



# HOW TO REQUEST YOUR REBATE:

## BY MAIL

1. Complete both sides of original rebate form.
2. Circle the eligible product(s) on your valid proof of purchase from your eyecare professional and retain a copy for your records.
3. Submit your completed rebate form and valid proof of purchase.

**Mail to:**  
**Essilor Rebates**  
**P.O. Box 341835**  
**Memphis, TN 38184**

## ONLINE

1. Circle the eligible product(s) on your valid proof of purchase from your eyecare professional.
2. Go online to [EssilorAdvantage.com](http://EssilorAdvantage.com). You NEED this rebate form in order to submit online.
3. Follow the instructions on [EssilorAdvantage.com](http://EssilorAdvantage.com) to submit your rebates.

Please allow eight (8) weeks to process. To check the status of your rebate submission, please visit [EssilorAdvantage.com](http://EssilorAdvantage.com). Customer service inquiries: (866) 255-1150 or [EssilorAdvantage@essilorusa.com](mailto:EssilorAdvantage@essilorusa.com).

2017 POV Mail-In/Online Base Rebate Consumer Official Terms and Conditions: This consumer mail-in or online rebate offer is valid in connection with a qualifying end-user patient ("Patient") purchase of a pair of prescription eyeglass lenses under a current valid prescription ("Lens Purchase") with one or more products (each an "Eligible Product") from one of the following three groups of products (each a "Group"): Group 1: Varilux<sup>®</sup>, Crizal<sup>®</sup> and/or Essilor<sup>®</sup> Transitions<sup>®</sup>, Group 2: Eyezen<sup>™</sup>, Crizal<sup>®</sup> and/or Essilor<sup>®</sup> Transitions<sup>®</sup>, OR Group 3: Xperio UV<sup>™</sup>, Varilux<sup>®</sup> or Eyezen<sup>™</sup>. Each Lens Purchase with an Eligible Product shall be referred to as a "Qualifying Lens Purchase." Each Qualifying Lens Purchase must occur between April 1, 2017 and September 30, 2017 (the "Purchase Period"), exclusively through a participating independent eyecare practice authorized by Essilor for this rebate offer (each an "Authorized Practice") and listed on [www.powerofvision.com](http://www.powerofvision.com) (the "Promotion Website"). The amount of the Patient's rebate is determined as follows (each a "Base Rebate"):

- Eligible Patients can earn a \$10 Visa reward card for each Qualifying Lens Purchase that includes one Eligible Product from one of the Groups.
- Eligible Patients can earn a \$20 Visa reward card for each Qualifying Lens Purchase that includes two Eligible Products from one of the Groups.
- Eligible Patients can earn a \$30 Visa reward card for each Qualifying Lens Purchase that includes three Eligible Products from either Group 1 or Group 2.

Maximum Base Rebate is \$30 per Qualifying Lens Purchase in Group 1 or Group 2. Maximum Base Rebate is \$20 per Qualifying Lens Purchase in Group 3.

Bonus Rebate Terms and Conditions: Patients who make a Qualifying Lens Purchases from a practice authorized for the 2017 POV Bonus Rebate Offer can earn a bonus rebate on their Qualifying Lens Purchase (the "Bonus Rebate") by purchasing a separate pair of Xperio UV<sup>™</sup> polarized sun lenses (which may be the same or a different prescription, provided they are for a current, valid patient prescription) at the same time and from the same practice where the Qualifying Lens Purchase is made. The value of the Bonus Rebate will be the Base Rebate multiplied by two. Example: Patient makes Qualifying Lens Purchase with Crizal<sup>®</sup> and Varilux<sup>®</sup> = \$20 Base Rebate. Patient purchases additional Xperio UV<sup>™</sup> lenses at same time as the Qualifying Lens Purchase. \$20 Base Rebate x 2 = \$40 Bonus Rebate. Combined Total Rebate = \$60 (\$20 Base Rebate + \$40 Bonus Rebate). The Total Rebate (Base Rebate plus Bonus Rebate, if any) will be included in one Visa reward card.

This rebate offer may not be combined with any other consumer rebate offer.

Rebate Claim Instructions: To claim a rebate, Patient must complete an official rebate form

(available only from the Authorized Retailer where the Qualifying Lens Purchase is made) in its entirety and submit it along with a copy of the Qualifying Lens Purchase receipt (which must include the Xperio UV polarized lens purchase if the Patient is also claiming a Bonus Rebate). The receipt must include retailer name, receipt number, order date, date of payment (if different than order date), lenses purchased, price of each lens, and each Eligible Product purchased in connection with the Qualifying Lens Purchase detailed by name and price paid (the "Receipt"). Essilor of America, Inc. ("Sponsor") has the right to substantiate all Receipts and rebate forms with internal sales data and/or eyecare practice invoices.

By mail: If submitting by mail, Patient must submit the original completed rebate form received from the Authorized Retailer where the Qualifying Lens Purchase was made along with a copy of the entire Receipt. Authorized Retailer name on Receipt must match the pre-printed retailer name on rebate form.

