

PROMOTIONS CARD

Hero Offers

January 2026 – US

Leveraging promotions is all about **how** and **when** you speak to it. At TeamVision, we have 4 hero offers designed for our patients. Every team member should know these – **MEMORIZE** and **EMPHASIZE** with every patient!

25%
Off Lenses w/
frame purchase

40%
Off all additional
complete pairs

Clear and Sun Rx
glasses starting
at

\$99

Incredible Value

Up to
\$150
Off
annual supply

Shop local, we will price match

Throughout the journey...

Booking/Confirming Appointments

You know if your patient is using insurance when they schedule.

- No insurance: "No worries. We will be offering 25% off lenses and 40% Off additional pairs!"
- Insurance?: "Great. You also can get 40% Off additional pairs!"

Doctor Handoff


You already know if they have insurance so now is the time to consider the doctor's recommendation for everyday glasses, contacts, sun, and computer glasses, etc.

- "I see here the doctor adjusted your Rx and recommends progressives and a computer pair– you will save 25% off lenses with any frame. Plus get 40% the second pair!"


In the Optical Dispensary

It's can be tough to choose between two frames or patient might have a budget in mind...

- "Let's get both – you will get 25% off lenses for your primary pair and 40% off the frame and lens of the other!"
- "Don't forget, you get 40% off ALL additional pairs!"
- "I know you mentioned the sunglasses might have to wait till later, but we offer Rx sun (frame and lens) starting at \$99 – let's look!"


nuance audio

The new invisible hearing solution



Hear better in noisy environments with the all-in-one hearing glasses.

NUANCE AUDIO

Funded Offer Details:

- Receive \$150 Off Nuance frames.
- Combinable with 25% Off lens offer.
- Offer may be combined with vision insurance benefits only excluding Medicare and Medicaid.
- For complete pair purchase, valid prescription required.
- When combining with vision insurance, \$150 discount value is applied to member out of pocket as a bonus savings in addition to vision insurance benefits, after benefits applied, but before taxes.

Free To Choose Offer Details:

- Receive 30% Off Nuance frames.
- Combinable with 25% Off lens offer.
- Cannot be combined with vision insurance benefits, other offers, previous purchases.
- For complete pair purchase, valid prescription required.

Lens Exclusions:

- Neurolens and Stellest lenses excluded.

CODE	DESCRIPTION	TYPE
AUTOFIRE	30% Off Nuance Frame	Free To Choose
AUTOFIRE	30% Off Nuance Frame + 25% Off Lenses	Free To Choose
43631	\$150 Off Nuance Frame	Funded

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First + Additional Pairs

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First Pairs

Not combinable with insurance or other promotions.

Promotion	Details	Code
25% Off Lenses	With an eligible frame purchase*	AUTOFIRE
Kids 50% Off Complete Pair (age 0-15)	With an eligible frame purchase and with Crizal AR or Sunshield**	AUTOFIRE

Additional Pairs

First pair is a complete pair or a purchase of 6+ month supply of contact lens.

Promotion	Details	Code
40% Off Additional Complete Pairs	Select frame brands excluded**	MANUAL 780093
40% Off Additional Pairs Lens Discount	When purchasing a complete pair with an excluded frame brand**	MANUAL 25666
20% Off Additional Non-Rx Sun	Select frame brands excluded**	MANUAL 780098

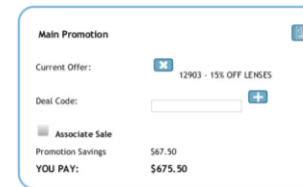
*Excludes Cartier, Maui Jim, Neurolens, and Stellest.

** Excludes Alain Mikli, Brunello Cucinelli, Cartier, Chanel, Maui Jim, Miu Miu, Nuance Audio, Oakley Meta, Oliver Peoples, Persol, Prada, Prada Linea Rossa, Ray-Ban Meta.

When purchasing 2 or more Wearable Electronic frames, patients are eligible to use the 40% Off Additional Pairs Lens Discount on the additional pairs. Discount applied only to the lens.

Autofire Deals in Ciao! Optical

Smart promotions that auto-apply in Customer Order if the order/product qualifies. No deduction code needed.

