

# INTRODUCING THE ULTIMATE OFFER

DOUBLE YOUR LENSES FOR FREE WHEN YOU BUY THE ULTIMATE LENS PACKAGE

## WHAT IS THE ULTIMATE OFFER?



### THE ULTIMATE OFFER FOR YOUR PATIENTS

The Ultimate Offer is a consumer offer in which the patient can purchase an Ultimate Lens Package (ULP) and get a 2nd pair of lenses on us.\*

*\*Equal or lesser value; frame purchase required for both pairs.*

### THE ULTIMATE OFFER FOR YOUR PRACTICE

The ECP purchases an Ultimate Lens Package and gets a 2nd pair of lenses for free. The free pair is then passed on to the patient.\*\*

## WHAT IS THE ULTIMATE LENS PACKAGE?

THE ULTIMATE LENS PACKAGE is the optimal combination of new lens technologies and Transitions® Signature® VII to give consumers our best in Vision, Clarity and Protection.

### PROGRESSIVE

VARILUX® X series™

WITH

Crizal  
SAPPHIRE® 360° UV & Transitions®  
Signature® VII

### SINGLE VISION

Eyezen™+

WITH

Crizal  
SAPPHIRE® 360° UV & Transitions®  
Signature® VII

For more information on the Ultimate Lens Package and the technologies within, visit

[EssilorUltimateLenses.com](http://EssilorUltimateLenses.com)

\*\*Practice must meet eligibility requirements and agree to terms and conditions. Valid on Ultimate Lens Packages purchased from participating labs from your enrollment date (on or after September 12, 2017) through December 31, 2017. Second pair must be of equal or lesser value and must be a permissible lens combination. Frames not included. Same patient, same day purchases only. See MyEssilorLabs.com, PartnershipRewardsPortal.com and MyIDDLabs.com for terms and conditions.

## EASY TO PARTICIPATE

Enroll in the program using your respective lab portals.

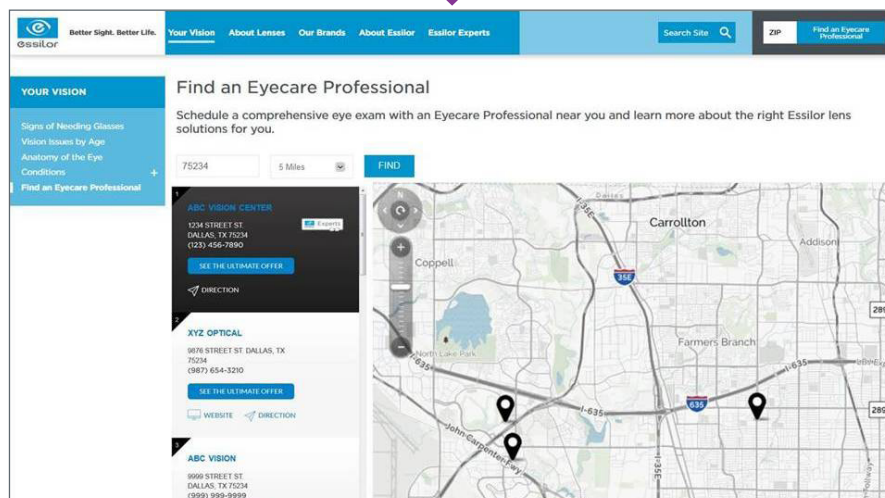
Buy an Ultimate Lens Package.  
(Varilux® X Series™ plus Crizal Sapphire® 360° UV plus Transitions® Signature® VII)  
OR (Eyezen™ + plus *Crizal Sapphire 360° UV plus Transitions Signature VII*)

Receive a Bonus Job to be passed along to your patients for FREE  
(any permissible combination of Varilux®, Crizal®, Transitions®, Eyezen+,  
Xperio UV™ or single vision lens)

## ROBUST CONSUMER MARKETING SUPPORTING THE ULTIMATE OFFER



## PREMIUM LOCATOR PLACEMENT FOR PARTICIPATING PRACTICES



The locator placement image shown is for illustration purposes only. Final execution may vary.

## PROGRAM DETAILS

- ✓ ENROLLMENT REQUIRED WITH EACH PARTICIPATING LAB.
- ✓ BY ENROLLING IN THE ULTIMATE OFFER, YOU AGREE TO PASS ON THE BONUS JOB TO PATIENTS FOR FREE.
- ✓ BOTH JOBS MUST BE ORDERED THROUGH THE SAME LAB ON THE SAME DAY AND BE FOR THE SAME PATIENT.
- ✓ YOU MUST INDICATE “ULTIMATE OFFER” IN THE SPECIAL COMMENTS SECTION OF YOUR ORDERING PORTAL FOR THE QUALIFYING JOB AND THE BONUS JOB WHEN ORDERING FOR YOUR PATIENT.
- ✓ THE PATIENT MUST PURCHASE A NEW FRAME FOR BOTH THE QUALIFIER JOB AND BONUS JOB.

## BONUS JOB DETAILS

- ✓ BONUS JOB MUST BE OF EQUAL OR LESSER VALUE THAN THE QUALIFYING JOB.
- ✓ ELIGIBLE BONUS JOB AFTER PURCHASE OF A ULP PROGRESSIVE MUST BE A COMBINATION OF ESSILOR BRANDED PRODUCTS: ANY VARILUX®, CRIZAL®, TRANSITIONS®, EYEZEN™+, XPERIO UV™ AND SINGLE VISION LENSES.
- ✓ ELIGIBLE BONUS JOB AFTER PURCHASE OF A ULP SINGLE VISION MUST BE A COMBINATION OF ESSILOR BRANDED PRODUCTS: ANY CRIZAL, TRANSITIONS, EYEZEN+, XPERIO UV AND SINGLE VISION LENSES.

## BENEFITS TO YOUR PATIENTS

- ✓ OUR BEST IN VISION, CLARITY AND PROTECTION
- ✓ RECEIVE SECOND PAIR OF LENSES FOR FREE

## BENEFITS TO YOUR PRACTICE

- ✓ PROVIDE THE LATEST INNOVATION AND OUR BEST VISION SOLUTION TO YOUR PATIENTS
- ✓ INCREASE YOUR REVENUE WITH ULTIMATE LENS PACKAGE AND FRAME SALES
- ✓ DRIVE MORE PATIENTS TO YOUR PRACTICE THROUGH THE ECP LOCATOR CALLOUT
- ✓ INCREASE THE VISIBILITY OF YOUR PRACTICE TO PATIENTS THROUGH ULTIMATE LENS PACKAGE CONSUMER ADVERTISING
- ✓ GROW YOUR MULTI-PAIR SALES

## ENROLLMENT PERIOD

July 13, 2017 - December 30, 2017

## OFFER PERIOD

September 12, 2017 - December 31, 2017

## HOW CAN YOUR PRACTICE ENROLL?

Please contact your **lab sales consultant** to guide you through the enrollment process for your participating lab.



Better Sight.  
Better Life.

Transitions®

Crizal®

VARILUX®

Eyezen®

Xperio<sup>UV</sup>