



Essilor of America is announcing that for the first time the company is sponsoring no interest financing for up to six months for qualified patients who purchase any of Essilor's premium lenses — Varilux®, Crizal®, Transitions®, Xperio UV™ and Eyezen™ . The offer - a key part of the popular Power of Vision promotion, which is offered exclusively to independent eyecare professionals (ECPs) - demonstrates the company's commitment to drive more patients to independent eyecare professionals' practices.

In a recent study, Essilor found that 55 percent of ECPs and 43 percent of patients are interested in a financing offer. Of interested patients, 77 percent would buy at least once a year and 40 percent would buy two pairs. The promotional financing offer is designed to incentivize patients to visit their ECP and maximize the available rebates. Without it, consumers typically purchase a pair of eyeglasses every two years and only five percent purchase a second pair.

With Power of Vision, patients can receive promotional financing and \$10 rebates per eligible product with a maximum of \$30 in rebates per pair of glasses. The rebates will be paid with a Visa® Rewards card that is mailed to patients.