EXPECTATIONS EDUCATION GROWTH INCENTIVE

Transitions Optical's complete family of products will be advertised to your patients in 2013 in a **BIG** way! Will you have the answers they are looking to you for?!



Transitions VI

Transitions® lenses are designed to quickly adapt from clear indoors to fully dark in the brightest sun, offering a distinct advantage over regular clear lenses.

Transitions XTRActive ADAPTIVE LENSES

Transitions® XTRActive™ lenses are always active, for extra protection. They help protect against eye strain and eye fatigue that can be caused by light indoors and outdoors.

Transiti@ns Vantage

ADAPTIVE LENSES

The first everyday lenses that are designed to be worn indoors and to darken with increasing polarization outdoors for crisper, sharper vision. Transitions® Vantage™ lenses are the only adaptive lenses with variable polarization.

EDUCATION GROWTH INCENTIVE

Beginning **July 1, 2013** and ending **September 28, 2013** your practice could earn rewards for each pair of Transitions® lenses sold over your 2012 baseline. The top three participating practices with the highest Transitions® lenses sales growth over 2012 will earn practice building rewards.

FIRST PLACE \$750 SECOND PLACE \$500 THIRD PLACE \$250

A maximum of one prize offering at each level will be awarded during promotion dates. **Prizing must be used towards an education event, staff lunch or team building activity.**

Your Transitions[®] lenses baseline = _____ pairs.

Watch for the - **BIGGEST EVER** - consumer awareness and education campaign on TV, in print and on the web featuring Transitions lenses, Transitions® XTRActive® lenses and Transitions® Vantage™ lenses!

QUICK TIPS

ON THE PHONE

Be ready to answer questions. Consider including the Transitions family of products in your on hold message.

DURING PATIENT HISTORY & DIAGNOSTIC PRE-TEST

Plant the seed that there are new products.

DOCTOR/OPTICIAN

Recommend the right Transitions lenses instead of clear lenses - why not?

DISPENSERS

Reinforce your patient's good choice and provide the Transitions Certificate of Authenticity!

MEET EXPECTATIONS!

Patients expect their trusted eyecare professionals to give them the knowledge and recommendations they need when it comes to lens options.



Want Lens Options



Want a Clear Product Explanation

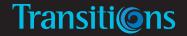
ENHANCE EYEWEAR SALES & PATIENT SATISFACTION

Transitions lens patients are more likely to invest in their eyewear!

9 OUT OF 10 PEOPLE WHO TRY
TRANSITIONS LENSES LOVE THEM!







Ophthalmology Dispensing ServicesODS/Eric Silverstein email: Testrite57@aol.com

Your practice's baseline is determined by your Transitions' lens sales through your optical laboratory during the same months in 2012. Practice prizes will be awarded at the end of the promotion

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