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HOW ESSILOR ENGAGES ITS ONLINE CUSTOMERS IN IMPROVING LIVES

In 2018 Essilor's strategic-giving fund Vision For Life™ launched a Buy One Give One programme allowing the Group's e-commerce sites to join its efforts to improve the vision of millions of people in need of a pair of eyeglasses.

As part of Essilor's mission to improve lives by improving sight, Vision For Life's™ Buy One Give One provides customers with the option to donate a pair of glasses as they buy their own. Through the free vision care programmes run by Vision For Life™ and its partners, including Essilor Vision Foundation (EVF) and Our Children's Vision, the donated glasses will be given to a person in need.

To date, five online sites are participating in the Buy One Give One programme - EyeBuyDirect, Clearly/Coastal, FramesDirect (North America), Lensway (Scandinavia) and GlassesDirect (UK). Each site includes information about Essilor, its mission and free vision care programs which aim to eliminate poor vision and its lifelong consequences, giving people the opportunity to live a better life through better sight.



Buy One, Give One

Improving lives
by improving sight



Vision for Life™ was created by Essilor in 2015 to fund community vision health initiatives, in particular for the 2.5 billion people in the world living with uncorrected poor vision.

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