Essential Blue Series™—Blue Light Protection for Every Patient

Launching May 1st, 2018. Essilor is excited to announce Essential Blue Series™ lenses, expanding the availability of Harmful Blue Light protection to ensure that everyone has access to the best vision possible, while helping to protect sight well into the future. Essential Blue Series lenses offer Essilor’s best combination of indoor Harmful Blue Light protection and superior clarity in one lens. They provide up to 3X more protection from Harmful Blue Light than standard clear lenses (standard clear lenses filter approximately 5% of harmful blue light). With Essential Blue Series lenses, Eye Care Professionals will now have the option to offer all patients Harmful Blue Light protection over and above standard lenses. More information and availability will follow soon.

Your Optogenics Team—Meet Todd Button!

Todd Button is the lab manager of Optogenics, overseeing all of the production-related areas of the facility. Todd’s favorite part of working at Optogenics is, hands down, the dedicated Optogenics staff, here day in and day out, committed to providing quality Rx’s for our valued customers. Todd is inspired by the multicultural diversity of our employees and their passion for their jobs, driving him to give his all in helping make Optogenics the best lab we can possibly be.

In Todd’s free time he enjoys classic cars and motorcycles—one of his biggest passions outside of the Optical business. In his time out, he can be spotted at the steakhouse Delmonico’s enjoying a large rib eye.
Become an Essilor Expert!

Do you find it challenging to find the right approach to marketing to new and existing patients, wondering if the expense is worthwhile?

Do you worry about ensuring that every interaction patients have with your practice is memorable in order to establish patient-loyalty?

Do you struggle with managing the business-side of your Practice, knowing how to streamline your product offerings and processes?

Set Your Sights on Something More

Essilor Experts™ is a partnership created to give ECPs an edge in today’s marketplace. Through innovative marketing, advertising and digital tools, we’ll help strengthen your business and build your profits.

**BUSINESS OBJECTIVE**

**ATTRACT PATIENTS**

- Digital Advertising
- Prioritized ECP Locator

**ENGAGE PATIENTS**

- Product Training
- Staff Training
- Focused Merchandising

**OPTIMIZE RESULTS**

- Portfolio Optimization
- Experts Dashboard
- Workshops
- Quarterly Business Planning

**ESSILOR EXPERTS IMPACT**

- **75+ LEADS** per month/per practice
- **2% CAPTURE** rate increase
- **$10–15 AVERAGE** transaction increase per pair

Become an *Essilor Expert* today, and get the support, assistance, and increased profitability your practice deserves. We’re here to help.

For more information on Essilor Experts, please contact your Essilor Sales Consultant.