EXCLUSIVELY WITH RAY-BAN® AUTHENTIC ESSILOR® SPECIAL EDITION

NEW

Eyezen® Kids

DESIGNED FOR HOW THEY SEE THE WORLD

Eyezen® Kids is a new lens from Essilor that is specifically designed for children ages 6 to 12 years old.

This new optimized single vision lens takes the unique features of children into account, providing them with a wider vision zone in a more comfortable lens.

Eyezen Kids for *Ray-Ban* lenses are paired with a Crizal® No-Glare coating* and *Ray-Ban* Kid's optical frames. This complete pair solution offers children a vision experience unique to their needs and everyday activities.

* *Eyezen Kids* for *Ray-Ban* lenses come systematic with a choice of either Crizal® Rock™ or Crizal Sapphire® 360° UV.

Addressing the unique vision needs of children

Children use technological devices at school and in all aspects of their lives more and more frequently. Even at home they are using tablets and computers to do homework and play games.

The combination of intensive screen use and reduced visual acuity can be potentially detrimental for children's eyes.

Yet, standard single vision lenses still don't take children's unique visual needs into consideration. That's why *Eyezen Kids* was born.

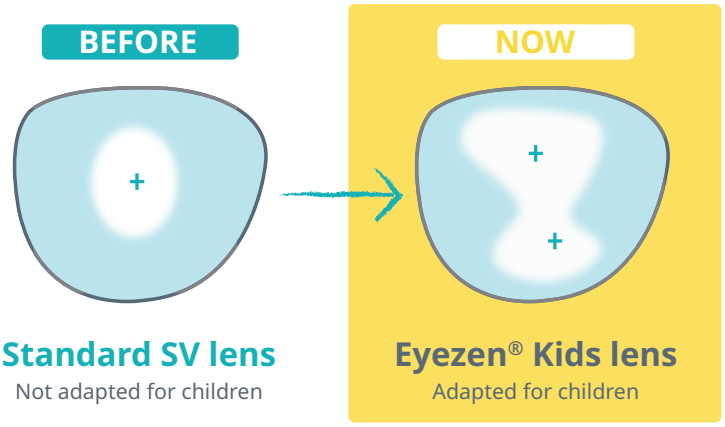
The *Eyezen Kids* Lens Design

The *Eyezen Kids* design takes the unique features of children (morphology, object distance and gaze directions) into account to optimize the surface of the lens.

The design also utilizes two reference points to optimize the surface of the lens for all children's gaze directions (not only the center of the lens) while maintaining their prescription.

This increases the optimal area of the lens by +60% when compared to a standard single vision lens.(1)

***Eyezen Kids* lenses also filter blue light.(2)**



Standard SV lens
Not adapted for children

Eyezen® Kids lens
Adapted for children

Patient Benefits:

- A complete pair solution that is unique to children's needs and everyday activities
- Better visual acuity in the near vision zone
- Filters blue light(2)

(1) Internal measurements versus an Essilor standard SV lens on a range -6.00D to +5.00D
(2) *Eyezen Kids* lenses filter at least 20% of Harmful Blue Light, which is the high energy wavelengths found between 415- 455 nm on the light spectrum (blue-violet light).

ESSILOR SEE MORE. DO MORE.

Ray-Ban GENUINE SINCE 1937