

Essilor
**NEXT
GEN
OFFER**

GREAT NEWS!

The Essilor Next GEN Offer has been extended to December 31, 2020

Double Your Protection.
Upgrade Your Style.

Squinting at screens. Staring at blue light. Hours upon hours of overuse. This year's events have wreaked havoc on our eyes. Now it's time to make sure your patients are protected with the best lens technology for both indoors and out with the Essilor Next GEN Offer.



Buy First Pair

Any Transitions® lenses plus any Crizal® on Varilux® X Series™, any 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* or Xperio UV™ lenses for \$50.*

Why Participate?



Our Best Technology
to serve all your patient
needs and increase
patient satisfaction



Engage Single Vision Patients
77% of single vision
wearers intend to purchase
Transitions® Signature® GEN 8™†



Increased Patient Traffic
from our national
media and practice
locator



Increased Revenue
with a higher average selling
price from premium product
and frame purchases

† 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 EssilorPro.com‡, MyEssilorLabs.com, PartnershipRewardsPortal.com, EssilorIDD.com and/or Nassau247.com

‡ ECPs registered on EssilorPRO.com can enroll there in lieu of enrollment on MyEssilorLabs.com and PartnershipRewardsPortal.com

OFFER REQUIREMENTS

- Enrollment Period: June 3, 2019 - **December 30, 2020**
- Promotion Period: July 10, 2019 (or your enrollment date, whichever is later) - **December 31, 2020**
- 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 EssilorPRO.com, MyEssilorLabs.com, PartnershipRewardsPortal.com, EssilorIDD.com and/or 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

* 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 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.



- Provides sharper vision for day-to-day activities
- Helps defend against digital eyestrain*
- Reduces exposure to Harmful Blue Light**

NEW Eyezen Start available now!

*Eyezen+ designs 1, 2, 3, and 4 containing accommodative relief; Rosenfield M, Hue JE, Huang RR, Bababekova Y. (2012); Rosenfield (2016)

**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

Also available with Essilor Single Vision Lenses at participating labs!

