

NEW
Crizal[®]
Rock[™]



INSTALLATION GUIDE

Essilor is proud to announce the launch of Crizal[®] Rock[™]. This guide will lead you through the installation of your new Crizal[®] marketing materials that include information about *Crizal Rock*.

The content you received will help raise your patients' awareness about *Crizal Rock* and its benefits. For maximum effectiveness, please follow the recommended placement guide.

**Visit [EssilorPRO.com](https://www.essilorpro.com) for additional marketing materials
to support your in-office efforts.**

MERCHANDISING

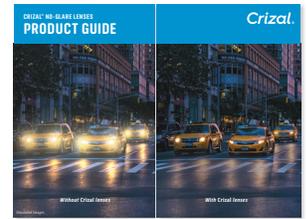
YOUR KIT INCLUDES:



1 Consumer Brochure



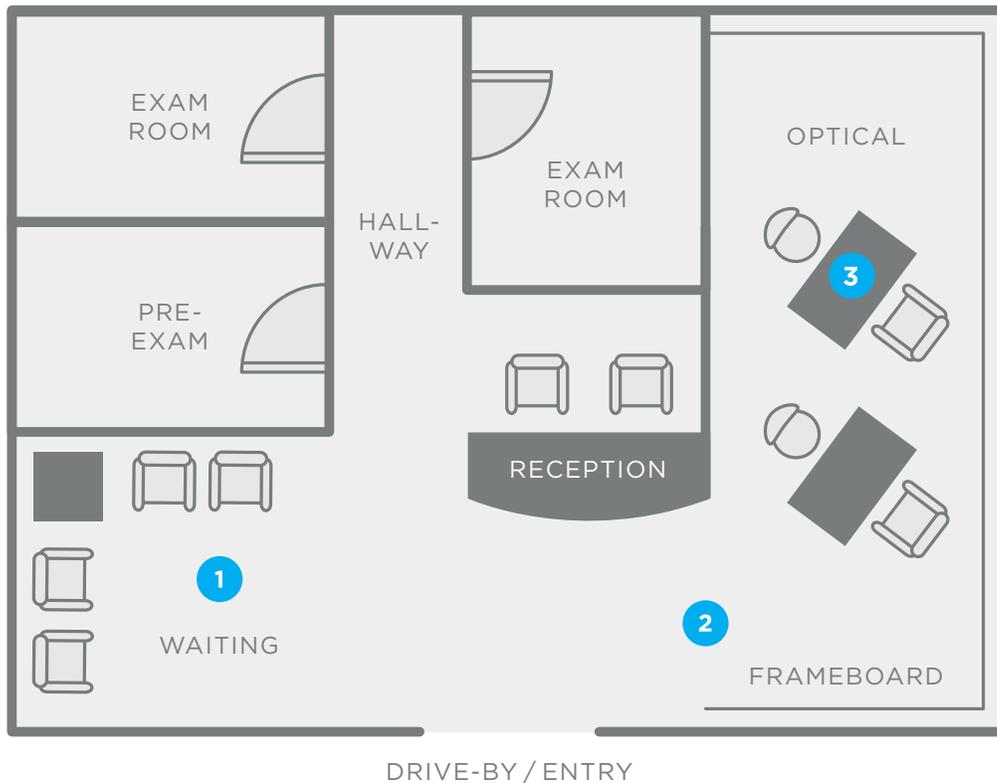
2 Window Clings



3 ECP Sales Aids

RECOMMENDED PLACEMENT:

Follow the included placement guide to maximize the impact of your marketing materials.



CONSUMER BROCHURE

This consumer brochure provides your patients with an informative resource for Crizal® Rock™. Beyond raising awareness around the launch of the new lenses, the brochure works to capture attention and communicate the benefits of *Crizal Rock* through messaging, visuals and iconography.

RECOMMENDED PLACEMENT:

The *Crizal Rock* brochure should be placed in a high-visibility location such as a waiting area so patients can engage with the pieces before and/or after their appointments.

1. Brochures ship in bundles of 25.
2. Store extra brochures to replenish the brochure holder as needed.



WINDOW CLINGS

This Crizal® Rock™ clings give your patients an engaging, interactive way to experience the benefits of *Crizal Rock* and start a conversation about which Crizal® product is best for them.

RECOMMENDED PLACEMENT:

The *Crizal Rock* window clings should be placed in high-visibility locations such as a interior or exterior windows so patients can engage with the pieces before and/or after their appointments.

