

Covering a large patient base

TAILORED CUSTOMER OFFER

To ensuring that every patient is included and can benefit from this promotion, we included options for every type of patient with additional upgrading opportunities to complete your care offer.

PRIMARY OFFER PATIENTS.



Purchase any of the following lens options with **SHV, HVLL, HVLL BlueControl, HVLL UV Control** or **AntiBacterial** coatings and receive a **FREE** pair of SV Tinted sunglass lenses.

- **Hilux or Nulux SV Stock**
- **Hilux or Nulux SV Surfaced**
- **Sync III or Nulux Active advanced SV Lenses**
- **Amplitude**
- **Daynamic**
- **Balansis**

LIFESTYLE BOOSTER OFFER.

By choosing any of the **iD Range** of progressive lenses your patient will qualify for a FREE upgrade on their 2nd pair lenses to **iD Lifestyle 3** tinted lenses (1.5 Hard coated).



Qualifying.

- **Qualifying 1st pairs** must have minimum of SHV, HVLL, BlueControl, UV Control or Anti-Bacterial coating.
- Single Vision Pre-Tinted stock lenses are limited to 1.5 index only.

2nd Pair Upgrade Opportunity

Increase your earning potential by offering your patients a value added upgrade on their 2nd pair. With specially reduced pricing to you, you will be able to offer premium lens enhancements to your patients.



As upgrade options are paid for, you can offer any of the options to your patient regardless of first pair selected, and can also be sold a stand alone first pair.

Upgraded 2nd pairs can be ordered at any time during the promotional period and does not have to be ordered at the same time as the first pair



Qualifying lenses.

- Qualifying 1st pairs must have minimum of **SHV, HVLL, BlueControl, UV Control** or **Anti-Bacterial** coating.
- All free 2nd pairs, unless stated, are 1.5 index
- Tinted 2nd pairs are Hard coated only.
- Free 2nd pairs are intended for the same patient, and scripts must match either distance or reading Rx.
- 2nd pairs can not be substituted for 1st pair discount or non-qualifying lenses.
- Please ensure that the qualifying 1st pair are ordered and captured first with Hoya to ensure accurate pricing.
- Free 2nd pairs needs to be ordered within 30 days of qualifying 1st pair and within the promotional period.

Upgrading 2nd pairs.

- Participant can choose from any of the available Polarized or Occupational or EnRoute upgrade options and not subject to first pair qualification.
- Customers can choose multiple 2nd pairs and purchase multiple lens options.
- Final upgrade or selling price is at the discretion of the customer. Hoya recommended pricing is based on promotional wholesale costs, current Optical assistant medical aid rates, and on a Rand plus basis.
- 2nd pair upgrades can be ordered any time during the promotional period and does not have to be ordered on the same day as the first pair.
- Please ensure correct ordering procedure is followed.
- Upgraded 2nd pairs are to be ordered as per normal as stand alone orders. Simply select **Everyday Vision** upgrade from the campaign selection box to activate correct promotional pricing.

General.

- Participation in promotional initiative is by invitation only. Hoya reserves the right to amend, suspend or extend specific elements or the entire program should the need arise due to legal or other external factors.
- Promotional period to run from **15 August 2022 to 15 November 2022**
- This offer can not be combined with any other promotional offer currently being offered by Hoya.
- Initial promotional materials to be supplied to participating stores. Additional or custom marketing materials to be for the stores own account.
- As licence and copyright holder, all images, trademarks, logo's or promotional concepts are only to be used with the approval of Hoya for any customized or personalized materials.



TERMS and CONDITIONS

To discuss your personalisation requirements or for more information on any of the marketing materials included in the promotion, please speak directly to your Area Sales Manager.

or email

info@hoyapromo.co.za



GET Started!
SCAN / CLICK
here to activate
your account



HOYA