

ONE THING A DAY CAN EARN YOU \$50,000 MORE PER YEAR

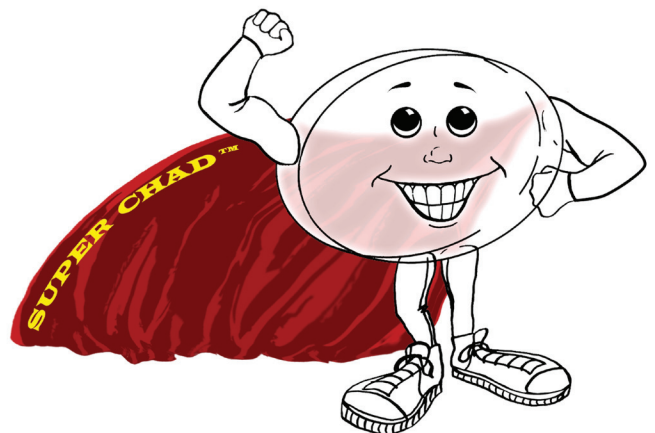
It's This Simple:

How can one simple thing per day earn your office \$50,000 more per year in revenue?

Using the average up charge for an AR Coated Transitions = \$200 (varies by market and type of practice) you can illustrate the following:

Simply selling one additional AR Coated Transitions lens per day =
 $\$200 \times 5 = \$1,000$ per week $\times 50$ weeks = **\$50,000 per year.**

Transitions®



Hirsch Optical

SELLING THE PERFECT PAIRS TO YOUR PATIENTS EVERY TIME!

Closing the Gap

34% of patients walk into their eye care professional expecting to leave with Transitions® lenses..only 18% actually do! CAPTURE THE POTENTIAL!

Emphasize the Benefits

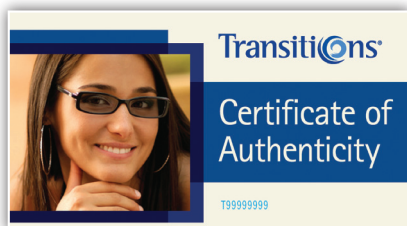
- Transitions lenses with Anti reflective (AR) treatment are clear lenses that do more.
- They are free of reflections, reduce glare and darken when exposed to ultraviolet light.
- They provide more light when you need it, less light when you don't.
- They help protect your eyes from harmful UV rays so that you can see better today and tomorrow.

Package for Lifestyles

Everyone has unique needs when it comes to eyewear, while Transitions lenses with AR treatment is the best everyday pair, patients need the right package for all their needs, including Polarized Sunwear, Computer Glasses, Safety Eyewear and more!

Ensure Authenticity

Assure your patients that you have given them the #1- recommended photochromic lenses worldwide. It is one of the final pieces in the dispensing process that allows you to tell the patient that you value their healthy sight and the benefits that Transitions lenses add to their eyeglass purchase. Plus they'll have a chance to participate in the Transitions "Take Your Shot" promotion!



Transitions®

Hirsch
Optical_{CORP.}
QUALITY OPHTHALMIC LENSES SINCE 1978
83 Milbar Blvd.
Farmingdale, NY 11735
1-800-344-0010