

INTRODUCING

# Eyezen<sup>TM</sup> START

SHARPER AND COMFORTABLE  
VISION FOR YOUR MODERN LIFESTYLE

THE NEW GENERATION OF  
SINGLE VISION LENSES

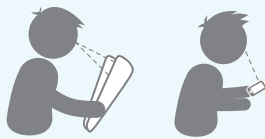
DEFENSE AGAINST DIGITAL  
EYESTRAIN AND VISUAL FATIGUE <sup>(1)</sup>

HARMFUL BLUE LIGHT PROTECTION <sup>(2)</sup>

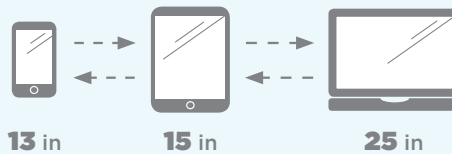


## YOUR SINGLE VISION LENSES ARE OUTDATED

DIGITAL LIFE HAS IMPACTED OUR BEHAVIOR AND CREATED  
NEW VISUAL PARAMETERS



DIFFERENT POSTURES &  
LOWER GAZE DIRECTION



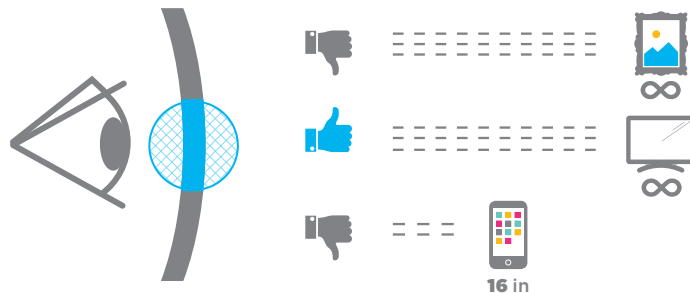
FREQUENTLY SWITCHING  
BETWEEN DIGITAL DEVICES



BRIGHT & HARMFUL  
BLUE LIGHT <sup>(3)</sup>

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.



Transitions<sup>TM</sup>

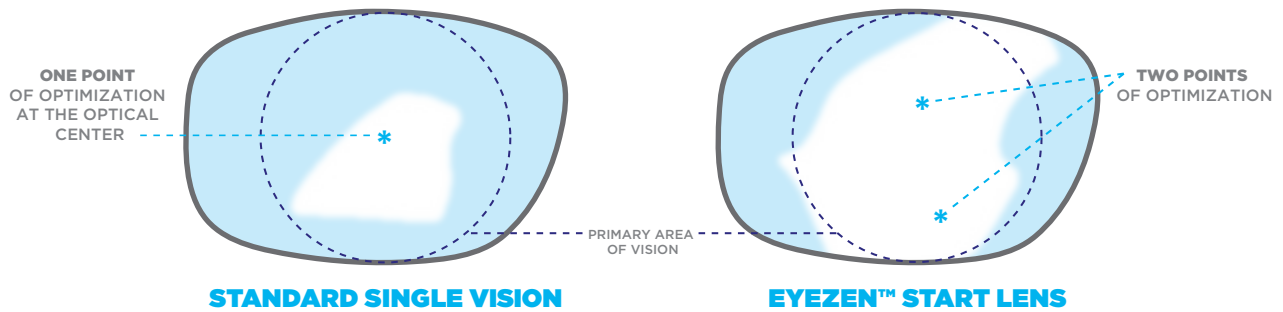
Crizal<sup>®</sup>

VARILUX<sup>®</sup>

Eyezen<sup>TM</sup>

Xperio<sup>UV</sup><sup>TM</sup>

# 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%.<sup>(4)</sup>

**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<sup>(5)</sup>

**88%**

**OVERALL SATISFACTION**  
of satisfied wearers<sup>(6)</sup>

**86%**

**VISUAL COMFORT**  
of satisfied wearers<sup>(7)</sup>

**86%**

**CLARITY OF VISION**  
of satisfied wearers<sup>(7)</sup>

(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