

EYE SUPPORT

USE THE NEW VIDEO IN YOUR 1-2-3 SALES APPROACH



Share this video! Support your eyes.

The new Eye Support video focuses on the high levels of blue light exposure we are receiving from digital devices (smart phones, tablets, computers, TV screens, etc.). Here are several suggestions of how to share this video with others, along with “What to say”.

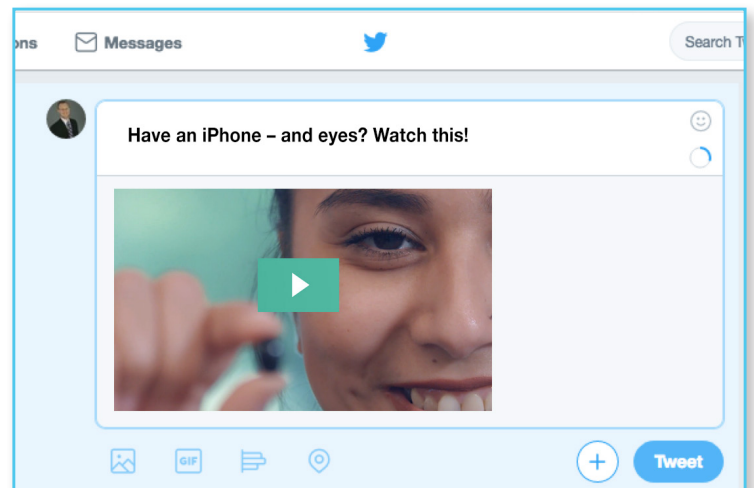
TWITTER



How to share this video on Twitter

- **Create a public tweet** for all your followers to see.
- OR
- **Create a target list** and send only to those followers on specific list(s).

What to say as you share this video on Twitter



SUGGESTION #1

Twitter Copy:

How much time do you spend with your digital devices?
What is it doing to your eyes?
[LINK TO VIDEO]

SUGGESTION #2

Twitter Copy:

We look at screens ALL DAY.
What's that doing to your eyes?
[LINK TO VIDEO]

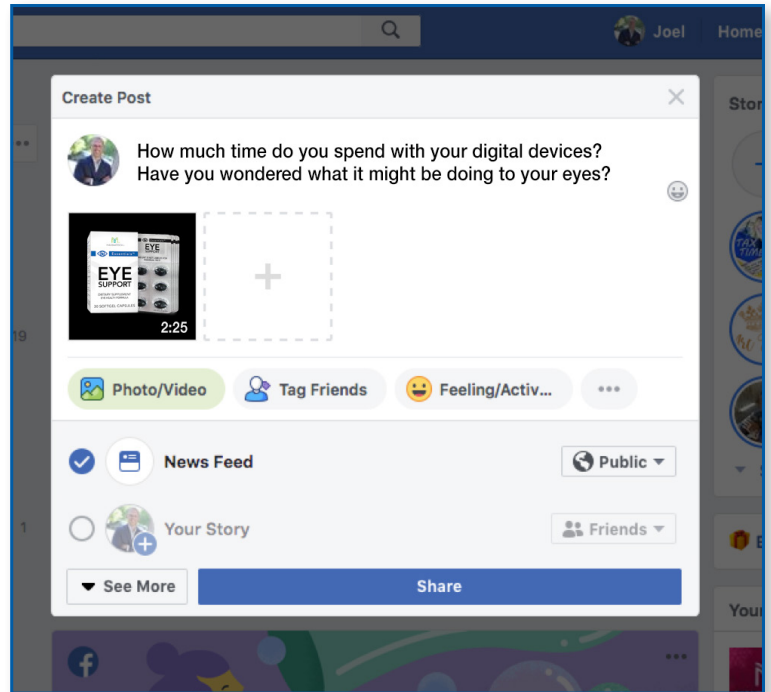
SUGGESTION #3

Twitter Copy:

Have an iPhone—and eyes? Watch this!
[LINK TO VIDEO]

How to share this video on Facebook

- Create a public post for all to see.
OR
- Create a public post and tag your friend(s) by name in your post (based on their own privacy settings others may be able to see that they have been tagged in your post).
OR
- Post directly on your friend's wall (based on their own privacy settings others may be able to see that they have been tagged in your post).
OR
- Create a "Friend List" in Facebook by category (i.e. "Eye Support Prospects") and designate your post to only appear to the names on that Facebook list.



