

PERFERX- PRECISION PRESS

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INSTANT \$100 DIGITAL REBATE—TWO PAIRS, MORE CHOICES, ZERO HASSLE!



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 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 begins February 1st and will be promoted via a national media campaign. The promotion emphasizes Essilor's Ultimate Lens Package, but it also offers you more choices across Essilor's product portfolio to reach more patients.

The Instant \$100 promotion is **designed to be simple for consumers to redeem and easy for ECPs to recommend**. 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*

*Use your **Unique Practice ID** when you enroll which you may have received in an email. If you do not know your Practice ID, no worries! Simply use the **zip code search** to find your Practice listing. If you have multiple locations, click on "Enroll Multiple Locations" and you can enroll your primary location first and then add the additional locations one by one. For any enrollment issues, please contact your Essilor Sales Consultant.

\$100*
Paid instantly

\$50*
Paid in 4-8 days

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

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

MEET THE FAMILY



Joyce Emond
Frame and Shipping Departments
Perferx
Since 2010

When I started working at Perferx, I immediately felt like I was a part of the family. Right away I could tell that this place was different. Everyone said, 'Good morning' and 'Good night' and people were striving to do the best job that they could to help our customers. Eight and a half years later, it is still the same and I'm happy to be a part of the family.

When I'm not working, I enjoy watching as well as going to hockey games, knitting, bowling and volunteering at my church. I also love going to the beach and spending time with my daughters.

Marlene Burgos Alicea
Shipping Department
Precision
Since 2017



In April 2017, I started working at Precision Optical through a temp agency. Soon after, Precision gave me the opportunity to be a member of the team. What I enjoy the most about my role is being able to give visual quality to people even though I don't interact with them directly. I enjoy seeing people wearing glasses because it reminds me of the work I do. I enjoy spending time with my work family.

In my free time, I am very involved with my church and with helping those in need. My sister and I bring food to the homeless. I am married and enjoy spending time with my husband as well as traveling to Puerto Rico to see my relatives.

PAIR 50 + INSTANT \$100 = 😊

Pair 50 is a great program to help you provide patients the best in vision, clarity, and protection in a second pair of lenses and **you can even leverage it with the new Instant \$100 promotion!**

To continue to participate in our Pair 50 program in 2019, if you have not already done so, please visit partnershiprewardsportal.com, log in and click “Enroll Now” on the 2019 Pair 50 banner to accept the updated terms and conditions for the program.



VISIT PERFERX-PRECISION.COM!



Remember to regularly visit Perferx-Precision.com to access:

- **Document Center:** our library of product information at your fingertips 24/7, including lens availability charts, sales aids, patient brochures, cut out charts and white papers.
- **Order Supplies:** reorder UPS return service shipping labels, order forms, fax forms, frame-to-come forms, and price lists.

And much more!

ESSILOR VISION FOUNDATION REACHES 1 MILLION PAIRS OF GLASSES MILESTONE



Essilor Vision Foundation is Changing One Million Lives One Pair of Glasses at a Time

Essilor Vision Foundation recently announced that it has provided over **one million** pairs of glasses to people in need across the United States since 2007. To mark this milestone, the non-profit organization has launched a “One Million Magic Moments” campaign designed to highlight the magic moments that are a direct result of people seeing clearly.

What is a magic moment? Every time a child receives a pair of eyeglasses, magic happens. That child can now see the world clearly and experience magic moments of their own. Glasses provide magic moments throughout a child’s life, from seeing the board in school to catching a ball to seeing a loved one’s smile – moments many of us take for granted every day. Essilor Vision Foundation is committed to helping everyone have a better life through better sight, because everyone deserves to see clearly. This campaign represents the magic moments experienced by the millions of people Essilor Vision Foundation served across the country who can proudly say “I am one in a million.”

Meet nine-year-old Makayla, who has experienced her own magic moment. “I like glasses that really show my personality so I can be who I want to be. When I wear them, I can do anything,” she said the moment she received her glasses.

Vision -- The Invisible Problem

Many people cannot imagine living in a world where everything is blurred, and may be surprised to learn that an estimated 10 million kids in the U.S. live with blurred vision every day. Unlike hunger or tooth decay, vision is an invisible problem—children are often unable to self-identify that their vision is impaired. One in four children in the U.S. has a vision problem that’s significant enough to affect their ability to learn. Vision issues not only impact the success of children in school, they also affect their ability to function in life. The good news is 80 percent of all vision impairment can be prevented or cured.

The goal of the year-long “One Million Magic Moments” campaign is to inform parents, teachers and communities about the importance of children’s eye health and to encourage them to become advocates for the cause of vision. “Essilor Vision Foundation strives to give people a brighter future by helping them see the world clearly,” says Becky Palm, President and Executive Director of Essilor Vision Foundation. “We are thrilled to have made clear vision a reality for more than one million people, but we did not do it alone. We are tremendously grateful to the eye care professionals, schools, vision non-profits and community advocates who partner with us and rallied to provide over one million pairs of glasses, and we look forward to working together to provide a million more.”

To learn more about the “One Million Magic Moments” campaign, visit www.evfusa.org/OneMillion.

