

ProfitMaxx™
offers high-quality,
patient loved brands
designed to maximize
your profitability.



DRIVE PROFITABILITY High-quality, branded frames priced to support your managed vision care patients.



PATIENT LOVED BRANDS Eyecare Professionals that introduced *ProfitMaxx* brands in their practice experienced 0.7 percentage point **increase in capture rate***, generating an incremental of **+\$9K in annual revenue.****

Choosing Luxottica brands featured in *ProfitMaxx* means you get patient loved brands at an exceptional price. PLUS, it can help you unlock the full potential of other EssilorLuxottica programs.



Earn up to a 5% rebate on your EssilorLuxottica portfolio purchases by achieving EssilorLuxottica 360™ Champion (9+ brands) status.† [Learn more](#) about the rebates and benefits you can receive through EL360.

† Some restrictions apply

Embrace a win-win approach for your practice and patients.

Explore the boundless possibilities of *ProfitMaxx* by connecting with your Luxottica Sales Consultant today.

*Customers that went from selling less than 24 units of *ProfitMaxx* brands in a given year to selling more than 24 units the year after experienced a growth in capture rate (frames divided by exams) higher by 0.7 percentage points, compared to customers not dispensing *ProfitMaxx* brands (on average, -0.8% for New *ProfitMaxx* customers vs -1.5% for Non *ProfitMaxx* customers). Assessment based on 144 New *ProfitMaxx* customers vs 851 Non *ProfitMaxx* customers in 2022, and 132 New *ProfitMaxx* customers vs 750 Non *ProfitMaxx* customers in 2023.
**On average, new *ProfitMaxx* customers have generated an incremental revenue of +\$9K, including +\$3K in frames and +\$6K in lenses thanks to a higher capture rate improvement.

ARNETTE

EMPORIO ARMANI

RALPH
RALPH LAUREN EYEWEAR

Brooks Brothers

POLO
RALPH LAUREN



vogue
eyewear

ProfitMaxx™ Patient Loved Brand Portfolio



POLO
RALPH LAUREN

Embodies the signature, classic, spirited American style that is timeless and authentic



RALPH
RALPH LAUREN EYEWEAR

Youthful, vibrant, modern fashion within the Polo group



EMPORIO ARMANI

Armani brand name with modern, contemporary style and technology



Brooks Brothers

Classic, refined Americana style with strong brand heritage and legacy



vogue
eyewear

Fashion reference that is inclusive, curious and real



ARNETTE

Mainstream street style that is unfiltered, easy-going conscious & positive with 80% of the collection sustainable



Representation of vitaminic racing vibes and performance

PROFIT MAXX
by **LUXOTTICA**

Contact your Luxottica Sales Consultant today to learn more about *ProfitMaxx* and how it can enhance your frames portfolio and practice profitability.

Program effective January 1, 2024. Pursuant to Federal and/or state law, you may be required to disclose and accurately report any discounts received to the applicable federal or state health care program.

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