



ULTIMATE LENS PACKAGE

ACCELERATE YOUR PRACTICE GROWTH WITH THE ULTIMATE OFFER



WHAT IS THE ULTIMATE OFFER?

For Your Patients:

Consumers can double their lenses when they purchase the Essilor Ultimate Lens Package and get a 2nd pair of lenses on us.*

For Your Practice:

Your practice purchases the Essilor Ultimate Lens Package and gets a 2nd pair of lenses for free to be passed on to the patient.**

New This Year:

New fashion-forward Transitions® Signature® style colors available with the single vision Essilor Ultimate Lens Package, and both the new Transitions® XTRActive® style mirrors and style colors available as a Bonus pair through the Ultimate Offer.

ESSILOR'S BEST GROWTH PROMOTION



Drives ASP growth **2X** faster.¹



Increases second pair sales by **3X**.¹



Grows photochromic penetration by **3X**.¹



Makes it easy to dispense **Varilux® X Series™** lenses, our most advanced progressive lens.

Supported by National Television & Consumer Media!

ESSILOR ULTIMATE LENS PACKAGE

A single lens that brings together three innovative technologies for our best in vision, clarity, and protection.



PROGRESSIVE

VARILUX® X series™

WITH

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



SINGLE VISION

Eyezen™ +

WITH

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

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

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

**Practice must meet eligibility requirements and agree to terms and conditions. Valid on Ultimate Lens Packages purchased from participating labs from the day following your enrollment date (on or after July 16, 2018) through December 31, 2018. 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, MyIDDLabs.com, PartnershipRewardsPortal.com and Nassau247.com for terms and conditions.

1. Data based on engaged* Essilor Experts participating in the Ultimate Offer. *Engaged means the practice sold five or more Ultimate Lens Packages during the month of April 2018 (ELOA and PL data)

ULTIMATE OFFER PROGRAM DETAILS

IF PREVIOUSLY ENROLLED, NO RE-ENROLLMENT REQUIRED UNLESS ENROLLING WITH A NEW LAB OR NEW ACCOUNT WITH YOUR CURRENT 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 QUALIFYING JOB AND THE BONUS JOB.

BONUS JOB DETAILS

BONUS JOB MUST BE OF EQUAL OR LESSER VALUE THAN THE QUALIFYING JOB

Please use the table below to see possible combinations for the Bonus Job.

ELIGIBLE BONUS JOBS AFTER PURCHASE OF A ULP PROGRESSIVE				ELIGIBLE BONUS JOBS AFTER PURCHASE OF A ULP SINGLE VISION		
Design	Any Crizal® Lens	Any Transitions® Lens	Xperio UV™	Any Crizal® Lens	Any Transitions® Lens	Xperio UV™
Any Varilux® Lens	x			NOT APPLICABLE		
	x	x				
		x				
			x			
Any Eyezen™+ Lens	x			x		
	x	x		x	x	
		x			x	
			x			x
Single Vision Lens	x			x		
	x	x		x	x	
		x			x	
			x			x

ENROLLMENT PERIOD June 4, 2018 - December 30, 2018

OFFER PERIOD July 16, 2018 - December 31, 2018

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.

