

THIS IS JUST ANOTHER BROCHURE.

However, what's behind this brochure is the result of a personalized assessment to meet the individual eye care needs of each patient. It is the artful conclusion that comes from understanding that every eye is unique.

Behind these words is the latest in ophthalmological technology and an expertly crafted product that leads to comfort, improved sight and satisfaction.

Behind these words is the hard work and dedication of a staff that sweats the small stuff. And knows just how to take care of you — that also leads to satisfaction.

This is just a brochure, but what's behind it really matters.

**MADE IN MICHIGAN SINCE 1947,
with locations across Northern Indiana.**

FOR MORE SAVINGS INFORMATION

- 1) Go to RxOptical.com
- 2) Click on the Vision Advantage button
- 3) Enter the membership number on your card

1-800-792-2737

Member's name _____

VISION ADVANTAGE PROGRAM

MEIJER CREDIT UNION

membership # MCU1108 PLAN 311
expiration date: 08/31/2012

Rxoptical
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MCU1108

Rxoptical LOCATIONS

DETROIT OFFICES

Allen Park	23055 Outer Dr.	(313) 359-9075
Livonia (new)	29474 Seven Mile Rd.	(248) 615-2815
Novi (new)	Opening Fall 2011	(248) 344-0758
Southgate	19295 Eureka Rd.	(734) 282-9500
Woodhaven	23110 Allen Rd.	(734) 676-4300

GRAND RAPIDS OFFICES

Cascade	6749 Cascade Rd.	(616) 957-3099
Grand Rapids	3083 28th St. SE	(616) 949-8974
Grandville	4555 Wilson Ave. SW	(616) 249-8490
Jenison	304 Baldwin St.	(616) 457-4443
Kentwood	2350 44th St. SE	(616) 281-1011
Plainfield (North)	5429 Northland Dr. NE	(616) 365-7600
Plainfield Twp.	4191 Plainfield Ave. NE	(616) 364-8144
Rockford	507 E. Division St.	(616) 866-3933
Walker	3576 Alpine Ave. NW	(616) 784-4999
Walker/Standale	4482 Lake Michigan Dr.	(616) 791-6944
Wyoming	1717 28th St. SW	(616) 531-4370

KALAMAZOO OFFICES

Bronson Hospital	Suite M261	(269) 553-1848
Downtown	125 S. Kalamazoo Mall	(269) 342-0134
Kalamazoo	1700 S. Park St.	(269) 342-3910
Kalamazoo (East)	5465 Gull Rd.	(269) 349-7631
Kalamazoo (West)	5349 W. Main St.	(269) 349-7627
Kalamazoo Oakwood	3013 Oakland Dr.	(269) 382-3453
Portage	6123 S. Westnedge Ave.	(269) 327-7079

INDIANA OFFICES

Angola, IN	1400 N. Wayne St.	(260) 668-8881
Auburn, IN	918 W. 7th St.	(260) 927-0405
Kendallville, IN	208 W. North St.	(260) 349-1008
Elkhart, IN	2224 Cassopolis St.	(574) 206-1533

MICHIGAN OFFICES

Battle Creek	65 E. Columbia Ave.	(269) 965-5106
Benton Harbor	1761 S. M 139	(269) 934-0424
Charlotte	1315 Lansing Rd.	(517) 543-7577
Coldwater	755 E. Chicago St.	(517) 278-9004
Grand Haven	1125 S. Beacon Rd.	(616) 846-4454
Hastings	803 W. State St.	(269) 945-9724
Holland (North)	12659 Riley St.	(616) 399-1440
Holland (South)	1148 S. Washington Ave.	(616) 396-8814
Ionia	3125 S. State Rd.	(616) 527-9279
Jackson (East)	3132 E. Michigan Ave.	(517) 783-9000
Jackson (West)	1617 N. West Ave.	(517) 780-3828
Jonesville	855 Olds St.	(517) 849-2200
Lansing	6001 W. Saginaw Hwy.	(517) 886-2888
Muskegon	2159 E. Apple Ave.	(231) 767-1600
Muskegon/Fruitport	1720 E. Sternberg Rd.	(231) 798-7230
Niles	1421 S. 11th St.	(269) 684-1330
Okemos	2285 W. Grand River Ave.	(517) 349-9944
Plainwell	1281 W. M 89	(269) 685-1071
St. Joseph	2008 Washington Ave.	(269) 983-1303
Sturgis	500 S. Centerville Rd.	(269) 651-1958
Three Rivers	111 S. US 131	(269) 273-9515

