

Varilux® PROFIT BOOSTER



Grow your practice profitability by earning incremental Essilor Preferred Rewards® points through the **Varilux® Profit Booster** promotion – May 1 through October 31, 2025.

HERE'S HOW IT WORKS:

MONTHLY GOAL

Your practice will receive a monthly goal of **Varilux® + Crizal®** private pay jobs



BONUS POINTS

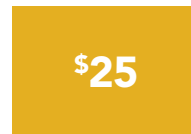
Unlock bonus points on all private pay jobs ABOVE your goal that include:

Varilux® + Crizal®

Bonus points* for eligible *Varilux + Crizal* jobs above goal are **based on your partnership level and/or alliance membership**



Vision Source®
Exchange Attendees



Vision Source®
Members



Essilor Experts™
& ADO Members



All Other EPR
Members

Practice-specific goal details are available on the EPR portal. [Click here](#) to login and view your practice's goal.

**Actual reward is given in points; dollar equivalent of those points is listed here. For FAQs, scroll to the next page for point value equivalent.*

Not enrolled in *Essilor Preferred Rewards*?

1. Visit rewards.essilorusa.com, click [Join Now](#) and complete the enrollment form.
2. Look out for an email from support@essilorsupport.com to accept the program terms and conditions.
3. You will start earning points on the **first day of the next month** after signing program terms and conditions.

Earn benefits by doing what you do best – providing exceptional eyecare to your patients.

Start earning at rewards.essilorusa.com.

Questions? Contact our support team at support@essilorsupport.com or 1-866-281-7951

VARILUX® PROFIT BOOSTER PROMOTION FAQs:

What are the eligibility requirements for this promotion?

Your practice must be enrolled in the Essilor Preferred Rewards® (EPR) program to participate in this promotion. If you're not currently enrolled in EPR, please visit rewards.essilorusa.com/program to enroll. Your practice will start earning points on the first day of the next month, following the acceptance of the program terms and conditions.

What are the dates the promotion will run?

The promotion will run from May 1, 2025 – October 31, 2025.

Are there any additional Terms and Conditions that must be signed to participate in this promotion?

No, if your practice is enrolled in EPR, you will automatically be added to the promotion. You can view the full terms and conditions via the QR code below.

What jobs will qualify for bonus points?

Every incremental (shipped) private pay Varilux® job with Crizal® above the practice's goal and through participating labs will count.

Alliance/Partnership Program	Points/Value per incremental pair
Vision Source® Exchange Attendee	750 points (\$30)
Vision Source® Member	625 points (\$25)
Essilor Experts™ / ADO Member	500 points (\$20)
All Other EPR Members	375 points (\$15)

EXAMPLE: If your monthly goal is 10 *Varilux* + *Crizal* private pay jobs, on the 11th and subsequent *Varilux* + *Crizal* private pay jobs that month, you will receive the corresponding bonus points (dollar amount equivalent) based on your partnership and/or alliance designation.

Are these bonus points inclusive or in addition to the standard EPR points rewarded per job?

You will receive these bonus points in addition to your standard EPR points.

Do both private pay and managed vision care jobs qualify for this promotion?

No, only private pay jobs, with *Varilux* and *Crizal*, count towards the promotion.

What if my practice has multiple office locations?

Each loyalty ID will receive one monthly goal, which will be a combination of all your enrolled locations. Progress towards the goal will also be combined at the loyalty ID level.

Where/when will I see my EPR points?

Points will update on a daily basis the day after they have shipped from a participating lab.

To view your bonus points, follow the steps below:

1. Visit the EPR website: rewards.essilorusa.com, and click "Login" on the top right of the screen.
2. Once you have entered your credentials and successfully logged in, navigate to the "offers" tab: rewards.essilorusa.com/offers.
3. Click on the image for the *Varilux* Profit Booster Offer.
4. Scroll below on this page to see your monthly tracking towards your goal, as well as the bonus points you have earned.

If my practice is already participating in a current EPR promotion, am I still eligible to participate in the *Varilux* Profit Booster?

There are no exclusions to participation in this promotion. Your practice can participate in multiple promotions at the same time.

What are all the participating labs?

All Essilor optical labs, Essilor partner optical labs and Walman optical labs. Please see the terms and conditions for a full list of participating labs.

