



PRESS RELEASE

RAY-BAN® AUTHENTIC

A NEW COLOUR PALETTE OF SUN LENSES AVAILABLE

Montreal – August 8, 2021

Last February, EssilorLuxottica launched the first commercial product leveraging the strength of the new Group by strategically combining the expertise of Essilor and Luxottica. **The latest edition of Ray-Ban Authentic represents the perfect match of Ray-Ban's legendary style and Essilor's expertise in sight.**

Ray-Ban's complete experience with its tailored optical solutions by Essilor is an innovative category for a future of fully customized products for both customers and consumers.

7 brand new sunwear colours

SOLID LENSES



BLUE
NON-POLARIZED
Base Colour: BLUE
Lens Filter: 3N



INDIGO
NON-POLARIZED
Base Colour: DARK BLUE
Lens Filter: 3N



VIOLET
NON-POLARIZED
Base Colour: DARK VIOLET
Lens Filter: 3N

CHROMANCE LENSES



PURPLE, MIRROR
GOLD GRADIENT
POLARIZED
Base Colour: PURPLE
MIR GOLD GRADIENT
Lens Filter: 3P



BROWN, MIRROR
GOLD GRADIENT
POLARIZED
Base Colour: BROWN
MIR GOLD GRADIENT
Lens Filter: 3P



BROWN, MIRROR
SILVER GRADIENT
POLARIZED
Base Colour: BROWN
MIR GREY GRADIENT
Lens Filter: 3P

MIRROR LENSES



GREEN SILVER
NON-POLARIZED
Base Colour: GREEN
Lens Filter: 3N

This summer, a whole new range of sun lens colours is available, whether they are solid lenses (blue, indigo, purple), polarized chromance lenses (mauve gold gradient mirror, gold gradient mirror brown, silver gradient mirror brown) or mirrored lenses (silver green).

This new colour palette adds to the more than 1,400 lens and frame combinations already available to consumers, including models with Transitions® technology for photochromic lenses and blue light filtering.

These new colours of sun lenses are available starting August 10, 2021.



This new variation of sun lens colours meets the demand of consumers for whom prescription eyeglasses have become an important part of everyday look.

For more information, eyecare professionals can visit:

<https://www.essilor.ca/en/ray-ban-pro> or contact their Essilor Business Consultant.

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