

INTRODUCING

Eyezen® Start™

THE NEW GENERATION OF
SINGLE VISION LENSES

SHARPER AND COMFORTABLE
VISION FOR YOUR MODERN LIFESTYLE

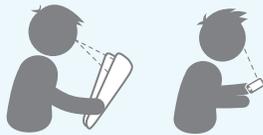
DEFENSE AGAINST DIGITAL EYESTRAIN AND
VISUAL FATIGUE ⁽¹⁾

HARMFUL BLUE LIGHT PROTECTION ⁽²⁾

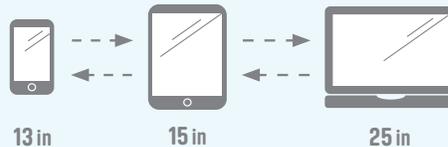


YOUR SINGLE VISION LENSES ARE OUTDATED

DIGITAL LIFE HAS IMPACTED OUR BEHAVIOR AND CREATED
NEW VISUAL PARAMETERS



DIFFERENT POSTURES &
LOWER GAZE DIRECTION



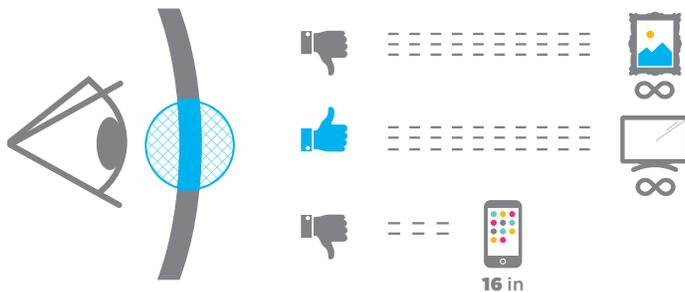
FREQUENTLY SWITCHING
BETWEEN DIGITAL DEVICES



BRIGHT & HARMFUL
BLUE LIGHT ⁽³⁾

YOUR SINGLE VISION LENSES HAVE NOT EVOLVED TO ACCOUNT FOR YOUR NEW LIFESTYLE

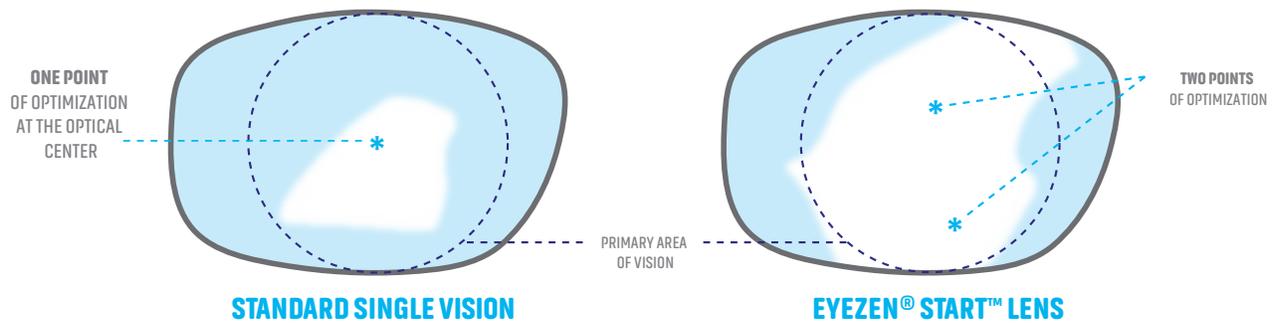
RESULT: YOUR EYES HAVE TO STRAIN...



...TO SEE DISTANCE OBJECTS
CLEARLY THROUGH THE
PERIPHERY OF THE LENS.

...TO SEE NEAR OBJECTS CLEARLY.

HOW DO EYEZEN® START™ LENSES WORK?



White = Optimized area of the lens, Blue = Unoptimized area of the lens

For the first time in Single Vision lenses, Eyezen Start uses **two optimization points** to deliver two different aspheric surfaces for far and near vision. Patients get **the right prescription they need** for today's digital lifestyle demands.

Eyezen Start lenses greatly increase the clear area of the lens. **Reduces power errors and unwanted astigmatism** in the near vision areas by up to 60%.⁽⁴⁾

W.A.V.E. Technology: Wavefront Advanced Vision Enhancement®

provides wearers with improved sharpness, color contrast and vivid details in their vision.



Harmful Blue Light protection

is delivered in a clear and aesthetic lens.

WEARERS STRONGLY RECOMMEND⁽⁵⁾



OVERALL SATISFACTION

of satisfied wearers⁽⁶⁾



VISUAL COMFORT

of satisfied wearers⁽⁷⁾



CLARITY OF VISION

of satisfied wearers⁽⁷⁾

(1) Rosenfield M, Hue JE, Huang RR, Bababekova Y. (2012); Rosenfield (2016)

(2) Harmful Blue Light is the blue-violet wavelengths between 415-455nm on the light spectrum believed most toxic to retinal cells. Eyezen Start lenses filter at least 20% of Harmful Blue Light.

(3) Harmful Blue Light is the blue-violet wavelengths between 415-455nm on the light spectrum believed most toxic to retinal cells.

(4) Points de Vue January 2019: Eyezen™ Start: The new generation of single vision lenses

(5) IN-LIFE CONSUMER STUDY – EUROSYN – 2018 – FRANCE – N=49 (PEOPLE WITH DIFFERENT LEVEL OF VISUAL FATIGUE AND RELATED SYMPTOMS) N=49/49 – 10-POINT SCALE FROM 1 TO 10 – % OF WEARERS WHO RATED FROM 7 TO 10

(6) N=49/49 - 10-POINT SCALE FROM 1 TO 10 - % OF WEARERS WHO RATED FROM 7 TO 10 (AFTER PRESENTATION OF PRODUCT CONCEPT)

(7) N=49/49 - 10-POINT SCALE FROM 1 TO 10 - % OF WEARERS WHO RATED FROM 7 TO 10