

HIGHLIGHT OF THIS ISSUE

Stainless® Rewards Program

Our popular “Stainless® Rewards Program” starts this month. Beginning October 1st, 2009 all new full pair Stainless® jobs will go out with a \$10 reward sticker. Fill the game card with stickers and send in to redeem your \$50.00 Visa gift card. There is no limit to the amount of Visa gifts cards you can earn during the promotion.



The Stainless® Rewards Program will run between October 1st, 2009 and December 31st, 2009. The deadline for redemption of the stickers is January 31st, 2009. Contact us at 800.832.2628 or email us at info@icoatcompany.com to get more information on the program or to request a game card.

Great Western Council of Optometry Show

iCoat would like to invite you to visit our booth #47 at the Great Western Council of Optometry (GWCO) trade convention on **October 23rd and October 24th** at the **Oregon Convention Center (Hall A) in Portland, OR.**

If you would like a **FREE guest pass** for the exhibit hall please contact the iCoat marketing department at info@icoatcompany.com or call at **800.832.2628.**

iCoat Company
 12020 Mora Drive
 Santa Fe Springs, CA 90670
 800.832.2628
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Stainless® – Premium Anti-Reflective Coating

Stainless® is iCoat’s state-of-the-art premium AR lens treatment that incorporates super oleophobic, super anti-static properties and incredible durability. Stainless® addresses consumer complaints such as ease of cleaning and durability. Stainless® combines our proprietary hardcoat process, ion assisted AR stack, and an advanced super slick surface treatment. It is one of the most scratch resistant and easy to clean AR product available.

Product Highlights:

- Colts Lab Bayer rating of 6.99
- Contact angle exceeding 112° so lenses stay clean longer
- Ultimate anti-static rating of 0.01 to repel dust and dirt
- Available on the widest range of lens styles and materials
- Colts real-life simulation weighted index of 3.90
- 18 layer thin-film coating with 2 year guarantee

Sales Tip – Half AR Coated Lens

Product demonstration is one of the most effective tool that an ECP can utilize to educate its patients on the benefits of AR. iCoat encourages you to use the sample half-coated AR lens to demonstrate these benefits to the patients. Seeing is believing! Let your patients see the benefits of AR and its advantages.

Call us at 800.832.2628 to order point-of-sale AR display or to request a sample of half AR coated lens. You can also order the AR point-of-sale display online at www.icoatcompany.com.

Custom Rx Prescription Pads

iCoat now offers its valued customers **5 free customized prescription RxPads**. The RxPads can be customized with your name and your company logo.

Please ask us about the pricing if you wish to order in larger quantities.

Order your customized RxPads today by calling us at **800.832.2628** or email us at info@icoatcompany.com.



The form is titled 'VISION EYES' and includes contact information for 15725 E Goodvision Highway, Anytown, CA 98765. It has a license number 12345 and phone/fax numbers (555) 783-3300 and (555) 783-3319. The form contains fields for NAME, DATE, PHONE #, and a table for prescription data with columns for Sph., Cyl., Axis, Prism, and Base. There are also checkboxes for NEAR, COMPUTER, and DOCTOR RECOMMENDS, with a list of lens types and coatings. A note at the bottom states: 'NOTE TO DISPENSING OFFICIAN: Please direct patient to return to the prescribing doctor for fitting evaluation and follow up visits.'