

#1

PROGRESSIVE LENS
BRAND RECOMMENDED BY
OPTOMETRISTS AND OPTICIANS*

VARILUX[®] COMFORT MAX

Our latest generation of Varilux[®] lenses for
all-day-long vision comfort



essilor

Varilux[®]

OUR LIFESTYLES HAVE CHANGED; PRESBYOPIC PATIENTS ARE FACING NEW VISION CHALLENGES



Screens are positioned at **MANY DISTANCES**



We are reading at closer distances **13.3 INCHES** while using a smartphone⁽¹⁾



5 HRS 10 MIN
On average are spent on screens daily⁽²⁾

62%

OF OFFICE WORKERS present neck and shoulder musculoskeletal disorders (MSDs)⁽³⁾

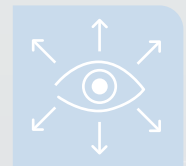
(1) New postural behaviors related to the use of digital device involve new characteristics for occupational lenses. Damien Paillé, Jean Luc Perrin, Amandine Debieuvre. ARVO annual meeting 2015.

(2) Gail François, Aptel Michel, « Facteurs de risque pour le membre supérieur dans le travail sur écran : synthèse bibliographique », Le travail humain, 2006/3 (Vol. 69), p. 229-268. DOI : 10.3917/th.693.0229. URL : <https://www.cairn.info/revue-le-travail-humain-2006-3-page-229.htm>

(3) September 2019, Instituto de Biomechanica de Valencia. Literature review: "Comparison between static neck position and small movements during long-lasting visual display terminals (VDTs)"

ESSILOR INNOVATES, BRINGING YOU A NEW DESIGN

GIVE YOUR PATIENTS A PROGRESSIVE LENS DESIGNED FOR **POSTURAL FLEXIBILITY** SO THAT THEIR LENS ADJUSTS TO THEIR UNIQUE **NATURAL POSTURES**, NOT THE OTHER WAY AROUND.



WIDE RANGE OF GAZE DIRECTIONS



POSTURAL FLEXIBILITY

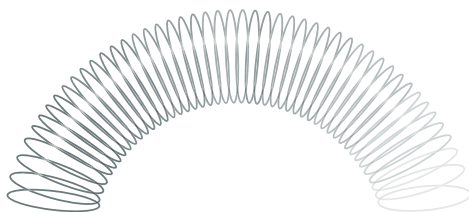


ALL-DAY-LONG VISION COMFORT

NEW

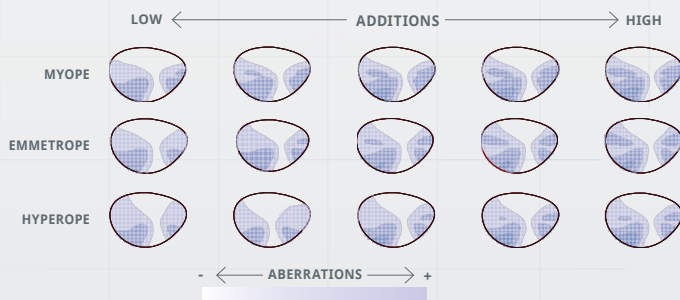
**Varilux®
Comfort Max**

**OUR LATEST GENERATION OF PROGRESSIVE LENSES
FOR ALL-DAY-LONG VISION COMFORT**



MADE POSSIBLE WITH FLEX OPTIM™ TECHNOLOGY

A DESIGN THAT ADJUSTS TO YOUR PATIENT'S **VISION PROFILE**.



Keeping the wearer at heart, Essilor's design calculator automatically determines the **optimal vision profile** based on the RX and ADD of the wearer.

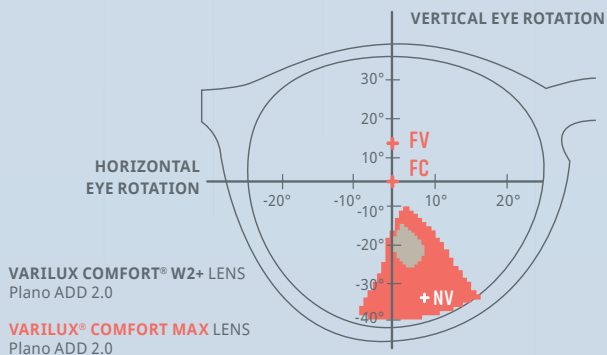
FLEX OPTIM™ TECHNOLOGY ADJUSTS THE **LENS PROGRESSION PROFILE** TO EACH WEARER.



Flex Optim™ Technology ensures that the progression profile is **customized to the wearer** in order to place the power where it provides the most useful vision.

