



POWER of 3 EVENT

Power of 3 Event is Essilor's NEW program designed to drive Crizal, Transitions, and Varilux growth in your practices, and ties with the National Consumer Advertising Campaign. The Power of 3 Event launches to consumers on April 1, 2014, and runs through September 30, 2014.

Offer consumers an incentive on eligible brands

- \$10 rebate for one of the eligible products
- \$20 rebate for two of the eligible products
- \$30 rebate for all three of the eligible products

Key Program Dates

- April 1, 2014 - June 30, 2014: ECP Enrolls in Power of 3 Event Program
- April 1, 2014 - September 30, 2014: Consumer rebates on featured products

[Enroll in the program today!](#)



This program is only available to Independent Eye care Professionals where it covers all Varilux® lenses, all Crizal® lenses, and all Essilor® Transitions® lenses.

How the Program Works

1. ECPs Enroll on program website starting March 3rd - www.Powerof3Event.com
2. Enter your Essilor Unique ID Number (MACOLA #). Enter your information.
3. Your practice will be listed on the ECP locators for Varilux.com site, Crizal.com, and Transitions.com web sites.
4. ECPs receive patient incentive forms & in-office merchandising materials by mail in 2-3 weeks
5. Dispense Varilux®, Crizal® and Transitions® lenses
6. Give patients a incentive form with a valid proof of purchase (Valid proof of purchase is either a receipt with branded product names clearly listed or COA card for each brand claimed)
7. Patients mail forms in with valid proof of purchase (must be postmarked within 30 days of purchase)
8. Patients receive pre-paid VISA card via mail

QUESTIONS? Call 855-772-9099 or contact an Essilor Brand Sales Consultant. E-mail Powerof3event@essilorusa.com

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