

# THE FUTURE COMES WITH FREE LENSES FOR YOUR PATIENTS.

Essilor  
**NEXT GEN OFFER**

Buy the revolutionary NEW  
**Transitions® Signature® GEN 8™**  
lenses with Crizal®.\*

Choose a **Free Second Pair** of  
qualifying Essilor clear lenses.



**BUY  
FIRST PAIR**

*Transitions Signature GEN 8*  
+ any *Crizal* on  
*Varilux® X Series™*, *Eyezen™+*  
or *Essilor Single Vision*



**GET FREE  
CLEAR PAIR**

Any *Crizal* on any *Varilux®*,  
*Eyezen+* or *Essilor Single Vision*  
With purchase of frame.  
Clear lenses only.\*\*

WITH



**UPGRADE  
OPTION ON  
CLEAR PAIR**

Upgrade to  
*Transitions Signature GEN 8*  
or *Xperio UV™* lenses for \$50.\*\*

## WHY PARTICIPATE?



### Our Best Technology

to generate trial  
and increase patient  
satisfaction



### Engage Single Vision Patients

77% of single vision  
wearers intend to purchase  
*Transitions Signature GEN 8*†



### Increased Revenue

from trade up and  
frame purchases



**Increased  
Patient Traffic**  
from our national  
media and practice  
locator

† Sources: US Q3'17 Consumer Tracking Results. Online survey conducted by Wakefield Research on behalf of Transitions Optical, Inc. in December 2017



**ENROLL NOW** at [MyEssilorLabs.com](http://MyEssilorLabs.com), [PartnershipRewardsPortal.com](http://PartnershipRewardsPortal.com),  
[MyIDDLabs.com](http://MyIDDLabs.com) and/or [Nassau247.com](http://Nassau247.com)

## OFFER REQUIREMENTS

- Enrollment Period: June 3 - December 30, 2019
- Promotion Period: July 10 (or your enrollment date, whichever is later) - December 31, 2019
- Qualifying and Bonus Pair purchases must be for the same patient, purchased on the same day, from the same lab
- Full Terms and Conditions on [MyEssilorLabs.com](http://MyEssilorLabs.com), [PartnershipRewardsPortal.com](http://PartnershipRewardsPortal.com), [MyIDDLabs.com](http://MyIDDLabs.com) and/or [Nassau247.com](http://Nassau247.com)
- Cannot be used in combination with other Essilor Consumer Promotions
- "Essilor Next GEN" must be entered into the special instructions for both Qualifying and Bonus Pair when ordering

\* Valid from July 10 (or enrollment date, whichever is later) through December 31, 2019. Frame purchase required for both pairs. Qualifying Pair can be any *Transitions* with *Crizal* and must include *Varilux X Series* or any *Essilor Single Vision* lens only. Bonus Pair must be of equal or lesser value. Restrictions apply. See [EssilorUSA.com](http://EssilorUSA.com) for offer details.

\*\* Equal to or of lesser value than the Qualifying First Pair

# Our Best Brands For Any Visual Need

## RECOMMEND TRANSITIONS® LIGHT INTELLIGENT LENSES™ TO EVERY PATIENT



- The Best Overall Photochromic Lens\*
- Activation Speed Up To 30% Faster than Transitions® Signature® lenses
- Fade Back 3 Minutes Faster than Transitions® Signature® lenses
- 9 Out Of 10 Patients Love And Intend To Repurchase Transitions® Signature® GEN 8™ Lenses\*\*

\*Based on achieving the highest weighted composite score, among main everyday photochromic lenses across measurements of key photochromic performance attributes, weighted by their relative importance to consumers.  
 \*\*Source: Jan - Sept 2018 US Consumer Brand Tracking, eye glasses wearers (18-69 y/o), n=595.

## UPGRADE TO YOUR FAVORITE CRIZAL® NO-GLARE LENSES



- Clarity, Durability, and Protection For The Clearest Vision Possible™



Applies to the Crizal lens process



## PROVIDE BETTER VISION WITH AN ESSILOR® DESIGN



**Progressive Lenses**  
 The Most Advanced Varilux Lens Ever



\*Survey conducted in 2018 by an independent third party, sponsored by Essilor. Results were reported by independent opticians and optometrists.



### Enhanced Single Vision Lenses

- Helps Defend Against Eye Strain\*
- Reduces Exposure To Harmful Blue Light\*\*  
 Eyezen™+ lenses block at least 20% of Harmful Blue Light.
- Provides Sharper Vision

**NEW Eyezen+ 4** available July 10, 2019

\*Eyezen+ designs 1, 2, 3, and 4 containing accommodative relief.

\*\*Harmful Blue Light is the blue-violet high-energy wavelengths found between 415-455 nm on the light spectrum, believed most toxic to retinal cells



SEE MORE.  
DO MORE.

