

The KODAK Lens Advantage

BEST - KODAK UNIQUE DRO® Lens



Improved Fields for Digital Lifestyles

- Improved reading and intermediate fields for constant digital device viewing
- All the benefits and options available for KODAK Unique Lens
- Recommend with the best protection: KODAK Clean&CleAR UV with Silk™. Superior anti-reflection, extreme durability, reduce discomfort, ultimate cleanability, glare and backside UV protection.

VSP = O

Great reimbursement, highest volume category

EyeMed = Tier 3

Great reimbursement, most often used

BETTER - KODAK UNIQUE™ Lens



Advanced Technology

- 6 corridor lengths to cover virtually any Rx
- Smooth transition between viewing zones
- Reduced distortion and improved vision fields
- Available in clear, photochromic, polarized and blue light filtering options
- Recommend with premium protection: KODAK Clean&CleAR Lens. Superior anti-reflection, durable, reduce discomfort easy-to-clean and glare protection

VSP = O

Great reimbursement, highest volume category

EyeMed = Tier 3

Great reimbursement, most often used

GOOD - KODAK PRECISE® PB Lens



Ideal First Progressive

- 2 corridor lengths to cover most frame sizes
- Smooth transition between viewing zones
- Available in clear, photochromic, polarized and blue light filtering options
- Combine with a great anti-reflective: KODAK CleAR Lens to reduce reflections, glare and discomfort

VSP = J

Good reimbursement, great coverage

EyeMed = Tier 2

Good reimbursement, ideal conversion from bifocal



Giving Great Vision Can Be Rewarding



PracticePlus® is an ongoing product-support program that rewards eyecare practices for every KODAK Progressive Lens dispensed & redeemed

GROWING Your Practice

PracticePlus funds allow you to:

- ✓ Reward staff
- ✓ Upgrade or pay off equipment
- ✓ Renovate or build a new office

REBATE

Receive \$5 to \$10 for KODAK Progressive Lenses dispensed & redeemed

20 IN 60

Minimum of 20 pairs redeemed in 60 days to participate in PracticePlus

BONUSES

Receive additional rewards with Buying Group bonuses

practice-plus.net

Unlock a Value Up To \$15,000*!

KODAK LENS SMILES is a new program designed for Eye Care Professionals to deliver a personal, professional & memorable experience to patients buying KODAK Progressive Lenses



Unique Buying Experience



Consultations & Analysis



PracticePlus® Rebates



Patient Dispensing Tools



Finding New Patients



bit.ly/kodaklenssmiles

For more information on KODAK Lens, contact your Brand Sales Consultant
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* \$15,000 value is based on Eye Care Professionals new to KODAK Lens in the Ultra tier for KODAK Lens Smiles Program.

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