

INCLUDING

Varilux® X Series™
 and **New Varilux® Comfort Max**

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™, New Varilux® Comfort Max, 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 – December 31, 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 **December 31, 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**. 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 any Varilux X Series, any Varilux Comfort Max 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** **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.

Choose our best lens brands for any visual need.



Recommend The Most Advanced Varilux® Lens Ever
Extended area of sharp vision at arm's reach so you don't have to move your head to "find just the right spot".



Deliver Enhanced Flexibility and Elevated Care
Postural flexibility and stretched useful vision zone for all-day-long vision comfort.



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



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.



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†, 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.
‡ 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.



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