What to say as you share this video on Facebook

SUGGESTION #1

Facebook Post Copy:

How much time do you spend with your digital devices?
Have you wondered what it might be doing to your eyes?
[LINK TO VIDEO]

SUGGESTION #2

Facebook Post Copy:

What do you know about blue light and your eyes?
[LINK TO VIDEO]

SUGGESTION #3

Facebook Post Copy:

We look at screens ALL DAY. What's that
doing to your eyes [LINK TO VIDEO]

TEXT MESSAGES



How to share this video via text

- Send **one-by-one** to people on your list.

OR

- If you have a program for **mass texting**, send a text to a list you create.

What to say as you share this video via text message

SUGGESTION #1

Text Copy (to a single recipient):

Hi [CONTACT NAME], here's something to support those beautiful eyes of yours!
[LINK TO VIDEO]

SUGGESTION #2

Text Copy (to a single recipient):

Hi [CONTACT NAME], Here's an interesting (short) video about blue light from digital devices and how to support your eyes. [LINK TO VIDEO]

SUGGESTION #3

Text Copy (to multiple recipients):

I was concerned about how much time my kids spend on their digital devices—and the blue light they are exposed to. This helped:
[LINK TO VIDEO]



EMAIL MESSAGES



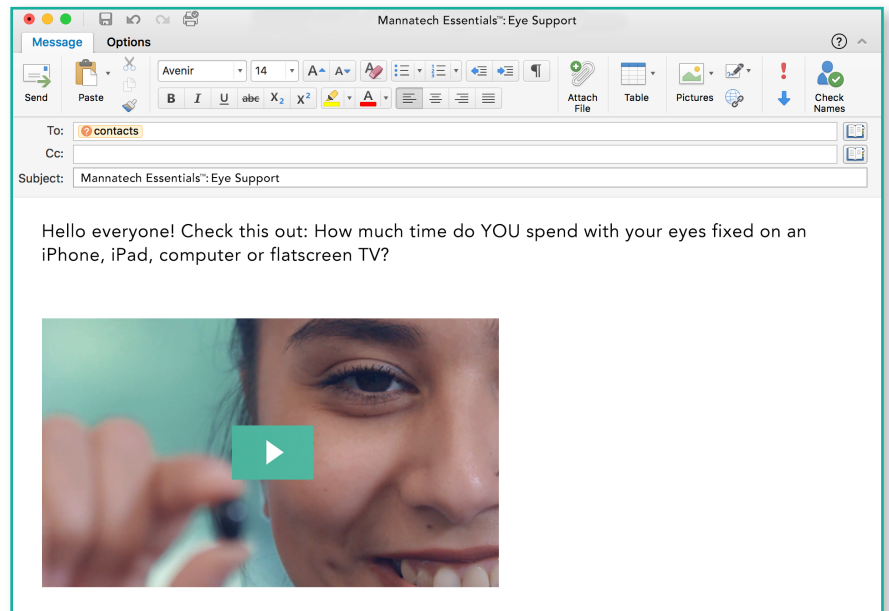
How to share this video via email

- Send one-by-one to people on your list.

OR

- Send to multiple people at once.

What to say as you share this video via email



SUGGESTION #1

Email Copy (to a single recipient):

Hi [CONTACT NAME], you might find this interesting: This new product (Eye Support) helps support healthy eye function against the blue light coming off of smartphones and other screens. Let me know what you think! [LINK TO VIDEO]

SUGGESTION #2

Email Copy (to multiple recipients):

Hello everyone! Check this out: How much time do YOU spend with your eyes fixed on an iPhone, iPad, computer or flatscreen TV? [LINK TO VIDEO]