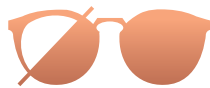




Essilor  
**NEXT  
GEN**  
OFFER

## Double Your Protection. Upgrade Your Style.

Squinting at screens. Staring at Harmful 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 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



### \$50 Upgrade Option

Upgrade free clear pair to Essilor Transitions or Xperio UV™ lenses for \$50.\*

## LIMITED TIME BONUS OFFER

July 1 - September 30, 2020



## Reward on Select Frames

Patients get a \$50 Reward on select best-selling Luxottica frames.\*\*

## Drive Your Practice's Recovery



**Increased Patient Traffic** from our national media and practice locator



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



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

### Offer Requirements:

- Enrollment Period: Now through **December 30, 2020**; 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, from the same lab.
- Patients can claim the \$50 Reward on qualifying purchases at [NextGENRebate.com](http://NextGENRebate.com). Please check the FAQs for more details.
- "**Essilor Next GEN**" must be entered into the special instructions for both Qualifying and Bonus Pair when ordering.

† Harmful Blue Light is the blue-violet wavelengths between 415-455nm on the light spectrum believed most toxic to retinal cells.

\* 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:    **ARNETTE** 

Polo, Ralph Lauren, Ralph Eyewear, Michael Kors, Coach, Brooks Brothers, Armani Exchange, Emporio Armani, Tory Burch, Burberry, Versace, Prada Eyewear, Prada Linea Rossa, Tiffany & Co., Dolce & Gabbana, Miu Miu Eyewear, Valentino, Giorgio Armani, Bvlgari.

# Choose our best lens brands for any visual need.



Provide Better Vision with an Essilor Design  
Progressive Lenses – The Most Advanced Varilux® Lens Ever



\*Source: conducted in 2018 by an independent third party, sponsored by Essilor. Results were reported by independent opticians and ophthalmologists.



Provide Sharper Vision for Day-to-Day Activities  
Helps defend against digital eyestrain and reduces exposure to Harmful Blue Light.\*



Upgrade to Your Favorite Crizal® No-Glare Lenses  
For the Clearest Vision Possible™  
Awarded The Skin Cancer Foundation Seal of Recommendation



Recommend Transitions® Light Intelligent Lenses™ to Every Patient  
The Best Overall Photochromic Lens\*\*  
9 Out Of 10 Patients Love Transitions Lenses\*\*\*

## Choose your style from a wide selection of best-selling Luxottica brands.



ARNETTE

vogue  
eyewear

### Participating Brands Include:

Ray-Ban, Oakley, Costa, Arnette, Vogue Eyewear, Polo, Ralph Lauren, Ralph Eyewear, Michael Kors, Coach, Brooks Brothers, Armani Exchange, Emporio Armani, Tory Burch, Burberry, Versace, Prada Eyewear, Prada Linea Rossa, Tiffany & Co., Dolce & Gabbana, Miu Miu Eyewear, Valentino, Giorgio Armani, Bvlgari.



**ENROLL NOW** at [EssilorPro.com](http://EssilorPro.com)<sup>†</sup>, [MyEssilorLabs.com](http://MyEssilorLabs.com), [PartnershipRewardsPortal.com](http://PartnershipRewardsPortal.com), [EssilorIDD.com](http://EssilorIDD.com) and/or [Nassau247.com](http://Nassau247.com)<sup>‡</sup>

<sup>†</sup> ECPS registered on EssilorPRO.com can enroll there in lieu of enrollment on MyEssilorLabs.com and PartnershipRewardsPortal.com.  
<sup>‡</sup> Full Terms and Conditions available on all the enrollment portals.

\* 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.

