



EyePromise[®]

Training Guide



(866) 833-2800
eyepromise.com
support@eyepromise.com



EyePromise® Restore and AREDS 2 Plus

EyePromise Restore should be prescribed to all patients at risk, but not yet diagnosed with AMD. These patients may have a family history, have drusen, be smokers, have cardiovascular disease, etc.

EyePromise AREDS 2 Plus products should be prescribed to all patients with early to moderate AMD.

EyePromise EZ Tears™

EyePromise EZ Tears should be prescribed as a first line of defense against dry eye for all patients complaining of dry eye symptoms, patients with diagnostic test results indicating dryness and patients complaining about contact lens irritation or reduced wear time. EZ Tears is guaranteed to relieve symptoms within 30 days.



EyePromise DVS

EyePromise DVS should be prescribed to all patients with diabetes to improve visual function and reduce risk of vision loss from diabetes-related vision loss.

EyePromise Screen Shield™ Teen and Screen Shield Pro

EyePromise Screen Shield Teen should be prescribed for children spending time in front of screens and discussed with parents concerned about excess screen time for kids.



Daily Goals

- Supplement a minimum of **1 patients per day** with **macular products**
- Supplement a minimum of **1 patients per day** with **EyePromise EZ Tears**
- Supplement minimum of **1 patients per day** with **EyePromise DVS**
- Supplement minimum of **1 patient per day** with **Screen Shield Teen or Pro**
- **All patients** should be instructed to **sign up for Auto Refill** home delivery at the front desk

Individual Location Financial Contribution

# of Patients Signed Up Daily	Year 1 Profit	Year 2 Profit	Year 3 Profit
1	\$22K	\$35K	\$44K
3	\$67K	\$105K	\$133K
6	\$135K	\$210K	\$266K

VISION ASSESSMENT

Please read and a staff member will discuss with you.

When it comes to eye health, early identification of disease or risk of disease is key in the protecting long-term vision. In our practice, we record, track, and proactively address all possible risk factors to ensure our patients maintain their healthy vision.

AGE-RELATED MACULAR DEGENERATION CHALLENGES

SYMPTOMS (Check all that apply)

- ☐ Cardiovascular disease
- ☐ Current or former smoker
- ☐ Family history of AMD

- ☐ Female
- ☐ Caucasian
- ☐ Light-colored eyes
- ☐ Low vegetable intake (<5 servings per day)

DIABETES EYE CHALLENGES

SYMPTOMS (Check all that apply)

- ☐ Have type 1 diabetes
- ☐ Have type 2 diabetes

- ☐ Have pre-diabetes
- ☐ Family history of sight loss from diabetes

DRY EYE CHALLENGES

SYMPTOMS (Check all that apply)

- ☐ Dryness
- ☐ Irritation
- ☐ Blurred vision
- ☐ Scratchy eyes
- ☐ Gritty eyes
- ☐ Uses eye drops regularly

- ☐ Painful or sore eyes
- ☐ Excessive watering
- ☐ Feeling of something in your eye
- ☐ Redness
- ☐ Sensitivity to bright light

SCREEN TIME AND VISUAL PERFORMANCE CHALLENGES

SYMPTOMS (Check all that apply)

- ☐ Tired eyes
- ☐ Headache
- ☐ Eye strain
- ☐ Trouble sleeping
- ☐ Computer, phone, or TV use (3+ hours per day)

- ☐ Sensitivity to bright light
- ☐ Difficulty driving at night (glare on windshield)
- ☐ Difficulty distinguishing an object from a similar-colored background (dark car on a dimly lit street)
- ☐ Vegan

Patient Initials _____

Date _____

FOR OFFICE USE ONLY

PATIENT RISK DETERMINATION

of AMD Risk Factors _____

of Screen Time Risk Factors _____

of Diabetes Risk Factors _____

of Visual Performance Risk Factors _____

of Dry Eye Risk Factors _____

Select the product based on patient symptoms.



Use with Complete Patient Vision Assessment Form

AMD



RESTORE

- Cardiovascular disease
- Smoker
- History of AMD
- Any combination of 4 symptoms



AREDS 2 Plus Zinc-Free

- Currently has AMD, can't have zinc



AREDS 2 Plus Multi-Vitamin

- Currently has AMD

Diabetes



DVS

- Currently has type 1 or type 2 diabetes
- Pre-diabetes

Screen Time & Visual Performance



Screen Shield Pro

- Any combination of 3 symptoms
- Ages 18 and up



Screen Shield Teen

- Any combination of 3 symptoms
- Ages 4-17

Dry Eye



EZ Tears

- Any combination of 3 symptoms



Zeaxanthin + Lutein

- Vegans that need a macular health supplement



Zeaxanthin

- Vegans that need a boost of the critical antioxidant

EyePromise® Product Talking Points

Macular Health

- 8x more all-natural zeaxanthin than other products
- The most studied supplement for eye health with 30+ years of scientific research
- Guaranteed to increase your macular pigment optical density (MPOD)
- 60-day, money-back guarantee
- Costs about \$1 per day
- Savings over Amazon = \$7.50 + free shipping
- NSF Certified (highest quality ingredients)
- Validated safe and effective in an FDA-registered clinical trial

