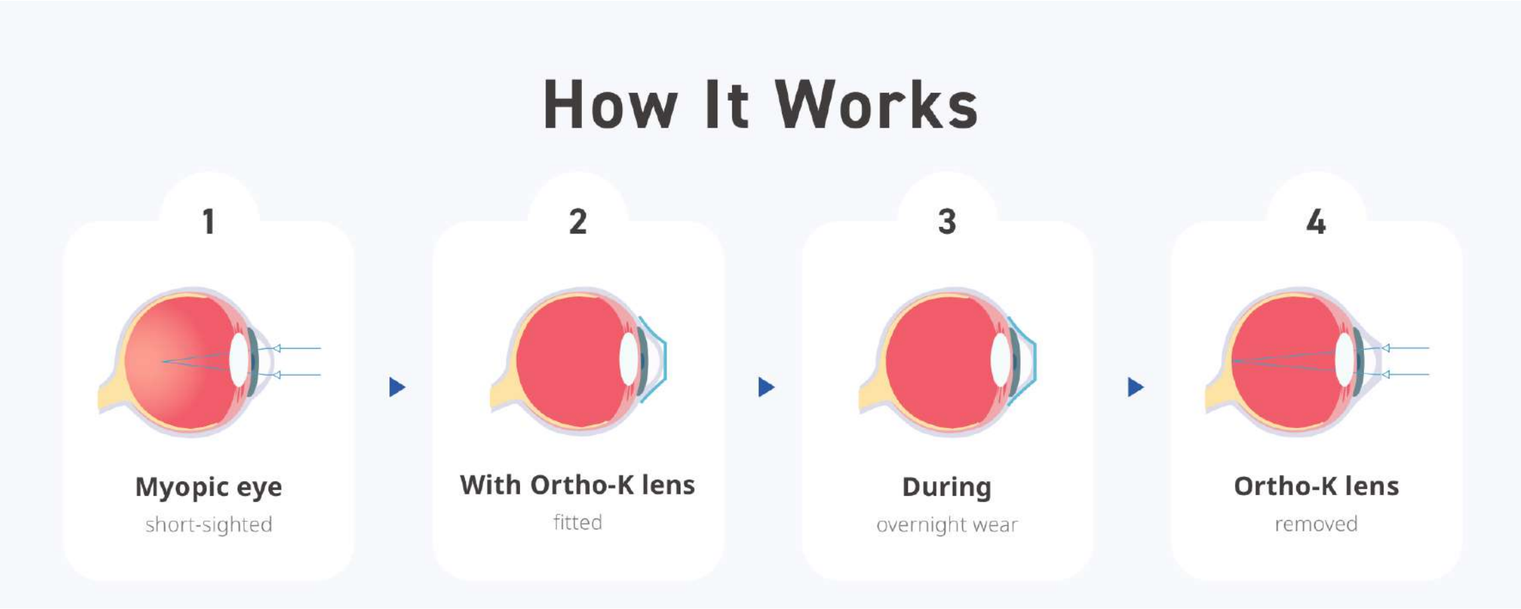
- Lightweight and designed for comfort, OWNDAYS PC is also suitable for people who have never worn spectacles before.

BASIC KNOWLEDGE OF GLASSES VS CONTACT LENS

Points to take note: For customers who are wearing contact lenses, they must remove them before the eye check in order to rest the eyes.

(Soft contact lens 20 minutes), (Hard contact lens minimum 24 hours) &
(Ortho-K 1 to 2 months)

What is Ortho-k?



Ortho-K, also known as orthokeratology, is the use of customised contact lenses that temporarily reshape the cornea to improve vision during treatment. It is a safe and reversible process that allows you to enjoy spectacle-free vision and is effective in slowing down myopia progression for children.

BASIC KNOWLEDGE OF GLASSES VS CONTACT LENS

	Glasses	Soft Contact Lens	Hard Contact lens	Ortho-k
Advantages	1) Reduces the need to touch your eyes as it does not cause irritation 2) Dry or sensitive eyes, glasses won't exacerbate the problem like contact lenses 3) Glasses offer some protection from environment such as wind, dust and debris	1) Flexible & comfortable 2) Extended wear & Disposable option available 3) Shorter adjustment period 4) Able to stay in place better, even with vigorous physical activity	1) Optimal vision correction for many conditions 2) More durable & less frequent replacement needed 3) Allow more oxygen through to the eye	1) Glasses-free vision after overnight wear 2) Suitable for people that dislike wearing both glasses & contact lenses and people that participates in high intensity activities or sports. 3) A proven treatment in controlling myopia progression up to 50% for kids

BASIC KNOWLEDGE OF GLASSES VS CONTACT LENS

	Glasses	Soft Contact Lens	Hard Contact lens	Ortho-k
Disadvantages	1) Distance between the back surface of the lens and eyes may cause discomfort if the glasses do not fit well 2) Higher degree, the edges of your lenses may be thick & unappealing 3) Some frames can exert constant pressure on your nose and behind your ears, leading to headaches and general discomfort	1) Less durable & require more frequent replacement 2) Less effective in correcting some vision problems such as high degree of astigmatism 3) High rate of infection	1) Users need time to adjusts to the lenses 2) Re-adjustment necessary any time you stop wearing them for an extended period 3) May slip off the center of your eye more easily 4) Can lead to discomfort and blurred vision	1) Users will need to have regular sleeping hours to ensure optimal vision 2) Requires multiple follow-ups to ensure fitting of lenses & eye health is optimal 3) Less effective in correcting some refractive errors such as Hyperopia, High myopia & High Astigmatism