

Better Sight.
Better Life.



THE ULTIMATE LENS PACKAGE BY ESSLOR

Our Ultimate in Vision, Clarity, and Protection

**Three innovative technologies together in a single lens.
Designed for both presbyopic and single vision patients.**

Better Sight.
Better Life.



THE MOST ADVANCED VARILUX® LENS EVER.

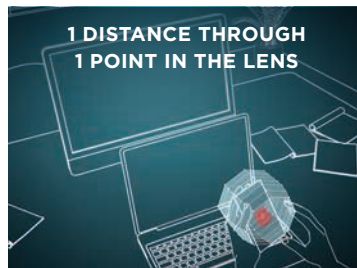
Varilux® X Series™ Lenses Put Sharper Vision Within Arm's Reach

Finally, a progressive lens that addresses the key visual challenges of today's presbyopes. Thanks to new **Xtend™ Technology**, Varilux® X Series™ extends the area of sharp vision within arm's reach, so patients no longer have to move their head to find "just the right spot." Your patients will experience sharper vision—at every distance, without compromise.

WHAT IS **XTEND™ TECHNOLOGY**?

With other progressive lenses, wearers are only able to see 1 distance through any given point in the lens, but Varilux® X Series™ lenses **allow the wearer to see multiple distances through any point in the near and intermediate zones**. The result: significantly extended vision within arm's reach.

OTHER
PROGRESSIVE
LENSES



1 DISTANCE THROUGH
1 POINT IN THE LENS



MULTIPLE DISTANCES THROUGH
1 POINT IN THE LENS

VARILUX X SERIES
LENSES



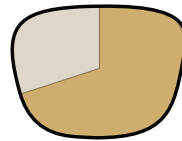
VARILUX® X SERIES™

VARILUX® X SERIES™ LENSES ARE THE RESULT OF:

- **5 years** of research and development
- **19 wearer studies** among thousands of wearers
- **15 new lens-design patents**
- **A new design-calculation engine** powerful enough to process such an advanced progressive lens design

VARILUX® X SERIES™: **BETTER THAN THE BEST**

In 2012, Essilor revolutionized the industry with the launch of Varilux® S Series™ lenses—setting a new gold standard in progressive lenses. But now, thanks to new Xtend™ Technology, the best just got better:



7 OUT OF **10**
CONSUMERS PREFER
VARILUX X SERIES
over Varilux S Series*

VARILUX® X SERIES™ IS AVAILABLE IN **3 OPTIONS**:

▀ **VARILUX® X DESIGN™**

Fit like any progressive lens
(with PD and fitting height)

▀ **VARILUX® X FIT™**

Incorporates position of wear
measurements (pantoscopic
tilt, vertex distance, wrap angle
—defaults accepted)

▀ **VARILUX® X 4D™**

Dispensed with the
Visioffice® System

VARILUX  **series™**

*2017 independent wearer study conducted by University of Arkansas, sponsored by Essilor of America, Inc. (N=52).



Better Sight.
Better Life.



COMBAT GLARE AT EVERY ANGLE WITH CRIZAL SAPPHIRE® 360° UV LENSES

Crizal Sapphire® 360° UV Lenses Deliver Best-in-Class Transparency

Light is everywhere. Modern eyeglass wearers live in an increasingly illuminated world, surrounded by sources of light that strike their lenses from every angle imaginable. These light sources create reflections on lenses that are uncomfortable and can impact wearers' everyday lives.

2 OUT OF **3** WEARERS agree they're **exposed to more light** sources than ever before*

4 OUT OF **5** WEARERS **experience reflection** when inside or outside*

HOW ARE CRIZAL SAPPHIRE® 360° UV LENSES DIFFERENT?

- The first to feature **Multi-Angular Technology™**, which reduces reflections from any angle of light, resulting in less distracting glare, better aesthetics, and safer nighttime driving
- The first to feature **optimal UV protection in a clear lens**, without compromising clarity

*Quantitative consumer study, N=2406 wearers from 25 to 65 years old, United States, Spain, India - GfK (2016).



CRIZAL SAPPHIRE® 360° UV

The best no-glare lens on the market

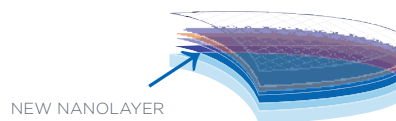
WITH CRIZAL SAPPHIRE® 360° UV LENSES, THE CHOICE IS CLEAR

- **Multi-Angular Technology™** considers a 360° angle in the optical calculation. A new patent-pending nanolayer, when combined with this new calculation, results in reduced reflections in clear lenses by 20% to 30%,* for improved clarity and better aesthetics.

30%
LESS SIDE
REFLECTIONS

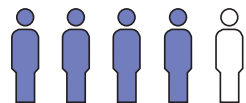


20%
LESS FRONT
REFLECTIONS

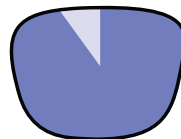


CONSUMERS **PREFER** LENSES WITH **CRIZAL®**

4 OUT OF 5



PREFERRED OVER
ORDINARY LENSES†



9 OUT OF 10
CONSUMERS WILL
RE-PURCHASE‡

*As compared to Crizal Avancé UV™, depending on the lens configuration (index, hard coat, etc) and incident angle.