EZ Tears

- Highest concentration of Omega-3s
- Relief in as little as 1 week
- Proven relief with contact lens wearers - reported 2.2 hours additional wear time
- 8 natural anti-inflammatory ingredients
- 30-day, money-back guarantee
- Costs about a \$1 per day
- Savings over Amazon = \$7.50 + free shipping
- NSF Certified (highest quality ingredients)
- Validated safe and effective in an FDA-registered clinical trial

DVS

- Proven to increase visual performance and night driving in patients with diabetes
- The only diabetes eye vitamin backed by an FDA-registered clinical trial
- Does not affect blood glucose levels
- 60-day, money-back guarantee
- Costs a little over \$1 per day
- Savings over Amazon = \$7.50 + free shipping
- NSF Certified (highest quality ingredients)

Screen Shield

- Screen time protection made with all-natural zeaxanthin
- Designed and backed with 30+ years of eye health and nutrition research
- All-natural ingredients, gluten-free, GMO-free
- 60-day, money-back guarantee
- Chewable tablet for children ages 4-17
- Costs about \$1 per day
- Savings over Amazon = \$7.50 + free shipping
- NSF Certified (highest quality ingredients)

EyePromise Auto Refill Patient Pricing

Macular Health

3 Bottles

Save \$1.50 per bottle

6 Bottles

Save \$2.50 per bottle

EyePromise Restore	\$100.35	\$194.70
EyePromise AREDS 2 Multi-Vitamin	\$115.35	\$224.70
EyePromise AREDS 2 Zinc-Free	\$103.35	\$200.70
EyePromise Zeaxanthin + Lutein	\$109.35	\$212.70
EyePromise Zeaxanthin	\$100.35	\$194.70

Dry Eye

3 Bottles

Save \$1.50 per bottle

6 Bottles

Save \$2.50 per bottle

EyePromise EZ Tears	\$100.35	\$194.70
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Patients with Diabetes

3 Bottles

Save \$1.50 per bottle

6 Bottles

Save \$2.50 per bottle

EyePromise DVS	\$115.35	\$224.70
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Screen Time & Visual Performance

3 Bottles

Save \$1.00 per bottle

6 Bottles

Save \$2.00 per bottle

EyePromise Screen Shield™ Teen	\$53.97	\$101.94
EyePromise Screen Shield™ Pro	\$100.35	\$194.70
EyePromise Vizual Edge™ Chewable	\$142.35	\$278.70
EyePromise Vizual Edge Pro™	\$232.35	\$458.70



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STEP 1

Open EyePromise
Web Link



STEP 2

Select the Prescribed
EyePromise Product



STEP 3

Enter the Patient's
Billing and Shipping
Information



STEP 4

Place the Order



EyePromise®

Your Practice Partner

Co-founded by Dennis Gierhart, PhD, a recognized pioneer of nutritional support for healthy vision, EyePromise® helps people live life to its potential by providing science-based nutritional support to preserve and enhance eye health while making a positive impact on our world.

EyePromise works within three channels, Eye Care Professionals, Direct to Consumer, and Professional Athletes, and is the #1 doctor-recommended eye health nutraceutical brand and leader in technology measuring efficacy. We work closely with our Scientific Advisory Board to facilitate ongoing clinical research into our products and emerging ingredients.

#1

Choice of
Eye Care Professionals
&
Professional Athletes

Natural Nutraceutical Options for the Patients Within Your Practice

6 out of 10
of your patients will
benefit from an
EyePromise product

AMD

Diabetes

Dry Eye

Screen Time
Visual Performance

7%

10%

27%

13%



Every EyePromise product is manufactured in the USA in facilities certified by FDA Current Good Manufacturing Practice (cGMP) standards. EyePromise products are the only eye care supplements on the market certified by NSF International.

Tailored Partnerships and Guidelines for Success

EyePromise strives to be the most doctor-supportive nutrition company in the eye care space. We operate as a partner to your practice to help ensure program success for both patients and practice.

EyePromise Program*

The EyePromise Partner Program has many options to prescribe EyePromise nutraceuticals and is designed to be customizable to fit the needs of your practice. The programs include best practices, free marketing materials, and in-practice and online support to ensure your program success.

DISPENSER PROGRAM

This program allows you to pre-purchase product inventory for resale in your practice. This ensures that your patients leave with the product you prescribe. After their initial in-office purchase of either a 1 or 3-month supply, this program also offers the option for EyePromise Auto Refill program. The program helps patients stay compliant with their prescriptions until their next visit and gives both you and your patients customizable options to fit your needs.

