

1.

How do these look on me? Actress **Rachel Bilson** is Sunglass Hut's new Style Director. She's got fashion tips and tricks for customers at blog.sunglasshut.com



TOP 5

Five things you need to know.

2.

Missing something? Sears Optical's recent television ad campaign now has a Facebook page, generating buzz and awareness among consumers. Check it out at www.facebook.com/SearsOptical.

3.

It's time to **Think About Your Eyes**. The coalition held two events this summer and is on Facebook. Become a fan and remember to keep eye care top of mind during back-to-school season. Learn more www.facebook.com/ThinkAboutYourEyes

thinkabout
youreyes.com

4.

Sunglass Hut associates have collected more than \$2 million in donations for OneSight so far this year!



5.

A better day at the Office. The company will be switching from GroupWise to Microsoft Outlook for email in the coming months, and will be upgrading Microsoft Office software. Details coming soon.



DON'T MISS A THING



facebook

Submit questions, feedback or story ideas to Rob Pasquucci at 513-765-6474 or rpasquin@luxotticaretail.com

today

Keeping you informed and connected



Back to School

What's in your Backpack?

As the back-to-school season gets under way, parents (and their children) are filling malls and shopping centers in search of the best backpack, that shiny new laptop or a stylish sweater. From late July through September, the average American family will spend more than \$600 per household on school merchandise, according to research from the National Retail Federation.

For Luxottica Retail, this means an opportunity to make sure families don't forget the truly essential school supply — healthy vision. Most of a child's learning is visual, so eye health is key for back-to-school success. Each optical brand is offering specials to help every family — and everyone in the family — get ready for school.

LensCrafters is offering half-off lenses with frame purchase, and half-off frames and lenses for kids under 12.

Pearle Vision offers free lenses with kids frames and a buy one/get one free promotion.

Sears Optical is tying in to the Sears "Crush Your Style" messages for back-to-school, and offers a three different gifts with purchase, a \$49 complete pair for kids under 18 and a \$10 eyewear protection kit.

Target Optical will offer \$25 premium lenses for youth, daily contacts for about \$1 a day, and a \$25 protection plan.

While those offers will be enticing for parents looking for back-to-school values, kids are interested in how the glasses look and whether they fit current trends.

"The retro look is all over TV, movies, and music, and kids pay attention to what their favorite celebs are wearing," said Melissa Lobaugh, Associate Product Planner for Pearle Vision. "Ray-Ban and Converse play up this trend nicely for both boys and girls. Filigree detailing (ornamental lines or swirls) on frames is also popular with younger wearers as are colored plastic frames — magenta or purple for girls and earth-toned (with a bright pop of color) frames for boys."

What does an anti-reflective lens and a moth have in common? Look inside to find out.

BY THE NUMBERS

BACK-TO-SCHOOL EDITION



\$55.12 BILLION
Total spending (estimated) for back-to-school.



\$606.00
Total spending per family with students in grades K-12.



\$820.77 Total spending for back-to-school by college students and parents entering college.

Source: National Retail Federation back-to-school survey.

Eye Exams The Back-to-School Essential

As the back-to-school season begins, the obvious needs of school-age children are crayons, pencils, notebooks and erasers. But as parents fill their children's book bags with school essentials, they may be overlooking something more important for school success — their children's eye health.

"So many parents believe school vision screenings are sufficient care for their kids' eyes, but this isn't true," said Lee Nelson, O.D. Director, Optometric Relations, Sears Optical. **"These screenings are good for detecting common problems such as trouble seeing distance,**

but can miss important eye health problems."

Children's eye health is particularly important in school since 80 percent of children's learning is visual. One in four children (that's nearly 10 million kids) have an eye problem that affects learning, according to the Think About Your Eyes, a coalition formed by Luxottica and other eye care industry leaders to raise awareness of the importance of vision health.

To further build the awareness of children's eye health, a series of TV, radio and online commercials will appear in nine media markets during back-to-school season.



These advertisements are sponsored by Think About Your Eyes.

As store traffic increases during back-to-school season, parents should remember an eye exam for their children might be the most important item to ensure year-round school success.

