

EssilorLuxottica

VARILUX XR ADVANTAGE

Offer Dates: July 1st – December 31, 2023

YOUR KEY TO ESSILORLUXOTTICA'S LATEST INNOVATION WITH AN
UNBEATABLE 2ND PAIR OFFER

Step 1

Order a Qualifying First Pair

Choose one design

Add any coating

PAL: Varilux XR[®]
series™



Crizal
Sapphire[®] HR

Crizal
Rock[®]

SV: Eyezen[®]

Crizal
Sunshield[®]

Xperio UV™

Step 2

Order a Second Pair at an Unbeatable Price

equal or lesser value

\$59

PAL: Any Varilux[®] Combination

\$39

SV: Any Eyezen[®] Combination

HOW TO PARTICIPATE

This Offer is for top Varilux Customers

Your practice must have sold more than 15 Varilux X series or Varilux XR series lenses in a calendar month to participate

Any questions please contact your Essilor Account Executive

OFFER DETAILS

To enroll, you must be an eligible practice and have accepted the offer Terms & Conditions at [essilorpro.com](https://www.essilorpro.com)

Contact your Essilor Account Executive or Lab Sales Consultant for guidance through the enrollment process at your participating lab

Both jobs must be ordered through the same lab on the same day and be for the same patient.

Add the phrase “XRADV” for both the 1st and 2nd pair in the special comments section of the ordering portal when placing your order.

ELIGIBLE 1st AND 2nd PAIR EXAMPLES: PROGRESSIVE LENSES

If your qualifying 1st pair includes:			... then your 2nd pair may include:				
			Varilux XR series + Crizal Sunshield/Xperio UV				
			Varilux XR series + Crizal Rock/Sapphire + Transitions				
			Varilux XR series + any Crizal coating				
			Any other Varilux + any Crizal coating				
			Any Eyezen + any Crizal coating				
Design	Anti-Reflective Coating	Photochromic					
Varilux XR series	+ Crizal Sunshield or Xperio UV		•	•	•	•	•
Varilux XR series	+ Crizal Rock or Sapphire	+ Transitions	•	•	•	•	•
Varilux XR series	+ Crizal Rock or Sapphire				•	•	•

Reminder 2nd Pair orders MUST include Varilux or Eyezen to qualify for the \$59/\$39 price and may include any additional products optionally

FREQUENTLY ASKED QUESTIONS

Does the first pair have to be Private Pay?

As part of Varilux XR Advantage, the first pair can either be Managed Vision Care or Private Pay.

For the second pair, is there an additional cost to add Transitions® or Xperio UV™?

No, the \$59 or \$39 price also includes the cost of adding Transitions photochromic or Xperio UV polarized lenses.

Do I have to charge my patients any specific amount?

No, though we encourage you to pass the savings on to your patients. This will ensure you maximize 2nd pair sales.

What are my shipping costs on the 2nd Pair?

Second pair shipping costs are a standard \$2.76