

# THE ULTIMATE LENS PACKAGE



EXPERIENCE OUR BEST REVIEWED LENS EVER

## Ultimate Lens Package In Practice

We came back to Essilor because **the promised technologies of other lenses didn't measure up.**

**John Fain, O.D.**  
Optical Gallery



In less than three months, **the Ultimate Lens Package drove our premium sales up 20%.**

**Whitney Smith**  
Office Manager  
VisionFirst



The Ultimate Lens Package has been incredible for our optical. We're watching patients put on the progressive package for the first time and **not worrying about adjustment.**

**Fast adaptation.**

**Kevin Stallard, O.D.**  
VisionFirst



It's easy to sell. In one day, **I sold three Ultimate Lens Packages before noon.**

**Elizabeth Johnson**  
Optician, VisionFirst



The Ultimate Lens Package helped to improve our optical sales from **30% in Q4 2016 to now 70% in Q4 2017.** I couldn't be more impressed.

**Arthur Haley, O.D.**  
Family Eye Care



### What More Eyecare Professionals are Saying:

See how the Ultimate Lens Package is driving success for eyecare professionals and learn more about our newest innovation at [EssilorUSA.com/ULP](https://www.essilorusa.com/ULP).

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## Practice Spotlight:

FRUTCHEY EYE CARE

Mark Frutchet, O.D.  
Frutchet Eye Care, PA  
A member of Vision Source®  
Sanford, Florida



## The Ultimate Lens Package is Making the Difference for ECPs

The Ultimate Lens Package isn't just a great solution for your patients. It's a proven way to grow your practice. Read on to learn how this innovative solution is helping eyecare professionals increase patient satisfaction and drive more business.

Our private practice has used Essilor lenses for the past 10 years. Over that time, our go-to progressive lens has been Definity®. For the past few years, I've felt we needed to add a digital, premium lens to expand the quality of what we offer patients.

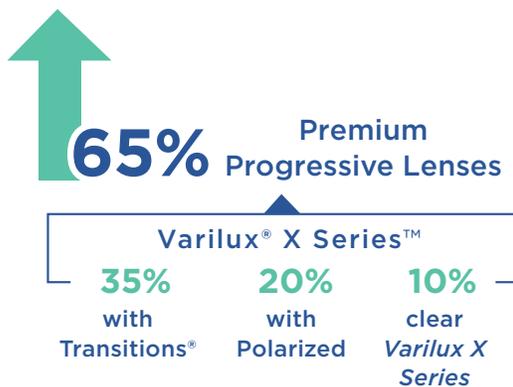
My optician and I met with our Essilor sales and lab consultants and discussed my desire to offer a premium progressive lens. We talked about the Varilux® X Series™ lens and Crizal Sapphire® 360° UV. For several years, our office has consistently done 90% AR with Crizal Alize UV™ as our best seller. We decided to try the Ultimate Lens Package.

When our office decides to give something a try, we really try it. This experience was way beyond my expectations. For the months of November and December, we committed to really explaining the value and benefit of the *Varilux X Series* lens. **Over those two months, our office went from doing no premium digital lenses to 65% of total lenses sold being *Varilux X Series*.** We sold 35% with Transitions®, 19% with polarized and 10% clear *Varilux X Series*. 65% – Amazing.

The Ultimate Lens Package has performed well beyond my expectations, and patient feedback has been exceptional. They return, stating that it's the best vision they've ever had. Less distortion, excellent computer vision, and overall, just a better visual experience. This has been the best change I've made to our optical in many years. I'm looking forward to a great year of providing my patients premium product, improved vision, and exceptional satisfaction.

## See Your Practice Grow with the Ultimate Lens Package.

Don't wait to take advantage of our most innovative solution. Talk to your Essilor Sales consultant about how the Ultimate Lens Package can help increase your practice performance today.



**“This has been the best change I’ve made to our optical in many years.”**  
– Mark Frutchet, O.D.