

PROTECT YOUR EYES

The Gold Standard in Digital Device Protection

✓ Increased Productivity

✓ Less Eye Strain

✓ Better Sleep



For protection, ask for

BLUTECH[®]
LENSES

BluTech users report better sleep—allowing you to be more productive the next day. Experience less eye strain and fewer headaches from digital devices and artificial light.

Available in prescription and non-prescription for contact lens wearers.

SUN SOLUTIONS

Protect your eyes from UV exposure and glare from the sun.



RB-I 2132

Customize your Sunglasses with Polarized or Drivewear Sun Solutions for both prescription or non-prescription sun lenses with a designer frame of your choice.



LOCATIONS

DETROIT/EASTERN MICHIGAN OFFICES

Ann Arbor	3275 Washtenaw Ave.	(734) 545-7988
Ann Arbor	867 W. Eisenhower Pkwy.	(734) 213-3529
Saline	900 E. Michigan Ave.	(734) 295-9241
Allen Park	23055 Outer Dr.	(313) 359-9075
Farmington Hills	27604 Middlebelt Rd.	(248) 615-0652
Livonia	29474 Seven Mile Rd.	(248) 615-2815
Plymouth	44429 Ann Arbor Rd.	(734) 416-0348
Southgate	15204 Eureka Rd.	(734) 282-9500
Woodhaven	22750 Allen Rd.	(734) 676-4300

GRAND RAPIDS OFFICES

Breton Village	1858 Breton Rd. SE	(616) 949-9660
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	381 Baldwin St.	(616) 457-4443
Kentwood	2350 44th St. SE	(616) 281-1011
Kentwood (South)	6143 Kalamazoo Ave.	(616) 554-7775
Knapp's Crossing	2000 East Beltline NE	(616) 608-0466
Plainfield (North)	5429 Northland Dr. NE	(616) 365-7600
Plainfield Twp.	4022 Plainfield Ave. NE	(616) 363-1868
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

Downtown	155 W. Michigan Ave.	(269) 342-0134
Kalamazoo	1727 S. Park St.	(269) 342-3910
Kalamazoo	2067 S. Drake Rd.	(269) 366-3664
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
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 (Central)	590 E. 16th St.	(616) 928-9640
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	5204 W. Saginaw Hwy.	(517) 886-2888
Lansing/Okemos	2285 W. Grand River Ave.	(517) 349-9944
Muskegon	2159 E. Apple Ave.	(231) 767-1600
Muskegon/Fruitport	1720 E. Sternberg Rd.	(231) 798-7230
Norton Shores	3445 Henry St.	(231) 220-0223
Niles	1421 S. 11th St.	(269) 684-1330
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

VAP321

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VISION ADVANTAGE PROGRAM



Combine VAP with your Vision Insurance for EXTRA SAVINGS!



VISION ADVANTAGE PROGRAM

For locations go to RxOptical.com, or call 1-800-792-2737.

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GRAND VALLEY STATE UNIVERSITY

membership# GVS1107 PLAN 321
expiration date: 12/31/2021

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GVS1107



VISION ADVANTAGE PROGRAM



EXAM FOR GLASSES: \$10 OFF RETAIL
OR YOUR INSURANCE CO-PAY



EYEGLASSES Best Value

See \$20/\$20 in 2021

\$20 OFF Frames

\$20 OFF Lenses

\$20 OFF TitanGUARD
premium non-glare coating

\$20/\$20 discounts are applied to retail purchase prices on glasses OR we apply your vision insurance discount pricing if it is a BETTER Savings for you.

Vision Advantage Program (VAP) prices are subject to change without notice. Some restrictions may apply based on your insurance coverage. Customized VAP discounts may be applied to certain insurance plans only. VAP discount cannot be used on insurance plan copays.

MEMBERSHIP CARD Please present this card at time of service.

Your Network Vision Insurance Provider.

Rx Optical will bill your vision insurance for you. We are a provider for most insurance plans including, **but not limited to:**

PriorityHealth



HERITAGE
VISION PLANS

UnitedHealthcare

eye
med

NVA

hap

DavisVision Vision Service Provider < spectera

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

CONTACT LENSES

Prices and Rebates Savings available on all contact lens purchases. Ask your optician for details on your contact lenses.

Contact Lens Exam: \$10 off retail

**DON'T LET UNCOMFORTABLE CONTACTS
LEAD TO COMPROMISED HYGIENE**



ACUVUE
MAKES CONTACT LENSES
UNBEATEN IN COMFORT*

**MAKE AN APPOINTMENT TODAY
AND ASK FOR ACUVUE®**

*The following ACUVUE® brand contact lenses have substantiated unbeaten in comfort claims: ACUVUE® OASYS Brand Family (including daily disposable), 1-DAY ACUVUE® MOIST Brand Family (within the category of hydrogel daily disposable), and ACUVUE® VITA® Brand spherical only. 1,2,3

1. JJV data on file 2020 - Claim for the family of ACUVUE® OASYS Brand Contact Lenses (2-week reusable) and ACUVUE® OASYS 1-Day with HydraLux® Technology using clinical trials cited on www.clinicaltrials.gov website. (March 24th 2020). 2. JJV data on file 2020 - Claim for ACUVUE® VITA® with HydraMax® Technology. Unbeaten in Comfort in Monthly Lens Category— using clinical trials cited on www.clinicaltrials.gov website. (March 27th 2020). 3) JJV data on file 2020 - Unbeaten Comfort of 1-DAY ACUVUE® MOIST FAMILY Brand Contact Lenses. (March 27, 2020).

Important Safety Information: For more information on proper wear, care and safety, talk to your eye care professional, call 1-800-843-2020 or visit acuvue.com

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**MADE IN MICHIGAN
FOR OVER 70 YEARS**



WORRY FREE WARRANTY

We offer the most comprehensive and worry-free warranty for scratched, broken or lost eyeglasses for 25 months.



LASER VISION CORRECTION

Are you considering LASIK?

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

ABOUT THE PROGRAM

Who is eligible?

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

Use the Vision Advantage Program with a Flexible Spending Account.

Kids' Care Program

Ask your optician for details.

For more information please call our Vision Care team at 1-800-792-2737.

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

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