

POLARIZED STIMULUS PLAN

Stimulate The Market,
Stimulate Patient Health,
Stimulate Your Earnings!

Stimulate the market: Vision-Ease Lens is the leading American manufacturer of premium polarized lenses. Offering two polarized brands, multiple colors and styles to choose from, no other company offers a more extensive selection.

Stimulate patient health: Your patients deserve the best; prescribe premium protection this summer. Polarized protection means eliminating 97% or more of reflected glare for your patients. Coppertone™ Polarized lenses offer more protection from High Energy Visible (HEV) light than ordinary lenses. And both Coppertone™ and SunRx® offer 100% protection from harmful UVA and UVB rays.

Stimulate your earnings:



Earn up to \$15 for every pair of qualifying Coppertone™ polarized lenses you sell.*



Earn up to \$10 for every pair of qualifying SunRx® polarized lenses you sell.*

SIGN UP TODAY!

Go to www.vision-ease.com and register within the 'Professionals' section.



* (Sales based on reported sales out data from participating labs.)



A Healthy Sun Strategy:

Regardless of the economy, offering patients sun protection is not about selling. It's about offering an eye health solution.

Healthy Recommendations This Sun Season:

- » Eye health checks should always include discussion of preventive care and recommending sunwear products that safeguard your patient's and their children's eyesight.
- » Educate your patients about sunlight, its effects on the skin and eyes, preventive tools and how the right sunwear makes a difference.
- » Discuss the benefits of polarized lenses, and why you carry them.
- » Designate a sunwear section in your practice where point-of-purchase and signage can be used to illustrate the necessity of polarized sunwear.

Polarized Stimulus Plan Promotion Benefits:

During the promotional period April 1st through August 31, 2009 you will earn cash rewards for every qualifying pair of Coppertone™ and SunRx® lenses you purchase from a participating lab (go to www.vision-ease.com to see listing of participating labs). Vision-Ease Lens will send you a check for the total amount earned every month through the promotion period. It's that easy. Nothing to collect, nothing to track. Just offer the best sun care protection to your patients. The more you prescribe, the more you earn.

POLARIZED STIMULUS PLAN PROMOTION RULES:

- » You must register at www.vision-ease.com to participate.
- » Minimum purchase of 5 pairs of qualifying Coppertone™ or SunRx® polarized lenses or minimum of \$10 earned to qualify for cash reward. Pairs will be allowed to accumulate to the following month if less than 5 pairs or \$10 in earned rewards.
- » Checks will be mailed monthly on or about the 15th of each month during promotion period.
- » Cash rewards will be paid in the form of a check to the practice unless arranged by you with your Vision-Ease Lens sales representative.