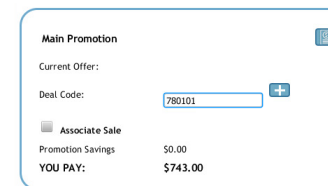


Tender multiple orders:

- Select all orders.
- Price preview screen will show the Autofire Deal applied based on contents of the additional pairs.
- Review and continue to Xstore.

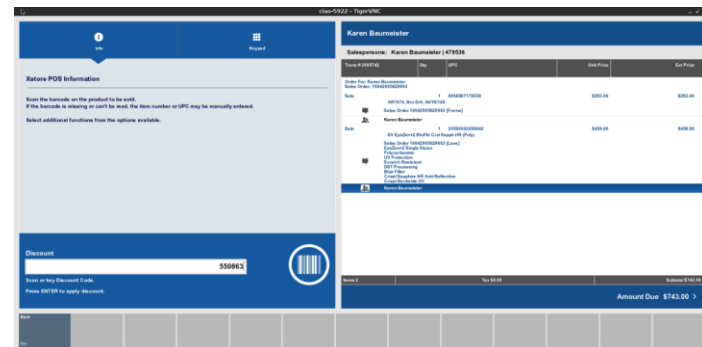
Manual Deals in Ciao! Optical

Some qualifying promotions don't auto-apply. Entering the deduction deal code into Customer Order will apply the promotion or savings to applicable orders.



Discounts in Ciao! Optical

Discounts need to be manually entered in the Tendering Application (Xstore). If a code is not a deal, it is a discount. A discount code is needed.



Stellest®

Available to kids and youth 16 and under.

Promotion	Details	Code
Stellest® Original Purchase	50% Off Frames with complete pair purchase**	AUTOFIRE
Stellest® 6 Month Replacement Rx	100% Off Lenses	COMING SOON

** Excludes Alain Mikli, Brunello Cucinelli, Cartier, Chanel, Maui Jim, Miu Miu, Nuance Audio, Oakley Meta, Oliver Peoples, Persol, Prada, Prada Linea Rossa, Ray-Ban Meta.

Stellest® Lens Replacement Policy

Essilor offers a one-time, no-charge replacement of Stellest® lenses if, at the **six-month follow-up**, the prescribing doctor determines a change in prescription of **0.50 D or worse** from the initial prescription.

To qualify:

- The follow-up exam should occur around **six (6) months after dispensing** (within one month flexibility).
- The replacement order must be placed **within nine (9) months of the original order date**.
- This benefit applies only to prescription changes related to myopia progression and does **not cover lost, damaged, or non-defective lenses**.
- Limited to **one replacement per patient**.

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Value Packages

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Professional Packages

Packages including **select frame brands** (outlined below) and Non-AR Lenses.

Promotion		Details		Code
Professional Package Starting at \$99 SV or \$199 Progressive		Includes Sferoflex frames and select lenses with No Anti-Reflective		MANUAL 35406
		Single Vision	Bi-Focal	Progressive or Tri-Focal
		Conventional	ST 28	Std Prog/ 7x28
Plastic	Included	\$99	\$149	\$199
Poly	+\$50	\$149	\$199	\$249
Sun Professional Package Starting at \$99 SV or \$199 Progressive		Includes Sferoflex, Ralph, and Armani Exchange Sun frames and select Sun lenses with No AR		MANUAL 35213
		Single Vision	Bi-Focal	Progressive or Tri-Focal
		Conventional	ST 28	Prem Prog/ 7x28
Tint Plastic	Included	\$99	\$149	\$199
Polar Poly	+\$100	\$199	\$249	\$299

Designer Sale

Section is 25–50 Grey Tag Frames, last chance for savings!

Promotion		Details	Code
Designer Sale Free To Choose		50% Off Grey Tag Frames	MANUAL 29228
Designer Sale Insurance		\$25 Off Bonus on Grey Tag Frames	MANUAL 27789

- Re-tag your Designer Sale product with Grey Tags (CP 3043822).
- In-Office Marketing sign should be displayed in the Designer Sale Section.
- [In LPA, Order as Frame To Come \(FTC\) or for IOF labs Lenses Only.](#)
 - [Ensure you do NOT order from RxO as Complete.](#)
 - [The goal is to sell down this product.](#)
- Designer Sale product is eligible for EPP. Should the patient need to redeem, and you do not have the frame, you can restyle collecting the co-pay and difference in frame price if the new frame is more expensive. Note, if the frame is less expensive you will only collect the co-pay and will not deduct difference in frame price.

