

NEW FOR 2017

SET YOUR SIGHTS ON SAVINGS



The more you combine,
the more you save:

Transitions®

Crizal®

VARILUX®

Eyezen™

XperioUV™

POWER OF VISION ECP FAQ

1. What is Power of Vision?

Power of Vision 2017 offers patients no interest for 6 months and a rebate of \$10 per eligible product. It is Essilor's patient incentive program that is designed to help independent ECPs dispense premium products. The consumer-facing name of the promotion is Essilor Advantage.

2. How do I enroll my practice in Power of Vision?

- Visit www.PowerOfVision.com and enter your unique identifier when prompted
- You will be requested to verify your practice address and contact information and presented with the Terms and Conditions of the program
- Once you accept, your practice will be enrolled in the program

If you don't have your unique identifier, please contact your Essilor Sales Consultant or email powerofvision@essilorusa.com.

3. What are the Important Promotion dates?

- Enrollment begins February 13, 2017
- Power of Vision begins April 1, 2017, and ends September 30, 2017

4. How much money can a patient get back on each qualifying purchase?

Patients can save if they add Varilux® or Eyezen™+ with Crizal®, Transitions® lenses, or XperioUV to their lens order at a value of \$10 per eligible product.

| | with 1 Product | with 2 Products | with 3 Products |
|-------------|----------------|-----------------|-----------------|
| LENS REBATE | \$10 | \$20 | \$30 |

- NO INTEREST FOR 6 MONTHS* -

5. What is a valid proof of purchase?

A receipt showing proof of purchase from the ECP with the branded product names clearly listed and a certificate of Authenticity (COA) card for each brand claimed.

6. Who do we contact if they have questions about their rebate?

Patients can contact (US Toll free) **+1-866-255-1150** or email essiloradvantage@essilorusa.com with questions. This line will be active starting February 13, 2017.

*Subject to qualifying credit approval. Payments are required during the 6 month promotional period. Making minimum monthly payments during the promotional period will not pay off the entire purchase balance. Interest accrues at 29.99% during the promotional period, but all interest is waived if the purchase balance is paid in full before the expiration of the 6 month promotional period. Financing for GreenSky® consumer credit programs is provided by federally insured, federal and state chartered banks providing credit without regard to age, race, color, religion, national origin, sex or familial status.

**By combining three eligible products into the purchase of one pair of prescription lenses. \$30 is provided through a mail-in Visa® prepaid card.

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7. How do Eye Care Professionals benefit when they're enrolled in Power of Vision?

This program is exclusively for independent ECP practices and will benefit the practice and their patients in several ways:

- Make dispensing premium brands much easier, resulting in improved patient satisfaction and profit growth for the practice
- Help patients receive up to \$30 back per pair on their lens purchase at no cost to the practice
- Patients who qualify for financing will be eligible to receive no interest for six months* on their purchase of select Essilor premium products
- Drive new patients to ECP practices through Essilor's national advertising campaigns and exclusive listing on ECP locators

8. What training materials are available for me to learn more about Power of Vision and how to best use it?

Training videos will be available online at www.PowerofVision.com that will cover:

- How to discuss rebate with patients
- How the mechanics of the rebate work
- How to leverage Point of Purchase materials
- How to discuss financing with patient
- How mechanics of financing work

9. What benefits have other Eyecare Professionals had when they enrolled in Essilor's national rebate promotion previously?

- ECPs who participated in the Power of 3 Event in 2014 and the Power of 3X in 2015 grew participating brands significantly faster than non-participating ECPs
- This year, Power of Vision not only offers patients a rebate but the opportunity to sign up for no interest for 6 months* on qualifying products. This expanded offer will help improve the ECP's mix of premium products, ASP and second pair sales, helping you achieve your target faster

10. What products qualify for Power of Vision?

All Crizal, Transitions, Varilux, Eyezen+ and Xperio UV products are eligible for the Power of Vision rebate and financing. Please visit the resources page at www.PowerOfVision.com for a detailed list of products.

If you have any more questions specifically about patient financing please have a look at our Power of Vision Financing FAQ on PowerofVision.com

11. When will practices receive their rebate packet?

If enrolled by March 1, 2017, you can expect to receive your rebate packet approximately two weeks before April 1, which is the promotion start date for patients. If you enrolled after March 1, then you will receive your rebate packet approximately three weeks after your enrollment date.

12. How can I order more rebate pads?

Eyecare Professionals can reorder rebate pads through the program website at www.PowerOfVision.com. We will also be proactively shipping rebate pads during the promotion. Please note that it takes between two to three weeks to receive the rebate pads once a practice places the order online because they are unique for the practice and printed on demand.

13. What resources are available to support practices participating in Power of Vision?

There will be many other digital resources available on the Power of Vision website (PowerOfVision.com) by the April 1

launch date, including:

- In office POP material shipped directly to participating offices upon enrollment
- Power of Vision Web Banner Ads
- Crizal[®], Transitions[®] and Varilux[®] TV Commercials

14. How will patients know about Power of Vision?

There are four ways that patients can find out about the new rebate:

- National patient advertising campaigns
- In-office POP that will be displayed at all enrolled offices
- A robust CRM campaign designed to send consumers straight to the independent ECP

15. How do patients get the rebate forms?

When a patient purchases any eligible product, they will receive a rebate form along with a valid proof of purchase from their eyecare professional. Patients can also find and download the rebate form online on the Power of Vision locator tool.

16. What is a supplemental invoice and when is it used?

If your practice management system does not clearly list products purchased, the practice must provide a signed supplemental invoice to their patient to submit along with the receipt showing proof of purchase in order for the patient to qualify for the rebate.

17. What is a Certificate of Authenticity (COA) card?

The lens Certificate of Authenticity card is the patient's proof of purchase from Essilor. The certificate should be included with every Crizal, Transitions, Varilux, Eyezen+ and Xperio UV polarized lens order shipped from the lab.

18. How do my I get a Certificate of Authenticity (COA)?

A Certificate of Authenticity comes with every Crizal, Transitions, Varilux, Eyezen+ and Xperio UV lens order shipped from the lab.

19. How do patients submit their rebate forms?

Patients will need to complete the rebate form in full and submit it along with their valid proof of purchase to the rebate address or visit www.EssilorRebates.com to complete and submit their rebate form online. The mailing address for submitting the rebate forms is:

Essilor Rebates | P.O. Box 341835 | Memphis, TN 38184

20. How long does it take a patient to get their reward card?

It takes six to eight weeks for a patient to receive their Visa[®] reward card in the mail after their rebate is submitted in the mail or online and validated by the fulfillment company.

21. Is there an expiration date for patients to be able to claim their rebate?

Yes. Patients have 45 days from date of purchase to redeem them.

22. Who do I contact with additional program questions?

Please email questions to essiloradvantage@essilorusa.com or for an immediate resolution to any questions please call us at 1-866-255-1150.