Here are some signs a child might have a vision problem:



- Dislike or avoidance of reading
- Short attention span
- Difficulty when throwing or catching a ball, copying from the board, or tying their shoes
- Placing their head close to their books or sitting close to the TV
- Excessive blinking or eye rubbing
- Using a finger or pencil to guide eyes
- Poor performance in school

Technology Focus: Lens Coatings Mirror Nature

Although the hydrophobic and anti-reflective lens coatings offered by Luxottica Retail brands feature some of the most advanced technology available, they were inspired by elements in everyday nature.

A moth's eye contains a film made of tiny particles that eliminates reflections — allowing it to see better and to keep its location hidden from predators. For eyeglasses, anti-reflective coatings on

lenses trace back to an 1886 discovery by English physicist Lord Rayleigh, who found older, tarnished glass transmitted more light than new glass. Around the time of World War II, anti-reflective coatings were developed by the Germans to improve the performance of bomb sights. These coatings consisted of metal oxides applied to the front and back of lens surfaces that create "optical interference" to prevent reflections.

Today's anti-reflective eyeglass lens coatings operate on the same principle. The coatings can reduce reflections, improve the quality of vision and the appearance of lenses.

"Although they are really thin (1/5000th of a human hair), anti-reflective coatings are able to decrease reflections and increase the amount of light that reaches the retina," said

Nick Mileti, Senior Director of Tech Services for Luxottica Retail.

The lotus leaf can shed water droplets, which is essential in the wet, muddy environment the plant lives in. Similarly, hydrophobic coatings on optical and sun lenses help repel moisture and dirt, keeping lenses clean and vision clear. This can improve safety during outdoor activities in wet, humid or cold climates.

"A hydrophobic coating will help water droplets roll off the lens," Mileti said. "This allows the lens to perform well even in wet conditions, and can make the lens easier to clean."



A Look Inside:

LUXOTTICA
OPTICAL MANUFACTURING

During the dark hours of night, when it seems chirping crickets and fluttering moths are the only things awake, there's a flurry of activity inside several Luxottica Optical Manufacturing (LOM) facilities across North America. For seven days a week, 24-hours a day, associates (and equipment) are at work making quality products that our customers expect.

"Our clock never stops," said Greg Hibbard, Vice President of Luxottica Optical Manufacturing. **"We have three shifts and are producing 110,000 pairs of glasses a week from LOM."**

LOM has increased capacity this year, adding 250 employees, new equipment and has increased lens inventory to support the August rush.

"Customers are recognizing the quality products we produce," Hibbard said. "We've more than doubled the number of DST (Digital Surfacing Technology) progressive lenses sold, and Ray-Ban RoX+ has been off to a great start."

After an order is entered in eyeNET, it is sent to a centralized electronic routing engine, which sends it to a manufacturing facility. The order is routed based on what type of lens is specified. So, it's possible the closest manufacturing facility geographically may not be the facility that completes the order, since certain facilities specialize in specific products.

LOM's goal is to have 95 percent of the orders completed within 40 hours, according to Hibbard. That's an improvement over last year's average turnaround time of 62 hours.

"Our mission is to be the engine of growth for the company," Hibbard said. **"We have exciting new products and are using the newest technology in the industry."**

When not helping fill customer orders, LOM is supporting OneSight initiatives worldwide. LOM associates raised more than \$100,000 and produced more than 40,000 pairs of eyeglasses for OneSight's Regional and Global Clinics.

Passion Wanted! Associates Invited to Apply for a 2011 OneSight Clinic

Each year, Luxottica associates and doctors change lives by participating in OneSight Global and Regional Clinics. We need thousands of associates and doctors to support our Clinics in 2011. Apply online September 6 – October 14 and be a OneSight Life Changer! Visit www.onesight.org for information on the application process, including an instructional video and tips for applying.



OneDay

THURSDAY | OCTOBER 14 | 2010

OneDay Date Change

OneDay (formerly Hometown Day) is moving to coincide with World Sight Day, October 14, 2010. Created by the World Health Organization, World Sight Day is an annual day of awareness held to focus global attention on blindness, visual impairment and rehabilitation of the visually impaired. It is observed around the world by organizations who exist to prevent visual impairment and/or restore sight.

By joining forces with the optical industry worldwide, we'll have a greater voice to raise awareness of vision-related issues. On this day, all Luxottica associates will have the opportunity to see life through the eyes of our recipients and customers who suffer from vision impairment by taking part in activities that simulate poor vision.

More details coming soon!