



Essilor  
**NEXT  
GEN  
OFFER**

## Double Your Protection. Upgrade Your Style.

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



### Buy First Pair

Any Essilor Transitions® lenses plus any Crizal® on Varilux® X Series™, Eyezen™ or Essilor Single Vision lenses.



### Get Free Clear Pair

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

with



### Upgrade Option

Upgrade free clear pair to Essilor *Transitions* or Xperio UV™ lenses for a nominal charge.\* Ask your eyecare professional.

## LIMITED TIME BONUS OFFER

July 1 - September 30, 2020



## Reward on Select Frames

You can get a \$50 Reward on select best-selling frames.\*\*



### Offer Requirements:

- Essilor Next GEN Offer Promotion Period: Now through **December 31, 2020**.
- Frame offer valid on qualifying purchases from **July 1, 2020** through **September 30, 2020**.
- Qualifying and Bonus Pair purchases must be for the same patient, purchased on the same day.
- Patients can claim the \$50 Reward on qualifying purchases at **NextGENRebate.com**.

\* Valid from participating eyecare practices through December 31, 2020. Frame purchase required for both pairs. First pair can be any *Transitions* with *Crizal* and must include *Varilux X Series* or any Essilor Single Vision lens only. Second pair must be of equal or lesser value. Restrictions apply – cannot be combined with other Essilor Consumer Promotions. See EssilorUSA.com for full terms and conditions.

\*\* Participating Brands Include: Ray-Ban, Oakley, Costa, Vogue, Arnette, Polo, Ralph Lauren, Michael Kors, Coach, Brooks Brothers, Armani Exchange, Emporio Armani, Burberry, Versace, Prada Eyewear, Prada Linea Rossa, Tiffany & Co., Dolce & Gabbana, Miu Miu Eyewear, Valentino, Giorgio Armani, and Bvlgari. Go to [www.essilorusa.com/next-gen-offer-termsconditions](http://www.essilorusa.com/next-gen-offer-termsconditions) for Terms & Conditions.

# Choose **our best lens** brands for any visual need.



**Better Vision with an Essilor Design**  
Our most advanced Varilux® lens



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



**Sharper Vision for Day-to-Day Activities**  
Helps single vision patients defend against digital eyestrain and reduces their exposure to Harmful Blue Light\*



**For the Clearest Vision Possible™**  
Protects against glare, scratches, smudges and UV light  
Awarded The Skin Cancer Foundation Seal of Recommendation



**Light Intelligent Lenses™**  
The Best Overall Photochromic Lens\*\*  
9 Out Of 10 Patients Love *Transitions* Lenses\*\*\*



**Best Vision Under the Sun**  
Polarized sun lenses that provide maximum UV protection, easy cleanability and exceptional scratch resistance

Essilor  
**NEXT  
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**More Protection.  
More Style.  
More Savings.**

\* 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.

\*\* 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.

