

# GIVE IT A GO!

Alcon® exclusive programme for independent practices

## FREE first month's supply for your next 6 patients!\*

Alcon® is committed to supporting Independent Practitioners and we are investing **£300 of free product**<sup>^</sup> into your practice to help you explore the Alcon® portfolio and engage your patients with contact lenses.

You should have received a **'GIVE IT A GO!' voucher booklet** which contains 6 free first month supplies for our recently launched products:

- 2 x DAILIES TOTAL1®
- 1 x DAILIES® AquaComfort Plus® Toric
- 2 x DAILIES® AquaComfort Plus® Multifocal
- 1 x AIR OPTIX® COLORS



**GIVE IT A GO** and choose your next 6 patients for a **free first month experience** of our recently launched contact lenses.

There is also a **Point of Sale Kit** available on request to help you raise contact lens awareness and encourage contact lens trial by patients who are browsing your frame selection. The aim is to promote contact lenses and increase your conversion rate from glasses to contact lenses while still maintaining your frame sales using:



- **Frame tags** – hang them on your frames (9cm x 6cm)
- **A4 posters** – for your practice and consulting room walls
- **Mirror stickers** – to interact with patients whilst trying on frames (15cm x 6cm)
- **A5 strut cards** – to display with your frames and engage patients with vision correction options

► For more information please call Alcon® on 0371 376 0017 (UK) / 0818 946 621 (ROI) or contact your Alcon® Business Development Manager



\* If patient has a different prescription in left and right eyes then a 2 month supply of AIR OPTIX® COLORS will be given.

† Freight charges may apply.

^ Based on suggested resale price.

This is a promotional message. We hope you found it to be useful. However, if you'd rather not receive future marketing emails of this type from Alcon®, please click to [opt-out here](#)

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**Alcon®**

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