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# RAY-BAN

# AUTHENTIC

THE PERFECT MATCH OF **RAY-BAN'S** LEGENDARY  
STYLE AND **ESSILOR'S** EXPERTISE IN SIGHT

## SUGGESTED RETAIL PRICE LIST

EUR, MARCH 2023

Suggested Retail Prices are for indicative purposes only. Final prices are at the sole discretion of the retailer.



# RAY-BAN AUTHENTIC

AVAILABLE IN CLEAR,  
TRANSITIONS® & SUN RX

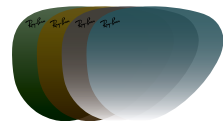


Clear lenses for enhanced vision performance without compromising on original Ray-Ban style.



Transitions™

Recommended with Transitions® light intelligent lenses that seamlessly adapt to all light conditions.  
Available in 7 vibrant colors.



A wider sun collection available in Rx with the original color and aesthetics as in Ray-Ban sunglasses.

BENEFITS

## TAILOR-MADE FOR EVERY CONSUMER:

Ray-Ban Authentic complete pair is a new category of prescription eyewear where frame and lens are designed together from the start to offer unique vision solutions.

## MADE TO MATCH:

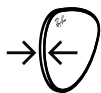
perfectly mounted and fitted with the chosen frame, optimizing vision performance and aesthetics.

## STAMP OF AUTHENTICITY:

all our lenses are signed with the iconic Ray-Ban logo on the right lens and the Ray-Ban initials on the left as the ultimate proof of authenticity.



## LATEST ESSILOR GROUP TECHNOLOGIES:



Thinning technology: enhanced aesthetics with thin and light lenses



Blue light filter\* and UV protection



Frame optimized: a lens design adjusted to Ray-Ban frame measures for optimized vision



High level of transparency and scratch resistance thanks to premium anti-reflective coatings

\*Harmful blue light: up to 455nm, with the greatest toxicity between 415-455nm.

# COMPLETE PAIR PRICING



FRAME PRICE



PAIR OF LENSES PRICE  
(DEPENDING ON THE SELECTION)



YOUR RAY-BAN  
PRESCRIPTION EYEWEAR

## CLEAR

The prices below are in addition to the entry price of the first level choice.

### SINGLE VISION

SV TUNED  
1.5  
AR CLASSIC

**160€**

### PROGRESSIVE

PAL BASE  
1.5  
AR CLASSIC

**400€**

### DESIGNS

TUNED  
EQUALIZED  
AMPLIFIED

-  
**+50€**  
**+150€**  
(INCL. AR OPTIMIZED +  
BLUE LIGHT EASE)

**+80€**  
**+160€**  
**+270€**  
(INCL. AR OPTIMIZED)

### INDEXES

1.74  
1.67  
1.60

**+150€**  
**+100€**  
**+50€**

### TREATMENTS

AR OPTIMIZED  
BLUE LIGHT EASE  
TRANSITIONS\*

**+30€**  
**+30€**  
**+110€**

## SUN

The prices below are in addition to the entry price of the first level choice.

### SINGLE VISION

SV EQUALIZED  
1.59  
SOLID/GRADIENT  
NON POLAR

**220€**

### PROGRESSIVE

PAL BASE  
1.59  
SOLID/GRADIENT  
NON POLAR

**420€**

### DESIGNS

-  
EQUALIZED  
AMPLIFIED

-  
-  
**+50€**

-  
**+100€**  
-

### INDEXES

1.67 (INCL. POLARIZATION)

**+160€**

### COLOR

POLARIZED  
MIRROR  
CHROMANCE

**+80€**  
**+20€**  
**+100€**



# AVAILABILITY OF RAY-BAN RX LENSES

## CLEAR & TRANSITIONS®

	CLEAR		RAY-BAN BLUE LIGHT EASE		TRANSITIONS* *	
	RAY-BAN AR CLASSIC	RAY-BAN AR OPTIMIZED	RAY-BAN AR CLASSIC	RAY-BAN AR OPTIMIZED	RAY-BAN AR CLASSIC	RAY-BAN AR OPTIMIZED
<b>RAY-BAN BASE</b>						
1.60	PAL	PAL	PAL	PAL	---	PAL
1.50	PAL	PAL	PAL	PAL	---	PAL
<b>RAY-BAN TUNED</b>						
1.67	SV - PAL	SV - PAL	SV - PAL	SV - PAL	---	PAL
1.60	SV - PAL	SV - PAL	SV - PAL	SV - PAL	SV	SV - PAL
1.50	SV - PAL	SV - PAL	SV - PAL	SV - PAL	SV	SV - PAL
<b>RAY-BAN EQUALIZED</b>						
1.74	SV - PAL	SV - PAL	---	---	---	SV - PAL
1.67	SV - PAL	SV - PAL	SV - PAL	SV - PAL	---	SV - PAL
1.60	SV - PAL	SV - PAL	SV - PAL	SV - PAL	---	SV - PAL
1.50	SV - PAL	SV - PAL	SV - PAL	SV - PAL	---	SV - PAL
<b>RAY-BAN AMPLIFIED</b>						
1.74	---	PAL	---	---	---	SV - PAL
1.67	---	PAL	---	SV - PAL	---	SV - PAL
1.60	---	PAL	---	SV - PAL	---	SV - PAL
1.50	---	PAL	---	SV - PAL	---	SV - PAL

## SUN WITH BACK SURFACE AR

	NO POLAR			POLAR				
	SOLID	GRADIENT	MIRROR	SOLID	GRADIENT	MIRROR	SOLID MIRROR CHROMANCE	GRADIENT MIRROR CHROMANCE
<b>RAY-BAN BASE</b>								
1.67	---	---	---	PAL	---	---	---	---
1.59	PAL	PAL	PAL	PAL	PAL	PAL	PAL	PAL
<b>RAY-BAN EQUALIZED</b>								
1.67	---	---	---	SV - PAL	---	---	---	---
1.59	SV - PAL	SV - PAL	SV - PAL	SV - PAL	SV - PAL	SV - PAL	SV - PAL	SV - PAL
<b>RAY-BAN AMPLIFIED</b>								
1.67	---	---	---	SV	---	---	---	---
1.59	SV	SV	SV	SV	SV	SV	SV	SV

SV: Single vision lenses PAL: Progressive lenses

\*Available with Transitions® Gen 8™ and Transitions® XTRActive® New Generation.

