



PECH OPTICAL CORP.

Q1 NEWSLETTER

Introducing: Transitions® GEN S™

Transitions Optical has announced the release of the NEW Transitions® GEN S™ lenses coming in April 2024! Life is full of constantly shifting light scenarios that can be challenging on your patients vision. Traditional clear lenses struggle to meet these daily visual demands. Along with a spectacular color palette and HD vision, Transition GEN S lenses are ultra-responsive to light and boast the fastest fade back yet! It is the perfect everyday lens to recommend to your patients.

KEY BENEFITS:

- Effortless vision
- Fully clear indoors
- Long-lasting photochromic performance
- Amazingly fast
- Blocks 100% UVA & UVB rays
- Endless pairing possibilities

COLOR OPTIONS:

- Ruby **NEW!**
- Sapphire
- Amethyst
- Emerald
- Amber
- Gray
- Brown
- Graphite Green



An updated availability chart will be published in April 2024 and can be accessed at www.Transitions.com/Pro. Contact your Account Executive for additional information and training.



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2024 DESK CALENDARS

We still have some 2024 desk calendars!

If you would like one for your practice, email carrie@pech.com or ask Customer Service.



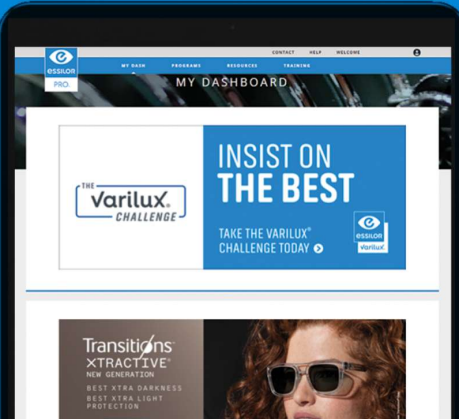
FREE WEBINAR SERIES

Pech Optical will be offering three FREE ABO webinars in 2024!

- Tuesday, March 19 (ABO)
- Tuesday, June 11 (ABO)
- Tuesday, September 10 (ABO)

We know your time is valuable! We offer three sessions to choose from: 8:30am, 10:30am and Noon CDT. Visit www.PechOptical.com/events to register! All participants must register and join the webinar separately to receive credit.





— INTRODUCING —

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- ✓ **Update your practice information** in our ECP locator tool

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Varilux® Product Discontinuation

On February 29, 2024, EssilorLuxottica discontinued the following designs from the Varilux® progressive lens portfolio:



- Varilux Physio/Physio Short, Varilux Physio 360/Physio 360 Short
- Varilux Comfort Enhanced, Varilux Comfort Enhanced Fit
- Varilux Physio Enhanced, Varilux Physio Enhanced Fit, Varilux Physio Enhanced Eyecode, Varilux Physio Enhanced Azio, and Varilux Physio Enhanced India

These products were previously removed from Managed Vision Care plans on June 27, 2023.

The recommendations to replace these products are as follows:

Varilux Physio/Physio Short, Varilux Physio 360/Physio 360 Short	Varilux Comfort Max or Varilux Physio DRX
Varilux Comfort Enhanced, Varilux Comfort Enhanced Fit	
Varilux Physio Enhanced, Varilux Physio Enhanced Fit, Varilux Physio Enhanced Eyecode, Varilux Physio Enhanced Azio, and Varilux Physio Enhanced India	Varilux X Series or Varilux XR Series

Remakes will be honored and changed to the suggested replacement.

Education Corner: Lab Processing

We live in a world of “instant gratification” and a common question from patients may be, “Why can’t I get my glasses right away?” They often don’t realize all the steps and the number of people it takes to produce their eyewear. The steps necessary to produce the final product are determined by many factors, including frame and lens selection, facial measurements, lens treatments and the Rx. There are standards that must be met in **each** area of the lab and delays can occur if they are not met. Rest assured, quality and service are our top priorities and we strive to deliver a final product that meets the requirements of the order in a timely manner!

Pair50 Program



The Pair50 Program rewards your practice for ordering multiple pairs of lenses for one patient. Once the first pair of lenses is ordered, an additional pair of lenses (of equal or lesser value) will receive a 50% discount. All pairs must be ordered for the same patient through the same lab, and must be ordered within 60 days of the first pair purchase date. **You must include PR50 in the “Special Instructions” of the additional pair to receive the discount.** A **ONE-TIME ENROLLMENT** is required! **Log on to [EssilorPRO.com](https://essilorpro.com) and make sure your PECH lab account has enrolled.**