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Contact Lenses

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Contact Lenses

Discounts on Contact Lenses are for disposable contacts and excludes Specialty Contacts (i.e., RGP, Excel, etc.).

Promotion	Code
Up to \$140 Off Annual Supply*	AUTOFIRE MANUAL 16738
Up to \$40 Off 6 Month Supply*	AUTOFIRE MANUAL 16740
20% Off Contact Lenses New Wearer	MANUAL 33192
CL Fitting 15% Off with Insurance	MANUAL 30638

**For Contact Lens Instant Savings please refer to the Contact Lens Price Card for savings details – amounts vary by brand.*

Contact Lens Best Price Guarantee

To provide our patient with the best experience and ensure no one walks, we will offer a **price alignment** to **1-800 Contacts** and **Costco** for eligible purchases.

Promotion	Code
Best Price Promotion US	DISCOUNT 32922

- Discounts on Contact Lenses are for disposable and soft specialty contacts and excludes true specialty contacts (i.e., RGP, Scleral, etc.).
- Apply discounts in XStore. **Apply per box savings** (e.g., if the total discount is \$100, and 4 boxes are purchased, the discount applied in XStore is \$25).
- Insurance Patients, remove instant savings in Ciao! Customer Order and apply discount code in XStore.

Additional Details:

- Limited-time offer available to in office patients.
- Do not market to all patients–this promo is designed to capture patients that would not purchase in office.
- Can be combined with funded insurance.
- The product and supply quantity must match (e.g., Air Optix 6-month supply).
- Manufacturer Mail-In Rebates listed on 1-800 or Costco do not apply to the price alignment.
- Confirm whether the patient is new or existing, as discounts may vary.
- The 1-800 or Costco website should be reviewed in real-time, as discounts update frequently.
- 1-800 Contacts or Costco is the lowest price we can match (other search engines/websites are not eligible).
- Not valid on previous purchases.

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Accessories

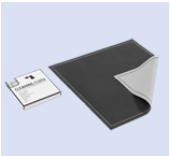
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Accessories

When selling in Ciao! Optical POS ensure you assign a Doctor to EVERY Accessory or Wellness sale.

Discount	Details	Code
Complimentary Cleaner*	Reserved for Patient Satisfaction on Lens Sanitizer, 2 oz Spray	DISCOUNT 758588

*Note that sites can order 2.5 Gallon Lens Cleaner on CP (3000556) to provide complimentary refills for patients along with site use.



Bi-color Microfiber Cloth \$6.00



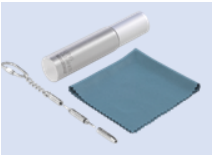
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Lens Sanitizer, 2 oz Spray \$6.00



8056597914345



Care Kit
2 oz Spray, Cloth,
Mini- Screwdriver
\$11.99



8056597795043



30 Count Pre-Moistened Lens Wipes \$4.99



8056597589284

PROMOTIONS CARD

Manager Discretion

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Manager Discretion

Use of Manager Discretion codes should be limited in use and require manager awareness and Ciao! profile notes.

- **Notes must be added in Ciao! Optical patient notes in the profile for all instances Manager Discretion codes were used.**
- Controls should be in place within the location to limit the use including Ciao! Backoffice reporting audits.
- Report any offer and promotion code issues to TVOps.


