

# BACK to SCHOOL

## STYLE AND PROTECTION

AUGUST 1 - OCTOBER 31, 2023



### Complimentary Upgrade To Transitions Lenses

Receive complimentary Transitions Lenses when you order POWER Kids SV or Eyezen Kids on ProLens.

#### CHOOSE LENS DESIGN

**\$46.00**  
POWER KIDS SV

**\$77.00**  
EYEZEN KIDS

#### CHOOSE SIGNATURE



GRAY



BROWN

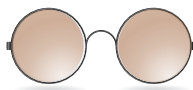


GRAPHITE GREEN

#### CHOOSE STYLE



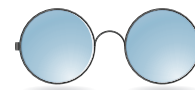
AMETHYST



AMBER



EMERALD



SAPPHIRE

#### Program Details:

Transitions Lens upgrade: Gen8 and XTRActive lenses only. XTRActive does not include style mirrors or polarized option.  
POWER Kids SV on ProLens Package: Polycarbonate and Trivex material only. Maximum eye size for POWER Kids SV is 51.  
EyeZen Kids on ProLens Package: Polycarbonate only and designed for patients ages 6-12.

#### Add On's:

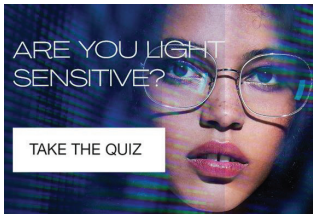
Pricing includes Sentinel Plus UV non-glare. Add-on's and upgrades available for additional charge, contact your Walman Optical account manager for details.

# YOUR HOMEWORK

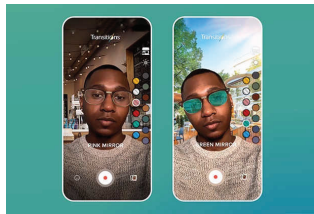
## TO PREPARE FOR BACK TO SCHOOL

[www.walmanoptical.com/bts](http://www.walmanoptical.com/bts)

### 1 Selling Transitions Lenses



PATIENT LIGHT CONTROL QUIZ



VIRTUAL TRY ON

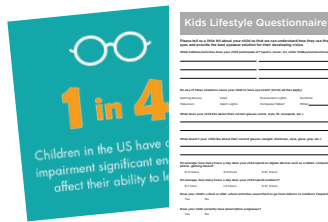


IN-OFFICE AND ONLINE P.O.P.

### 2 Marketing Back To School In Your Practice



BACK TO SCHOOL PROMOTION GUIDE



DIGITAL ASSETS AVAILABLE FOR DOWNLOAD



WHEN IT COMES TO MARKETING YOUR PRACTICE  
**LET US DO IT FOR YOU.**  
DONE4YOU MARKETING FROM ADO PRACTICE SOLUTIONS

### 3 Community Outreach Strategies



SUPPORT A CLASSROOM THROUGH DONORSCHOOSE



PARTNER WITH LOCAL BUSINESSES AND SCHOOLS



SPONSOR AN EVENT OR TEAM

Check out our back to school starter kit for everything you need to have for a successful back to school season including guides to get started and digital and in-office assets at [www.walmanoptical.com/bts](http://www.walmanoptical.com/bts).