

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 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®, Xperlo UV™, or Eyezen™+			
Second Pair				

**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



Better Sight.
Better Life.

Transitions™

Crizal®

VARILUX®

Eyezen™

Xperlo™^{UV}



INSTANT \$100

FREQUENTLY ASKED QUESTIONS

Q: What is Instant \$100?

A: 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.

However, we know that the *Essilor Ultimate Lens Package* isn't for everyone, so we want to ensure that you have an offer for every patient. Capture even more patients with \$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.

\$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®
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.

Q: Do I need to enroll for Instant \$100?

A: Yes. To enroll, please visit www.EssilorUSA.com/Instant100.

Q: What are the important offer dates?

A: Enrollment Period: January 7, 2019 - December 30, 2019
Offer Period: February 1, 2019 - December 31, 2019



Q: How will patients know about the Instant \$100 promotion?

A: Research shows that almost half of patients would switch ECPs to take advantage of Instant \$100. Essilor will be leveraging all consumer media channels — including TV advertising, digital banner ads, social media, paid search, and CRM — to drive patients to your practice ready to take advantage of this offer.

Because of this media push, many patients will begin the rebate redemption process before their appointment, so ensure your staff understands how to activate the offer in the practice. To facilitate these patient conversations, you will also have access to a suite of in-office marketing materials.

Q: What are the rebate options available to patients?

A: Rebate options include prepaid debit cards and gift cards from various retailers.

Q: How quickly does a patient receive their rebate?

A: If the digital rebate option is selected by a patient that purchases the Essilor Ultimate Lens Package™ and a qualifying second pair, the rebate will be emailed instantly to the email address provided after the proof of purchase has been uploaded. If the digital rebate option is selected by a patient that purchases any Varilux® or Eyezen™+ lens and a Crizal® No-Glare treatment with a qualifying second pair, the rebate will be emailed to the email address provided within 4-8 days after the proof of purchase has been uploaded. If the physical rebate option is selected, the rebate will be delivered by mail in 4-6 weeks.

Q: How does the patient redeem their rebate?

A: A patient can redeem their rebate at www.Instant100.com. They will select their rebate option, enter their basic contact information, select their eyecare provider, and upload a picture of their proof of purchase. **The patient will be required to enter the unique ID of their selected eyecare provider to complete the rebate redemption process.** This validates that the patient purchased from a participating practice.

Q: Where do I receive my Instant \$100 unique practice ID?

A: The unique practice ID will be provided to ECPs upon enrollment in the promotion. This code is unique to each practice and must be entered correctly by the patient to redeem their rebate. If your code is misplaced, please login to your account at www.EssilorUSA.com/Instant100 or contact your Essilor sales consultant.

Q: Is there an option to mail in a rebate request?

A: Yes, there is a downloadable rebate form at www.Instant100.com. A patient can print, complete and mail this rebate form along with a copy of a valid proof of purchase to the address indicated on the form. A prepaid card will be delivered by mail to the patient in 4-6 weeks.

Q: Is there a limit to the number of rebates a patient can receive?

A: Yes, limit two rebates per patient for the duration of the promotion.

Q: What is a valid proof of purchase?

A: A valid proof of purchase for both first and second pair must include specific product names (e.g. Varilux® X Series™, Crizal Sapphire® 360° UV, and Transitions® Signature® VII) or, if applicable, “Essilor Ultimate Lens Package”.



Q: What in-office POP is available for the Instant \$100 promotion?

A: A Welcome Kit will be mailed to ECPs upon enrollment, with instructions on how to install the different pieces. Other materials will be available for digital download on the enrollment site and www.EssilorShare.com.

Q: Are managed vision care orders eligible for the offer?

A: Yes, Instant \$100 is available to all patients, both managed vision care and private pay.

Q: Do both jobs have to be ordered on the same day?

A: Yes, both jobs must be ordered through the same lab, on the same day, and worn by the same patient.

Q: Can a patient leverage the offer for a family member?

A: No, both jobs must be for the same patient.

Q: Does Instant \$100 include uncut lenses?

A: Yes, Instant \$100 includes uncut lenses.

Q: Does Instant \$100 include stock lenses?

A: No, Instant \$100 does not include stock lenses.

Q: Does Instant \$100 include safety/industrial lenses?

A: No, Instant \$100 does not include safety/industrial lenses.

Q: Is there any impact on warranties or redos?

A: Existing lab warranties and redo processes apply. No special warranties.

Q: My practice has enrolled in Instant \$100. Can I start participating now?

A: You can start participating once the promotion is live on February 1, 2019 or the day following your enrollment, whichever is later.

Q: When will my practice be added to Essilor's ECP locator?

A: Starting February 1, 2019, practices will be added to Essilor's ECP locator within 24 hours of enrollment.

Q: Where do I go for questions?

A: Additional training materials are available on the enrollment site, www.EssilorUSA.com/Instant100. For additional questions, please contact customer support at ECPIstant100@EssilorUSA.com.

