



## **BOARD SCRIPT**

### **1. Introduce BOS Mission and Impact**

We begin by introducing ourselves. Briefly mention that Beauty of Sight is Florida's oldest and most trusted organization in vision restoration, with a legacy of over 60 years in corneal transplantation, research, and innovation. Highlight our dedication to restoring sight, supporting physicians, and improving patients' lives. Keep the tone warm, clear, and mission-focused.

### **2. Present Serum Tears Benefits**

Highlight key differentiators: physician-directed formulas, quick turnaround (48–72 hours), high-quality lab production, strong patient support, and financial aid for those in need. Explain that Serum Tears embodies the organization's science, compassion, and operational excellence working together.

### **3. Offer tools and onboarding support**

Make it easy for the listener to get involved. Mention that BOS offers ordering forms, brochures, patient instructions, FAQs, and direct support contacts. Emphasize that onboarding is simple, compliant, and supported by BOS staff.

### **Optional Closing Line:**

Every time a physician chooses Beauty of Sight Serum Tears, we're not just fulfilling an order; we're improving someone's daily life.

## **POSITIONING STATEMENTS**

Beauty of Sight is Florida's oldest and most respected eye bank. It leads in vision care with advanced technology to recover, process, and distribute corneal and scleral tissue, supporting life-changing, sight-restoration surgeries.

With unparalleled dedication to excellence, BOS runs the only ocular pathology lab in South Florida. It serves as a comprehensive center for tissue analysis, patient diagnosis, physician training, and the secure storage of medical data.

Driven by a passion for advancing ophthalmic research, BOS actively supports the future of vision care by providing substantial annual funding to qualified ophthalmic research projects, thereby encouraging breakthrough discoveries. Additionally, our commitment to education and training includes supplying whole eye tissue for research and physician training, fostering the development of skilled eye care professionals.

Beauty of Sight's goal extends beyond simple eye banking; we strive to improve vision care and ophthalmology through innovation, compassion, and a dedicated effort to preserve and restore sight.

### **Our Promise**

**Creating a World Without Blindness**