THE UNIQUE OPTICAL RESULT

A **UNIQUE USEFUL VISION ZONE**, STRETCHES YOUR PATIENT'S FIELD OF VISION.



WHILE LOOKING AT A LAPTOP AT 26 INCHES

THE KEY BENEFIT

INCREASED POSTURAL FLEXIBILITY: UP TO 227 **MORE POSTURES TO SEE SHARPLY.**⁽¹⁾



STRETCHED USEFUL VISION ZONE

+46%⁽²⁾



By stretching the useful vision zone, Flex Optim™ Technology **delivers postural flexibility** for all day long vision comfort.

(1) Essilor R&D avatar simulations 2019. Increase in the total number of head positions vs. Varilux Comfort® W2+ lens considering a Plano Add 2 prescription, 2 target objects (at 65cm, 76cm) and max binocular visual acuity loss of 0.15 logMAR. A head position is defined as a 1 degree head angle variation, vertically or horizontally.
(2) vs. Varilux Comfort® W2+ lens. Average percentage gain in area considering 3 prescriptions (-4 Add 2, 0 Add 2 & +4 Add 2), 5 target distances (at 40cm, 60cm, 1m, 2m & 5m) and max visual acuity loss of 0.15 logMAR.

POWERED BY LIVEOPTICS™, TESTED BY REAL WEARERS

APPROVED BY WEARERS WHO HAVE NEVER TRIED PROGRESSIVE LENSES BEFORE.

9/10 WANT TO
CONTINUE
WEARING IT!⁽⁴⁾⁽⁵⁾

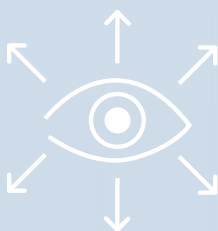
83% GOT USED TO
IT WITHOUT
EVEN THINKING
ABOUT IT!⁽⁴⁾⁽⁶⁾

91% SATISFIED
IN DAILY
SITUATIONS⁽⁴⁾⁽⁷⁾

A WELL-BALANCED LENS DESIGN THAT ACHIEVES **ALL-AROUND PERFORMANCE** ACROSS VISION ZONES.⁽¹⁾

8/10 IN NEAR,
INTERMEDIATE
AND FAR VISION^{(1) (2) (3)}
RATING

95% WOULD
RECOMMEND IT⁽⁸⁾



Varilux® Comfort Max lenses utilize a new design approach that **focuses on maximizing the patient's useful vision zone**, not just providing the largest area of 20/20 vision (i.e. normal resolution).

This approach – often called **20/Happy vision** – goes beyond normal resolution to take into account factors like contrast, binocularity and distortion.

By maximizing 20/Happy vision, wearers can use a greater area of the lens, experiencing postural flexibility for all day long vision comfort.

WHY VARILUX® COMFORT MAX LENSES

EASY TO PRESENT TO ALL PATIENTS

A Varilux® lens at an attractive price that is covered by major managed vision care plans

RECOMMEND CONFIDENTLY TO FIRST TIME WEARERS

9/10 first time PAL wearers would like to continue wearing *Varilux Comfort Max* lenses and 83% got used to them without even thinking about it ^{(4) (5) (6)}

EASY TO DISPENSE AND FIT

No additional measurements required with broad availability across materials

(1) Varilux® Comfort Max lens in-Life Consumer Study – 3rd independent parties – UK – 2019 (n=67).

(2) Wearers rated on a 10-point scale from "Very Difficult" to "Very Easy"; Easy adaptation is from 7 to 10.

(3) Varilux® Comfort Max lens in-Life Consumer Study – Essilor wearer test center – US – 2019 (n=21).

(4) Varilux® Comfort Max – Among new progressive lenses wearers – Eurosyn – FR – 2019 – N=53

(5) Wearers who answered 'Yes' – Yes / No scale on 'want to continue wearing Comfort Max lens' – n=49/53 new PAL wearers

(6) Wearers who answered 'Somewhat agree' or 'Completely agree' – 4-point scale on 'get used to without even thinking about it' from 'Completely disagree' to 'Completely agree' – n=44/53 new PAL wearers

(7) Average of %T2B in each situation, new PAL wearers who answered 'Satisfied' or 'Very satisfied' – 6-point satisfaction scale, from 'Not satisfied at all' to 'Very satisfied' – in 5 real-life situations (Long time on computer N=53/53, Driving N=41/53, Public transportation N=23/53, Shopping N=45/53, DIY N=25/53)

(8) Varilux® Comfort Max lens in-Life & In-Key Situations Consumer Study – Eurosyn – FR – 2020 (n=84).



*Survey conducted in 2018 by an independent third party. Sponsored by Essilor. Results were reported by independent opticians and optometrists.

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