



Free to choose

Freedom Pass

Now you have more freedom to choose frames that match your style and personality—with a special offer from Target Optical®.

For \$0 out-of-pocket expense, get any available frame, any brand—no matter the original retail price point. You're free to choose any frame in the store at no additional cost to you.


For example, if you purchase a frame that retails for \$180, your out-of-pocket cost is still \$0—even if your vision plan has a \$130 frame allowance. That's up to a \$50 value! Plus, you get extra savings on lenses through your Blue View Vision benefits to complete your look.

Shop these brands and more:

at this store:



See the Savings

 <p>Coach Frames Coach HC6091B</p>	Retail cost of Coach frame	\$205
	Member frame cost without Freedom Pass (\$130 frame allowance + 20% standard additional discount)	\$60
	Member frame cost with Freedom Pass	\$0

Any frame, any retail price for \$0 out-of-pocket at Target Optical®*

HOW TO REDEEM:

Take this flyer to any Target Optical®. They'll handle the rest.

OFFER CODE: 755285

Call 877-635-6403 to learn more.

*A special offer from Target Optical®. Valid for each year of the initial contract term and in-store only at Target Optical®. A complete pair purchase is required. The member is still responsible for lenses, which are covered based on benefits outlined in the vision benefits and may include an additional copay.