Online: If submitting by mail, Patient must transmit the official completed online rebate form available on [www.EssilorAdvantage.com](http://www.EssilorAdvantage.com) (the "Promotion Website") with an uploaded copy of the entire Receipt.

All rebate requests must be postmarked or transmitted within forty-five (45) days of Qualifying Lens Purchase date (which for purposes of this rebate program, is defined as the latter of the order date or payment date, provided that the payment date is no greater than thirty (30) days after the order date (the "Redemption Period")). In no event will any rebate requests be honored if received after December 14, 2017. Sponsor is not responsible for late, lost, postage-due, misdirected, incomplete, illegible or damaged rebate requests, or for any problems or technical malfunctions, failed or unavailable hardware, network, software or telephone, cable or satellite transmissions. Illegible or incomplete requests will not be honored or returned, except as required by law. Maximum Base Rebate per Qualifying Lens Purchase is \$30 and maximum Bonus Rebate per Qualifying Lens Purchase is \$60 in Group 1 or Group 2, for a maximum Total Rebate per Qualifying Lens Purchase of \$90. Maximum Base Rebate per Qualifying Lens Purchase is \$20 and maximum Bonus Rebate per Qualifying Lens Purchase is \$40 in Group 3, for a maximum Total Rebate per Qualifying Lens Purchase of \$60. Limit five (5) Base Rebate requests (each on a separate Qualifying Lens Purchases) per person, mailing address or email address, as determined by Sponsor at its sole discretion. Limit one (1) Bonus Rebate per Qualifying Lens Purchase. Offer limited to consumer end-users only. Dealers, distributors and other ophthalmic lens resellers are not eligible for this offer. Rebate value will not exceed purchase price under any circumstances. Only street and rural addresses accepted, no P.O. Boxes (except for North Dakota and where required by law) and requests with invalid or undeliverable mailing address will be denied. Your rebate rights cannot be transferred, and this offer is void where taxed, restricted or

# SUPPLEMENTAL INVOICE

TO BE FILLED OUT AND SIGNED BY EYECARE PROVIDER

CLEAR					SUN
PAIRS PURCHASED	VARILUX <sup>®</sup>	EYEZEN <sup>™</sup> +	CRIZAL <sup>®</sup>	TRANSITIONS <sup>®</sup>	XPERIO UV <sup>™</sup>
PAIR					N/A
PAIR					
PAIR					
PAIR					
PAIR					

REBATE CALCULATOR	1ST PAIR	YOU GET	2ND PAIR	YOU GET	TOTAL REBATE
	1 Product	\$10	+ Xperio UV	\$20	= \$30
	2 Products	\$20	+ Xperio UV	\$40	= \$60
	3 Products	\$30	+ Xperio UV	\$60	= \$90

ECP SIGNATURE

prohibited by law. Offer valid in the 50 United States/District of Columbia only. Keep copies of all materials submitted. Materials submitted to Sponsor become Sponsor's property and will not be returned. Warning: Reproduction, alteration or attempted alteration, transfer, sale or purchase of rebate forms or receipts is prohibited and constitutes fraud. Fraudulent submission of multiple requests and/or providing false information disqualifies any rebate request and could result in federal prosecution under mail fraud statutes (Title 18, USC Sections 1341 & 1342). Rebates for valid submissions will generally be processed and a Visa reward card (containing Total Rebate per Qualifying Lens Purchase) mailed within eight (8) weeks of receipt. To check the status of your rebate submission, please visit [www.EssilorAdvantage.com](http://www.EssilorAdvantage.com).

For a list of authorized participating retailers, visit [www.powerofvision.com](http://www.powerofvision.com), [www.Varilux.com](http://www.Varilux.com), [www.Crizal.com](http://www.Crizal.com), [www.essilortransitions.com](http://www.essilortransitions.com) or [www.XperioUV.com](http://www.XperioUV.com).

Rebate is in the form of a Visa reward card. Card is issued by MetaBank<sup>®</sup>, Member FDIC, pursuant to a license from Visa U.S.A. Inc. No cash access or recurring payments. Card valid for up to 6 months; unused funds will be forfeited at midnight EST the last day of the month of the valid thru date. Card terms and conditions apply, see [MyPrepaidCenter.com/site/visa-promo](http://MyPrepaidCenter.com/site/visa-promo). Visa reward cards can be used everywhere Visa debit cards are accepted.

Price Transparency: In the event that Patients seek to have any of the lenses acquired under rebate offer reimbursed in whole or in part by a federal, state, commercial or other health care or vision care program, plan or insurance, they may be required pursuant to applicable federal or state laws or regulations, including, but not limited to, the federal health care program anti-kickback statute, 42 U.S.C. §1320a-7b(b), or pursuant to their contractual arrangements with third party payers to fully and accurately report and disclose the net purchase price for all products they purchase, directly or indirectly, from Sponsor under this rebate offer or any other incentive program or promotion sponsored by Sponsor. For purposes of this rebate offer, the term "net purchase price" means the net discounted price that the eligible consumer paid for each pair of lenses purchased, taking into account all discounts, rebates and free or discounted items or services, including all rebates under this rebate offer.

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