

UP TO \$90 REBATE
on Glasses + Sunglasses*



With Essilor brands

Transitions®

Crizal®

VARILUX®

Xperio UV™

Eyezen™

POWER OF VISION

Fast Facts

Essilor's national rebate promotion is back for the third year and is bigger than ever!

The Power of Vision promotion is designed to help grow your practice while benefiting your patients:

1. Drives new patients to your practice through our national advertising campaign and exclusive listing on Eyecare Professional (ECP) locators
2. Makes dispensing premium brands much easier, resulting in improved patient satisfaction and profit growth for your practice
3. Your patients can get up to \$90 off their lens purchase at no cost to you*
4. Available exclusively to Independent ECPs

*Back by mail when patients combine select Essilor brands: Varilux® or Eyezen™ with Crizal® and/or Transitions® lenses and buy a 2ND PAIR with Xperio UV™ polarized or Varilux tinted sun lenses.

POWER OF VISION

POWERING YOUR SUCCESS

- New patients will ask for products by name because of brand and Power of Vision national advertising.
- Differentiation in your market – Power of Vision is only available to independent ECPs and combined with sales requirements, provides exclusive listing on all brand locators – Crizal®, Transitions®, Xperio UV™ lenses, and EssilorUSA.com along with the promotion websites – EssilorRebates.com and PowerOfVision.com.
- Our locators delivered 600,000 ECPs as search results during Essilor’s 2015 national consumer promotion.
- More dollars per patient = Increased revenue. In 2015, practices that fully utilized this promotion (offered to every patient, every time) added an average of \$29,000 in revenue.

Patients can save on their first pair when they add
Varilux® or **Eyezen™** with **Crizal®** and/or **Transitions®** lenses



TRIPLE THE TOTAL REBATE

when patients add a second pair with **Xperio UV™** polarized
or **Varilux®** tinted sun lenses



PROMOTION DATES

April 1, 2016 – September 30, 2016

ENROLL IN POWER OF VISION TODAY AT POWEROFVISION.COM

For more information, please speak to your Essilor Sales Consultant

Transitions®

Crizal®

VARILUX®

Xperio^{UV}™

Eyezen®