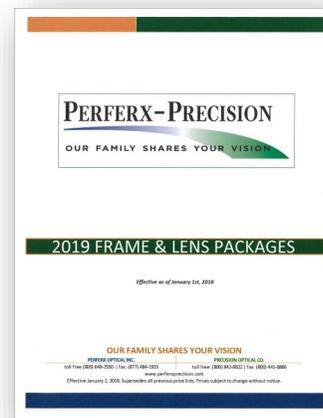


2019 FRAME AND LENS PACKAGES

We are pleased to launch our updated 2019 Frame and Lens Packages featuring frames for adults and children from the following collections:

- Equinox
- Ideal Optics
- Ideal Kids
- Insights
- Mount Eyewear
- Corinne McCormack
- Gargoyles

Our Packages price lists can be found by registering on our website and then going to Packages under the Customers menu, or for a hard copy please request via our order supplies form or by emailing jnackowski@precision-optical-co.com.



CHEMISTRIE EYEWEAR—RIGHT HERE AT PERFERX-PRECISION!



Did you know that we produce Chemistrie Eyewear right here at Perferx-Precision?

Chemistrie Eyewear is a patented magnetic layering system utilizing magnets embedded in the Rx lens. Chemistrie lenses are available in polarized sun, readers, blue-light filtering and 3D and are edged and base curve matched to the Rx lens. Some of the features include:

- Quality, lightweight lenses (.8 mm thickness)
- Seamless, snug fit for virtually ANY frame style and lens prescription
- Polarized lenses, offered in 8 solid, 8 mirrored, 8 gradient colors
- Strong, flexible, and durable construction
- 24 different lens colors
- 5 bridge colors
- 3 magnet colors
- 12 Swarovski crystals used as decorative accents



For more information, visit our Document Center at www.perferxprecision.com

MEET THE FAMILY—JENNIFER NACZKOWSKI



Jennifer Naczkowski
Training and Marketing Specialist
Perferx and Precision
Since 2008

I joined Precision Optical Company in March of 2008. I started working between both labs in 2014. I really enjoy working with both Perferx and Precision because of all the wonderful & talented people that I get to work with every day. I love working in the optical field, I find fulfillment in knowing that every day, I get to be a part of a team that helps people achieve their best vision.

When I am not at work, I enjoy spending time with my friends and family. I enjoy traveling my favorite vacation destination is the Isla of Mujeres which is off the coast of Mexico. When the weather is warm, I love to be outside, hiking with my dog, and Paddle boarding. Just recently I joined a league sand volleyball team.

ARE YOU LEVERAGING INSTANT \$100 WITH YOUR PATIENTS?



INSTANT \$100
2 PAIRS. MORE CHOICES.
ZERO HASSLE.

Provide an instant digital rebate* when patients purchase two pairs of qualifying Essilor lenses.

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

Instant \$100 is Essilor's first-ever instant digital rebate, designed to drive second pair purchases with zero hassle and more product choices. Your patients can get **\$100 back instantly** on the purchase of the **Essilor Ultimate Lens Package™** and a **qualifying second pair**.

Additionally, to ensure that you have an offer for every patient, patients can earn **\$50 back** when they purchase any **Varilux®** or **Eyezen™+** lens with a **Crizal® No-Glare treatment** along with a **qualifying second**

pair. They will receive this digital rebate in 4-8 business days.

The offer is from February 1st-December 31st and will be promoted via a national media campaign. Any consumer that purchases two pairs of **qualifying** Essilor lenses can go to www.instant100.com, where they will enter some basic information and submit a photo of their receipt to receive their rebate.

Any independent ECP is eligible to participate by enrolling at www.essilorusa.com/instant100.*

	\$100 <i>Paid instantly</i>	\$50 <i>Paid in 4-8 days</i>	
1st Pair	Essilor Ultimate Lens Package™ Single Vision or Progressive	Any Varilux® & Crizal®	Any Eyezen™+ & Crizal®
2nd Pair	Any One of Essilor's 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 coating. Visit www.essilorusa.com/Instant100 for full Terms & Conditions.

TWO WAYS TO GIVE BACK IN YOUR COMMUNITY FROM ESSILOR VISION FOUNDATION



Are you interested in giving back in your community? If so, here are two programs that can help you start or increase your philanthropic activity and help those in need.

Changing Life Through Lenses™

Essilor Vision Foundation recently launched Changing Life through Lenses. This first-of-its-kind charitable solution empowers philanthropic eye doctors and non-profits to help those in need with a complete pair of glasses including no-cost lenses, lab services and frames. **The program provides free eyeglasses to patients who are at or below the poverty level and do not have insurance for vision services as reasonably determined by the provider.**



Mezu International Foundation Inc. participates in the program and partners with Essilor Vision Foundation to provide free vision screenings to the underserved in Baltimore. Kelechi Mezu-Nnabue, OD, DrPH, FWCO, lead optometrist and vision director, says, "Over 60 percent of the population seen are children with various vision problems and refractive errors. Giving them free eyeglasses made with their exact prescription has made a difference in their lives and impacted them positively. As a result of the Changing Life through Lenses program, Mezu Foundation has increased and expanded our Baltimore outreach to see more children and adults in our community."

To learn more about how this free program and the resource available to help give back to your community visit www.changinglifethroughlenses.org.



Optometry Cares – The AOA Foundation Healthy Eyes Healthy Children Community Grant program

Essilor Vision Foundation is proud to sponsor Optometry Cares-The AOA Foundation's Healthy Eyes Healthy Children (HEHC) community grants. **The program focuses on increasing the outreach of vision services to communities, families, schools and the medical community, with special attention on underserved children in the United States.**

The AOA Foundation will award grants **up to \$5,000 per grant to optometrists** across the nation who propose projects that align with the HEHC objectives. By taking a grassroots approach through the optometric community and working through existing community-based vision care models across the country, funding is intended to spread awareness and increase vision services to address uncorrected vision in each community.

Jennifer Mauney Smith, OD, received a grant for the Seeing To Learn program in Yancey County, North Carolina. "Children's vision is my passion, and education is the biggest obstacle in a rural area. Parents and caregivers don't know about the importance of early detection and intervention regarding pediatric vision concerns, and I know there are a lot of children out there who are not receiving the care they need." The HEHC grant was used to provide literacy materials for attendees at educational lunch and learns in the community, and to ensure the flyers are in health departments and health centers. Dr. Smith says, "I'm grateful and thankful that a national organization has provided a way to meet the community's vision needs. I believe these efforts are great for the eye care profession and for the public."

The 2019 grant application cycle is now open. Visit www.aofoundation.org/hehc for more information and to apply.