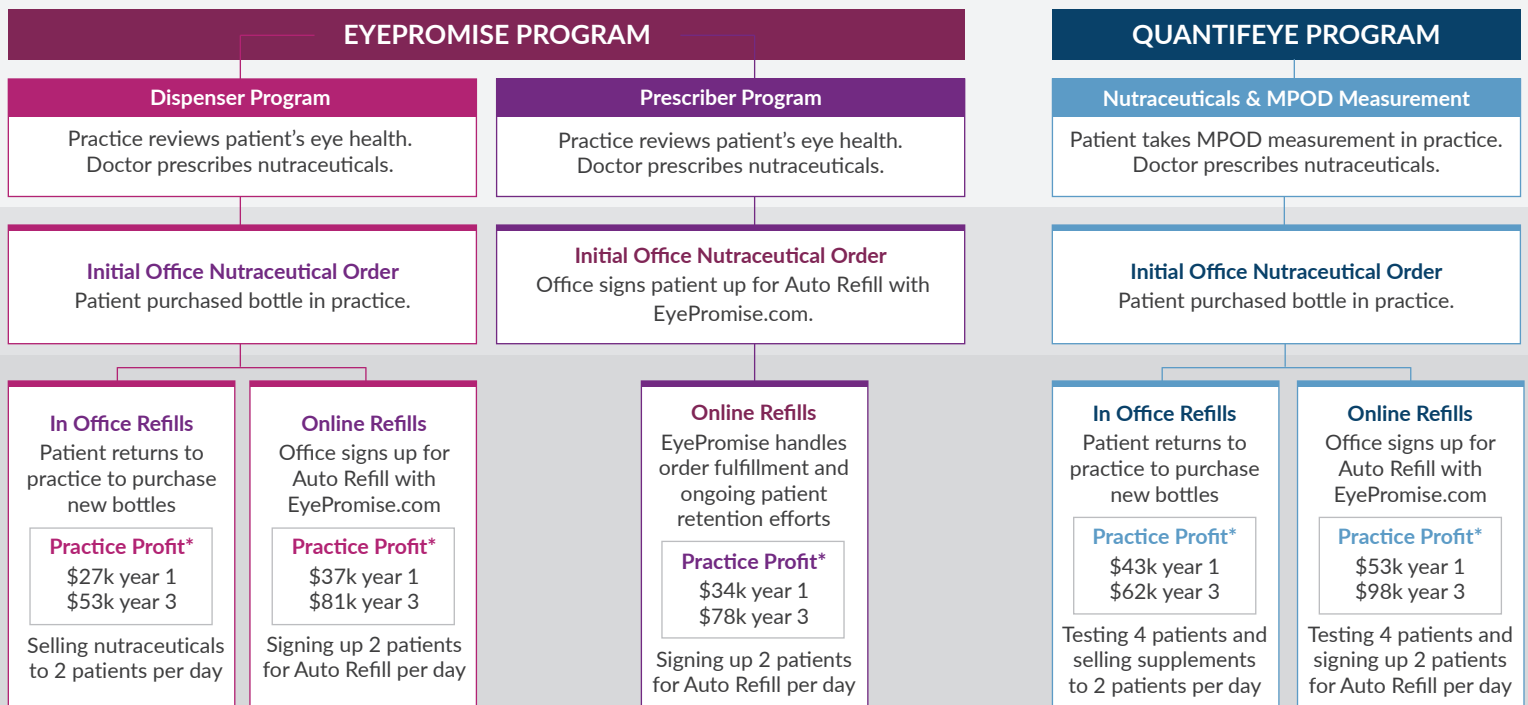
PRESCRIBER PROGRAM

This program allows you to prescribe a product that fits your patients' needs without the hassle of inventory. During the office visit, enroll your patient online in the EyePromise Auto Refill program, and that's it. Patients will then receive automatic shipments of their EyePromise product to help reinforce compliance and increase practice revenue. From here, EyePromise takes care of reminders, education, shipping, and handling. You'll receive referral credits for every patient signed up for Auto Refill in your office and for future bottles purchased.

QuantifEye® Program*

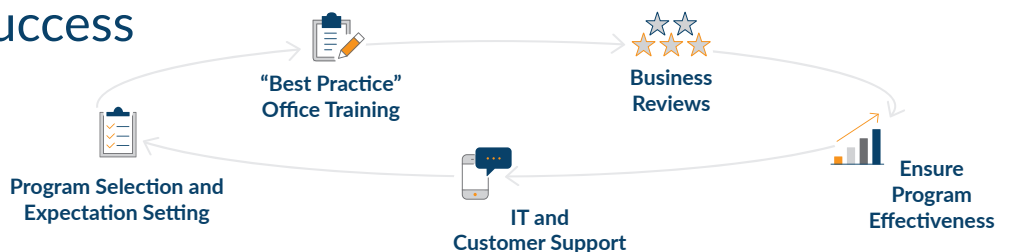
This program includes both nutraceuticals and the QuantifEye MPS II macular pigment optical density (MPOD) measurement instrument. In this partnership, EyePromise provides free marketing materials, maintenance and IT management of the instrument, and online and in-practice support for running the program successfully.

Which Program is Right for You?



Formula for Practice Success

Like our nutraceuticals, our partner process undergoes constant review to ensure your practice receives the best support to help you and your patients.



*based on implementation of in-office best practices and patient compliance/retention data.