

ADVANCE NOTICE

VOLUME 41—NUMBER 8

AUGUST 2022

1922—2022: Celebrating



Years of Advance Optical



The Advance Optical team officially celebrated our 100th year Anniversary on June 29th with an outdoor lunch event including food trucks, yard games, photo ops



and all-around good cheer. Team members were joined by former Advance Optical owners and family. The weather cooperated with a nice cool day and no rain! See more pics at advanceoptical.com/company/photos.



Help your Community with Changing Life Through Lenses®



An Easy Way to Help People in Need in Your Community See Clearly

If you're looking for a way to give back in your community, consider holding a Changing Life through Lenses® (CLTL) Day.

Changing Life through Lenses Day is not one specific day. It's any day you choose to give eye exams to people in need and to use the Changing Life through Lenses program to provide glasses at no cost to the patient or your practice.

When you register your CLTL Day, you'll get access to free resources to help you plan and host your event including:

- A vision fest guide
- A checklist to help make sure you have everything you need before, during and after your event
- FREE glasses for charitable patients
- FREE marketing resources to promote your practice

Eye doctors in every state are using Changing Life through Lenses to provide life-changing vision care to people who otherwise wouldn't get it:

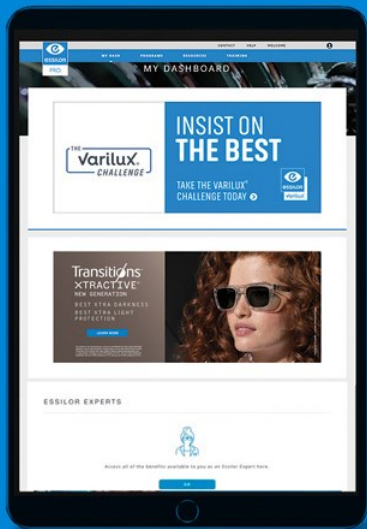
- 84% of ODs surveyed said Changing Life through Lenses moderately or significantly impacted their ability to start or expand their charitable efforts
- Nearly 50% said access to free glasses is the No. 1 benefit of the program

Looking for patients in need? Contact your local schools, including Title 1 schools, since they have a high number of low-income students who may not be able to afford vision care.

Mackenzie Weir, OD, has hosted two Changing Life through Lenses Days for children in her community. "Kids don't know to tell someone they're having vision problems; that's just the way they've adapted," she says. "Our whole practice donated their time to these events because we know that giving exams and glasses to kids in need can be really impactful."

Poor vision affects millions of people around the U.S. Visit Changing Life through Lenses to learn how to host a vision event and make a positive impact in your community.

Don't Forget to Register on Essilorpro.com



ESSILORPRO®

Save Time by Logging Into One Site for Helpful Resources:

- ✓ Access resources including training, product information and ordering merchandising materials to help engage more patients
- ✓ Empower your staff with tailored training access for each employee
- ✓ Update your practice information in our ECP locator tool
- ✓ And More!

REGISTER NOW AT [ESSILORPRO.COM](https://www.essilorpro.com)