

Personalised Plans



and I'll tell you what plan you need



**General
Optica**
Visión y Audición

2024



We have a plan
for every look

You only have to tell us how you see and **we'll find the right plan for you**

Have you looked at yourself and seen that you need a change?
We have a plan for you. Can't take your eyes off your kids?
There's also a plan for you. Do you like to see that you have
lots of options? We've got them.

Are you the type of person who sees opportunities where
others don't? Don't worry, we also have the answer for you.

We have the plan that adapts best to each look, **so keep
looking and find yours.**



Always the same old thing?
Reinvent yourself





If you need to to give yourself
a makeover
this plan is for you

Are you tired of your glasses? Do you not like them as much as you used to? Then our Renew Plan is the one for you, because you can **buy new glasses with a 25% discount**. Choose from thousands of models!

25%
discount*
on your new glasses

And if you bring in your old glasses?

If you wish, you can bring in the glasses you don't use anymore and we'll donate them to a charity.

Combine this plan with:

Duo
plan & 40% on your second pair of glasses

* 25% discount on the purchase of new prescription glasses or prescription sunglasses (frame + selection of lenses) for members of the Privilege programme from 7/1/2024 to 6/1/2025. Privilege Card RRP €18.

What they see
is what they do



Baby/Child



Junior



Teenager



A plan to refresh
your child's glasses

A plan has arrived to make sure nothing will stop your child's desire to read, play and keep learning. At General Optica you can now get a **50% discount on your child's glasses***. Glasses to suit all tastes, with the latest lenses and the best guarantees**.

50% discount
on your child's **glasses**

* A 50% discount on complete prescription glasses (frame + selection of lenses), applicable to members of the Privilege programme under 18 years of age with a valid card from 7/1/2024 to 6/1/2025. Privilege Card RRP €18.

** See all our guarantees and terms and conditions at: www.generaloptica.es



I like these, **but actually**
I like them all





If you don't know which glasses to choose **buy two pairs**

Because you like our glasses and you like to mix things up, we have a special plan for you: **a 40% discount on your second pair of glasses.** You can also combine this glass plan with prescription sunglasses or sunglasses. Whichever you choose, you get a 40% discount on your second pair.

40%
discount*
on your second pair of glasses

Combine this plan with:

Renewal
plan & 25% on your first pair of glasses

ASK US ABOUT ALL THE POSSIBLE COMBINATIONS

* For the purchase, for the same person, of 2 pairs of prescription glasses (frame + selection of lenses), a 25% discount on the most expensive glasses and a 40% discount on the least expensive. Minimum price of the least expensive glasses after the application of the discounts: €20. Discounts not applicable to already-reduced frames and/or lenses. Plan for members of the Privilege programme from 7/1/2024 to 6/1/2025. Privilege Card RRP €18.

And in the sun?





The plan to get the latest *sunglasses*

Would you like to change your sunglasses? Then come and see us, because we have **up to a 25% discount on all new models by the leading brands.**

up to a **25%**
*discount**
on your new sunglasses

And if you bring in your old glasses?

If you wish, you can bring in the glasses you don't use anymore and we'll donate them to a charity.

Combine this plan with:

Duo
Sunglasses
plan & 40% on your second pair of sunglasses

* A discount of up to 25% on the purchase of new sunglasses or prescription sunglasses (frame + selection of lenses) for members of the Privilege programme from 7/1/2024 to 6/1/2025. Privilege Card RRP €18.

**Now I don't have
to choose**





Why choose one pair *when you could have two?*

If you follow fashion and like mixing and matching different sunglasses then this is the plan for you, because when you buy a pair of sunglasses you get a 40% discount on your second pair. You can also **combine this glass plan with prescription sunglasses, prescription sunglasses or sunglasses**. Your second pair will always be half the price.

40%
*discount**
on your second pair of sunglasses

Combine this plan with:

Renewal
plan & 25% on your first pair of glasses

Sunglasses
Renewal
plan & up to a 25% on your first pair of sunglasses

ASK US ABOUT ALL THE POSSIBLE COMBINATIONS

* For the purchase, for the same person, of 2 pairs of prescription glasses (frame + selection of lenses), a 25% discount on the most expensive glasses and a 40% discount on the least expensive. Minimum price of the least expensive glasses after the application of the discounts: €20. Discounts not applicable to already-reduced frames and/or lenses. Plan for members of the Privilege programme from 7/1/2024 to 6/1/2025. Privilege Card RRP €18.

(((Audífonos)))



Refresh your senses

FIND OUT WHICH CENTRES WITH AN **AUDIOLOGY SERVICE** ARE
NEAR YOU BY CALLING **900 626 626** OR VISITING **[generaloptica.es](https://www.generaloptica.es)**



Your hearing aids *at the best price*

We have a wide range of discreet modern hearing solutions for you,
so you **can enjoy your daily life to the fullest.**

plan
(((Audífonos)))

Up to a **50% discount***
on **binaural adjustments**

* Discounts on binaural adjustments of 25%, 35%, 40%, 45% and 50% on the Estándar, Básica, Optima, Avanzada and Premium ranges, respectively. Plan for members of the Privilege programme from 7/1/2024 to 6/1/2025. Privilege Card RRP €18.

*special
offers*



Your fashion glasses
at the best price

Looking for unique offers? Now you can have **complete glasses from just €69**. You can also find designer glasses from last season with **discounts of up to 60% and special offers on progressive lenses**.

discounts

of up to **60%**

*glasses*¹

frame + anti-glare
lenses

69€

*progressive glasses*²

frame + anti-glare
lenses

149€

1. Price for the purchase of a frame to be chosen from a defined range in the shop and two hardened anti-glare organic single vision lenses (-6 to +6 and astigmatism of up to 2D), or two organic single vision lenses in green, grey or brown (-5 to +5 D and astigmatism of up to 2D). Cannot be combined with other offers or promotions.

2. Price for the purchase of a frame to be chosen from a defined range in the shop and two hardened anti-glare progressive organic, or two organic progressive lenses in green, grey or brown (-6 to +6 D and astigmatism of up to 4D in both lens types). Cannot be combined with other offers or promotions.



*sunglasses
special
offers*

Also make the most of our
sunglasses offers

Change your look for a unique, unbeatable price. Discover the sunglasses in our promotion: **you can find thousands of designer models with amazing discounts.**

up to a
60%
discount
on your sunglasses.



ASK OUR TEAM ABOUT ALL OUR OFFERS
OR FIND THE BEST OPTIONS FOR YOU AT: **generaloptica.es**

Come to General Optica and

*tell me
how
you see*



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Optica**

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generaloptica.es

Customer Service

900 626 626

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