Discount	Code
Mgr. Disc Line Item* % Off Discount	DISCOUNT 5538
Mgr. Disc Line Item* \$ Off Discount	DISCOUNT 5540
Mgr. Disc Transaction % Off Discount	DISCOUNT 5541
Mgr. Disc Transaction \$ Off Discount	DISCOUNT 5542

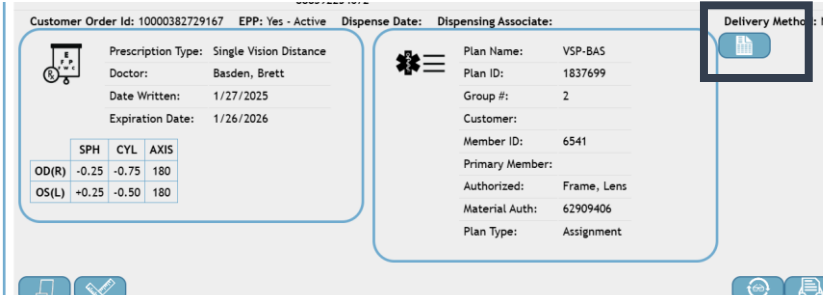
*Line Item is preferred over Transactions so better apply the discount to the line item intended and to avoid all line items in the transaction being discounted.

Processing Exchanges in Ciao! Optical

- Use the original code applied to sale on the exchange/new sale – apply to the appropriate line item.
- Should this be an even exchange, or the original code is not available you may need to use Manager Discretion to discount to the correct balance.

Insurance Tips:

1. From purchase history, click the  to expand out the order and see if insurance was attached.
 - Here you can see the Insurance Carrier & Plan ID, Authorization, and member ID Number.
2. Click the paper to view plan pays, discounts, copays
 - Click the printer icon for a paper copy.



Customer Order Id: 10000382729167 EPP: Yes - Active Dispense Date: Dispensing Associate:

Prescription Type: Single Vision Distance
Doctor: Basden, Brett
Date Written: 1/27/2025
Expiration Date: 1/26/2026

	SPH	CYL	AXIS
OD(R)	-0.25	-0.75	180
OS(L)	+0.25	-0.50	180

Plan Name: VSP-BAS
Plan ID: 1837699
Group #: 2
Customer:
Member ID: 6541
Primary Member:
Authorized: Frame, Lens
Material Auth: 62909406
Plan Type: Assignment

Delivery Method: N

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Employee + OD Discounts

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Employee Discounts

See **Employee Discount Guide** for restrictions including frame brands, limits, and additional details for order entry.

Everyday Discounts

Benefit	Team Member Code	Doctor Code
50% Off Complete Pairs	AUTOFIRE	MANUAL 8494
50% Off Stellest® Complete Pairs	AUTOFIRE	MANUAL 42967
50% Off Non-Rx Sun	AUTOFIRE	MANUAL 8495
50% Off Frame Only	AUTOFIRE	MANUAL 8497
50% Off Lenses Only	AUTOFIRE	MANUAL 8498
20% Off Contact Lenses	AUTOFIRE	MANUAL 8496
50% Off Accessories	DISCOUNT 758592	DISCOUNT 758592

Annual & Milestone Eyewear Certificates

Enter as a Discount in XStore (code on back of Certificate). You must enter the code for each line item – frames and lenses and enter 100% for the discount.

Welcome Certificates

Entered as a deal code in Ciao! Optical Customer Order including the EL ID of the employee using the certificate.

Friends of EssilorLuxottica Coupons

Enter as a Discount in XStore (code on back of Certificate) and select each line item to apply the discount.

Ciao! Entry:

- Team Members, enter the purchasing employee EssilorLuxottica ID in Ciao! Optical Customer Order for the Autofire deal.
- Doctors with an OD ID or CID, enter the Manual deal code in Ciao! Optical Customer Order.
- Accessory discounts for both Team Members and Doctors will be entered as a discount in XStore.

Main Promotion

Current Offer: 780097 - Associate 50% Off CP

Deal Code: [Field]

Associate Sale: Baumeister, Karen

Associate ID: 479536

Promotion Savings: \$371.50

YOU PAY: \$371.50

Safety Eyewear

For Team Members that primarily work in the lab and wear prescription eyewear are eligible.

Benefit	Details	Code
Safety Eyewear	In stock safety frames with conventional SV or Prog lenses without AR	DISCOUNT 6876

Armani Employee Discount

Armani employees are eligible for frame discounts. Discount is on frames only and excludes lenses.

Benefit	Details	Code
30% Off Frames Armani Exchange, Emporio Armani, or Giorgio Armani	Maybe combined with main in store offer	MANUAL 14563