

VARILUX[®]
Natural Vision. Forever.



Seeing the world better

Varilux Consultant Optometrist

The "**NEW**" Essilor **VARILUX CONSULTANT OPTOMETRIST (VCO)** status is given exclusively to opticians that demonstrate a commitment to the Varilux and Crizal brands through growing sales and loyalty.

To reward you for being a Varilux Consultant Optometrist, Essilor will provide you with a range of new and exclusive benefits.

These benefits will help you build on your expertise and assist you in promoting your practice to its full potential.

We hope that you are able to take advantage of the marketing support and activities detailed so you can build and retain a loyal customer base.



THE BENEFITS OF BEING A VCO

The Varilux Consultant scheme has been designed to support your business by providing you with the following:

- VCO Window Sticker
- Help to enhance your website
- Wording for your practice direct mail letters
- Personalised Practice Newsletters
- Consumer marketing material to use at your practice open days
- Premium sales aids
- Dispensing aids
- Essilor Training events
- Exclusive VCO promotions

In addition Essilor will also contribute €200 towards the promotion of the Varilux & Crizal brands in your practice.

SUPPORT FOR A DIGITAL WORLD

VISION TEST APP

The Vision Test app is designed for the iPhone, iPod Touch, iPad and Android phones. It requires users to complete an interactive vision test that includes several engaging consumer modules.

If a consumer has test results that are less than 100%, the app will indicate that their vision could be improved through optical correction and a full eye exam is recommended. Users can search for their nearest **Varilux Consultant Optometrist** based on their current location.

CONSUMER FACING WEBSITE

One of the benefits of being a **VCO** is that your practice details are listed on the optician finder section of our dedicated Varilux consumer website. www.varilux.ie is packed full of information about presbyopia and common eye related problems, Varilux Crizal lenses, and much more. We can even add a link from our website to yours!

CRITERIA FOR BEING A VARILUX CONSULTANT OPTOMETRIST

In order to be a VCO, the following criteria must be met:

- You must sell at least 10 pairs of Varilux with Crizal lenses on average per month
- At least 1 staff training session must be carried out in your practice
- An **Essilor Account Manager** must visit you three times a year
- New products must be promoted effectively

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