



## News & Information

**FOR IMMEDIATE RELEASE**

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### **ESSILOR LABORATORIES OF AMERICA: DRIVING GROWTH**

*MyLife Collection, STIMULEYE and ELOA Practice Builder*

**DALLAS** – (October 5, 2007) – Essilor Laboratories of America, Inc. (ELOA) continues supporting independent eyecare professionals (ECPs) with ongoing efforts to increase patient health, profits and growth. As the largest network of optical laboratories in the country, ELOA offers more resources than any other laboratory network to help its customers achieve success.

Through its network of 106 laboratories across the U.S., ELOA has innovative products, training, team development and practice-building tools and resources to help ECPs achieve their goals. These tools include: MyLife Collection™ Lenses, STIMULEYE™ Education Series and even more new features in the ELOA Practice Builder™ Program. These programs help ECPs improve practice operations as well as enhance customer service and patient care.

“Patient health and the success of our customers are our primary goals,” said Réal Goulet, president of Essilor Laboratories of America, Inc. “Each ELOA program brings differentiation, growth and a competitive edge to eyecare practices.”

#### **MyLife Collection**

In March 2007, ELOA announced the launch of its new MyLife Collection to match eye lenses with patients’ lifestyles to give them the best vision possible. Essilor understands everyone has unique vision needs and has designed this collection to meet those needs.

MyLife Collection lenses are complete lens solutions – materials, treatments and designs – that are built around four consumer lens categories: MyStyle™, MyMotion™, MyEvolution™, MyValues™. These categories correspond with the four main purchase motivations observed in

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eyeglass wearers throughout the world. Materials, treatments and designs are hand-picked in each category to best meet the customer's needs. Essilor has also developed the MyLife Jr.™ lens collection for its customers' youngest patients.

### **STIMULEYE**

The STIMULEYE Education Series is a set of comprehensive training courses designed for ECPs, both in the office and online, to improve knowledge and comfort in recommending lenses. ECPs can choose the courses they are most interested in and work with their schedules. The program provides information about the latest market opportunities and industry developments so ECPs can offer more appropriate lenses to improve the patient experience.

### **ELOA Practice Builder**

Eyecare professionals now have even better online tools through Essilor Laboratories of America's (ELOA) industry leading ELOA Practice Builder™ program. This online tool provides enhanced resources for ECPs to track practice growth, goals, profits and trends. The ELOA Practice Builder program provides helpful tools to improve practice operations, and enhance customer service and patient care.

Originally launched in January 2006, this ELOA business initiative is a three-step program that combines multiple incentives, staff training, and innovative business building tools to help practices' maximize profitability and high-quality patient vision care.

The program consists of three basic elements:

- **Strategic planning sessions** – Meetings held with the ELOA sales consultant and ECPs/managers to align and better understand the practices' business goals and challenges.
- **Incentive programs** – Recognizing staff members who are focused on the targets and helping the practice reach its goals.
- **Tracking results and ongoing training** – Monthly reporting and improvement over baseline and quarterly averages are on-line at [www.eloapracticebuilder.com](http://www.eloapracticebuilder.com).

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In July 2007, two new online tools were launched: Capture Rate and Staff Performance. Part of the profitability scenario models, these latest releases are focused on delivering critical performance analysis to the ECP. These tools help identify new and existing areas in which to grow the practice by measuring and tracking the ECP's capture rate, and individual sales staff performance.

For more information and to register, ECPs should contact their ELOA sales consultant. ELOA sales consultants are available to assist with practice analysis and other program components and are trained to be true business consultants for eyecare professionals.

Essilor is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index and anti-reflective coated lenses. A pioneer in the development and production of ophthalmic lenses, Essilor employs more than 8,500 people throughout North America. Essilor manufactures optical lenses under the Varilux<sup>®</sup>, Crizal<sup>®</sup>, Thin&Lite<sup>®</sup>, DEFINITY<sup>™</sup> and other Essilor brand names. Essilor Laboratories of America (ELOA) is the largest, and most trusted, optical lab network in the U.S. and offers a wide choice of services and lens brands, including Essilor premium lenses, to eye care professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, S.A., the worldwide leader in ophthalmic lenses and a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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