



# Frequently Asked Questions

## Q: Can a supplier quote Eye Talk recommended prices?

The recommended retail prices (RRP's) in the Eye Talk Reference Guide help practitioners to understand how different products compare in wholesale cost and retail price point. This can be very useful for a supplier to quote in advertising and publications - particularly when it is for a new product. Is this allowed?

## A: No and yes.

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**ODMA Eye Talk Consultants**

PO Box 264, Terrey Hills NSW 2084 Australia  
P: 02 9450 0765 F: 02 9450 0962  
E: [eyetalk@eyetalk.com.au](mailto:eyetalk@eyetalk.com.au) W: [www.eyetalk.com.au](http://www.eyetalk.com.au)  
[www.facebook.com/EyeTalkConsultants](http://www.facebook.com/EyeTalkConsultants) Twitter: @eyetalk\_aust

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