We asked Eyecare Professionals to insist on Varilux lenses with every presbyopic patient for 30 days. When they did, they created trust, loyalty and increased profitability.

It was great being part of the challenge ... we're super happy with the outcomes that our patients are having and super happy about the revenue side and the referrals and the growth that it's kind of spurring on in our practice.

– Brandon E.B. Mondesir, O.D. Modern Eyes at Alafaya, Orlando, FL

Participants were compensated for their time. Their opinions are their own.

Taking the Varilux Challenge in your practice is easy.

STEP 1: Sign up to take the Varilux Challenge and insist on recommending Varilux lenses to all your presbyopic patients for 30 days.

STEP 2: Receive tools and resources, tips from your peers and advice from industry experts along the way to successfully recommend Varilux lenses to your patients.

STEP 3: Improve your practice profitability and patient experience when your patients see no limits with Varilux lenses.

By recommending Varilux lenses to all your patients, you’ll grow your practice and show your patients that you won’t compromise on their vision care. So while they may forget they’re wearing glasses, they’ll never forget it was you who recommended them.

Give them vision without limits. Insist on Varilux lenses. Take the challenge today at VariluxChallenge.com