

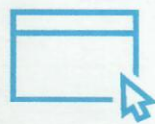
INSTANT \$100

2 PAIRS. MORE CHOICES. ZERO HASSLE.

Provide an **instant digital rebate*** when patients purchase two pairs of qualifying Essilor lenses. Whatever styles and features your patients prefer, you have an offer to fit their needs. Plus, we'll support the offer with **national media** to spread the word and to encourage patients to proactively begin the redemption process before their appointment.



Makes multiple pair sales **more affordable** for patients, meaning **more potential profits** for ECPs



Easy online redemption process supported by **national consumer media** to drive patient activation



More product choices means there's an offer for **every patient**



Almost half of patients said they would switch ECPs to **take advantage of Instant \$100**

\$100*
Paid instantly

\$50*
Paid in 4-8 days

First Pair	Essilor Ultimate Lens Package™ Single Vision or Progressive	Any Varilux® & Crizal®	OR	Any Eyezen™+ & Crizal®
	Any One of Our Premium Brands: Varilux®, Crizal®, Transitions®, Xperio UV™, or Eyezen™+			
Second Pair	Any One of Our Premium Brands: Varilux®, Crizal®, Transitions®, Xperio UV™, or Eyezen™+			

**Valid 2/1/19-12/31/19. Rebate in form of gift card. May combine with select lenses and coatings. Visit essilorusa.com/Instant100 for full Terms & Conditions.*

Learn more and enroll at
www.EssilorUSA.com/Instant100



Transitions™

Crizal®

VARILUX®

Eyezen™

Xperio™