HOURS: Open Weekdays, Evenings, & Saturdays

Plan VAP311

Rxoptical

VISION ADVANTAGE PROGRAM



Use Your Vision Insurance At **Rxoptical**



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Ray-Ban

PRADA

ANNE KLEIN

rxoptical.com

RXtra
VisionCare Program

VISION ADVANTAGE PROGRAM

EXAM FOR GLASSES \$47.00

EYEGLASS PACKAGE INCLUDES

Frame with Plastic Lenses

Great package savings

FRAME CATEGORY	SINGLE VISION	BIFOCAL	PROGRESSIVE (NO-LINE)
Bronze	\$99.00	\$123.00	\$205.00
Silver	\$129.00	\$153.00	\$235.00
Gold	\$169.00	\$193.00	\$275.00
Platinum	15% off designer frames		
Boutique	10% off luxury frames		

Non-Glare Lens Treatment \$54.00

Premium anti-reflective process—available only at Rx Optical.

RX OPTICAL WORRY FREE WARRANTY

We offer the most comprehensive and worry-free warranty for scratched, broken or lost eyeglasses for 25 months and even options for additional pairs of glasses.

A warranty like this is unheard of and it's only available at Rx Optical. Ask your Rx Optical optician for details.

25% OFF PRESCRIPTION EYEGLASS OPTIONS INCLUDING:

Pure Vision Polycarbonate Lenses
Transitions Lenses
Polarized Sun Lenses
Other Lenses and Treatments

ABOUT THE PROGRAM

Who is eligible?

All employees/members and their families can use the Vision Advantage Program at any Rx Optical location.

Do you have Vision Insurance?

Rx Optical will bill your vision insurance for you.

We are a provider for most insurance plans including, but not limited to:



DAVIS VISION
SEE LIFE

DeltaVision

EyeMed
VISION CARE



HERITAGE
VISION PLANS



UnitedHealthcare

Vision Service Provider

The Vision Advantage Program may be used with some insurance plans. Some restrictions may apply depending on your vision insurance coverage.

Use Vision Advantage Program with a Flexible Spending Account.

Kids' Care Program

Program prices start at \$89.00 with kids' frame and the most impact resistant polycarbonate lenses.

For more information please call 1-800-792-2737.
Ask for the program consultant.

Savings programs cannot be used on sales tax, insurance co-pays or with special pricing offers. Some restrictions may apply.

LASER VISION CORRECTION

Are you considering LASIK?

For more information and a free consultation, call our laser vision coordinator at 1-800-792-2737.

CONTACT LENSES

Savings available on all contact lens purchases.
Ask your optician for details on other contact lenses.

Contact Lens Exam \$77

Prices and Rebates*

CIBA VISION™

BRAND	COST PER BOX	W/REBATE
DAILIES® AquaComfort Plus®	\$49.62	\$37.12

CooperVision®

BRAND	COST PER BOX	W/REBATE
proclear® 1 day	\$45.87	\$37.12
biofinity	\$49.87	\$42.37

*Rebates while supplies last and subject to change without notice.
Prices shown are based on manufacturer's 1-Year supply rebate offer.
Terms and Conditions apply. Prices are subject to change without notice.

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MEMBERSHIP CARD

Please present membership card at time of service.

Allen Park 23055 Outer Dr. (313) 358-9075	Elkhart, IN 2224 Cassopolis St. (574) 206-1533	Ionia 3125 S. State Rd. (616) 527-9279	Kalamazoo (East) 5405 Gull Rd. (269) 349-7631	Muskegon/Fruitport 1720 E. Sternberg Rd. (231) 798-7230	Southgate 19295 Eureka Rd. (734) 282-9500
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Benton Harbor 1761 S. M 139 (269) 934-9424	Grandville 4535 Wilson Ave. SW (616) 949-9490	Jonesville 855 Ohio St. (517) 945-2200	Kentwood 2355 44th St. SE (616) 281-1011	Plainwell 1261 W. M 89 (269) 685-1071	Walker 3576 Alpine Ave. NW (616) 784-4099
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Coldwater 755 E. Chicago St. (517) 278-9004	Holland (South) 1148 S. Washington Ave. (616) 398-8814	Kzoo/Downtown 125 S. Kalamazoo Mall (269) 342-0134	Muskegon 501 E. Apple Ave. (231) 767-1600	Rockford 507 E. Division St. (616) 866-3933	Wyoming 1717 28th St. SW (616) 531-4370