

Dear Business Partner,

We are pleased to present you our September topics of the Optimed Corporation Newsletter. In this edition we will be taking you through key product highlights.



## PRODUCT

### STYLE SHADES



**YOU KNOW HOW IT IS:** CLOUDY EARLY IN THE MORNING AND BY MIDDAY THE SUN'S SHINING. SO WHICH PAIR OF GLASSES DO YOU TAKE WITH YOU? DID YOU KNOW THAT YOU CAN USE SILHOUETTE STYLE SHADE CLIP-ONS FOR YOUR EYEWEAR?

A relaxing lunch on the sun terrace, or a trip out with friends on a bright, sunny day, choose your favorites from 5 different shapes and 2 different colors. Turn your frameless Silhouette eyewear into a stylish pair of sunglasses by simply clipping on the Style Shades: flexible, fast and easy.

The Style Shades offer 100% protection against dangerous sun rays and a clear view through the polarised filter. They are nice and light to wear and fit perfectly – You will be amazed at what they can add to your eyewear and your look when the sun is out.

Eyewear for all situations – you're just one click away from looking stylish throughout your day.

Why not pick up your Style Shades today?  
PFA attached manual for reference.

# YOU'RE JUST ONE CLICK AWAY FROM LOOKING STYLISH

## SALES TIPS

1. On inserting the clip on onto the bridge of the frame one cannot tell that it has been mounted on a frame, hence giving it the look of a sunglass.
2. Do not show the client the clip on at the time of selling the frame.
3. The clip on must be showed to the client when he/she is coming to pick up their glazed frame. Since a few days will have already gone by, the client may be in a better frame of mind to spend a little more money as opposed to on the day when they are booking their frame.
4. At a price of Rs 5929/-, the client can enjoy a quality product from the house of Silhouette as opposed to spending maybe double the amount for an additional pair of sunglasses.

## PRICE

Sr. No.	Product	Dealer Price	MRP Price
1	Style Shades	2695	5929

**May the divine mother empower you with her blessings. Wish you great success, health and happiness on this Durga Puja.**