†Independent eyeglass wearers study of 200 participants conducted by the University of Arkansas in 2016 and sponsored by Essilor of America, Inc.

‡Consumer study of 896 participants who purchased Crizal lenses in connection with a promotion that was conducted by Essilor (2016).

Crizal SAPPHIRE® 360° UV

Better Sight.
Better Life.



CONTINUOUS PROTECTION IN ANY LIGHT WITH TRANSITIONS® SIGNATURE® VII LENSES

Transitions® Signature® VII lenses seamlessly adapt so patients can Live the Good Light™

TRANSITIONS® SIGNATURE® VII LENSES:

- Helps protect eyes from UV rays and Harmful Blue Light, both inside and outside*
- Are fully clear inside, and begin to darken as soon as you step outside
- Have the fastest fade-back speed of any Transitions® lenses

MORE RESPONSIVE
TO LIGHT



*Transitions Signature VII lenses block at least 20% of Harmful Blue Light indoors and over 85% of Harmful Blue Light outdoors. Harmful Blue Light is the blue-violet high-energy wavelengths found between 415-455 nm on the light spectrum believed to be most toxic to retinal cells.



TRANSITIONS® SIGNATURE® VII

WHY TRANSITIONS® SIGNATURE® VII ADAPTIVE LENSES?

Transitions® Signature® VII lenses use exclusive **Chromea7™ technology**, an advanced formulation that allows the lenses to be more responsive in more outdoor lighting conditions across all temperatures.

CHROME7™ TECHNOLOGY

This exclusive dye formulation allows the lenses to be more reactive to indirect sunlight and hot temperatures, so it's darker when it matters most.

MORE RESPONSIVE



Especially reactive to indirect sunlight and hot temperatures, so it's darker when patients need it to be

RIGHT SHADE



Enables the lenses to be fully clear indoors and darken to just the right tint, so the optimal amount of light reaches patients' eyes

HELPS PROTECT



Blocks 100% of UV rays, and helps reduce exposure to Harmful Blue Light emitted by the sun, electronic devices, and screens*

*Transitions Signature VII lenses block at least 20% of Harmful Blue Light indoors and over 85% of Harmful Blue Light outdoors. Harmful Blue Light is the blue-violet high-energy wavelengths found between 415-455 nm on the light spectrum believed to be most toxic to retinal cells.

Transitions®
Signature®

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PROVIDE YOUR SINGLE VISION PATIENTS THE BEST VISUAL EXPERIENCE WITH EYEZEN™+ LENSES

Eyezen™+ Lenses Defend Against Digital Eye Strain and Harmful Blue Light*

Today's digital world forces our eyes to work harder every day. Single vision patients need a better solution that can keep up with the modern demands of life and the impact they have on their eyes.

HOW DO EYEZEN™+ LENSES ENHANCE THE SINGLE VISION EXPERIENCE?

- Utilizes Essilor's **Smart Blue Filter™** feature, which reduces exposure to Harmful Blue Light by at least 20%*
- Designed with W.A.V.E. (Wavefront Advanced Vision Enhancement™) Technology to provide sharper vision than traditional single vision lenses
- Available with 4 different levels of accommodative relief for single vision patients in every age group[†]:

NEW EYEZEN+ 0

17 and under
(0.00 diopters)

EYEZEN+ 1

18 to 34 yrs
(0.40 diopters)

EYEZEN+ 2

35 to 44 yrs
(0.60 diopters)

EYEZEN+ 3

45 to 50 yrs
(0.85 diopters)[†]

*Eyezen+ lenses block at least 20% of Harmful Blue Light indoors. Harmful Blue Light is the blue-violet high-energy wavelengths found between 415-455 nm on the light spectrum believed to be most toxic to retinal cells.

[†]The recommended age ranges for each design provided is based on research, but the Eyecare Professional is free to use discretion in prescribing Eyezen+ lenses.

‡It is recommended you consider progressive lenses with your patients aged 45 to 50 years.

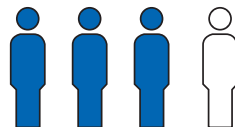


With Eyezen™+ Lenses, Seeing is Relieving

PROTECT YOUR PATIENTS WITH SOMETHING EXTRAORDINARY

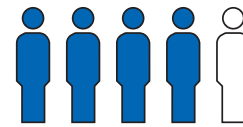
SINGLE VISION WEARERS
**PREFER LENSES WITH
THE EYEZEN+ DESIGN**
OVER STANDARD
SINGLE VISION LENSES*

3 OUT OF 4



PREFERRED FOR
EVERYDAY WEAR*

4 OUT OF 5



PREFERRED FOR
DIGITAL DEVICES*

STANDARD SINGLE
VISION LENSES

EYEZEN+ LENSES

	STANDARD SINGLE VISION LENSES	EYEZEN+ LENSES
DISTANCE VISION CORRECTION	✓	✓
DIGITALLY SURFACED		✓
DEFENDS AGAINST DIGITAL EYE STRAIN		✓
REDUCES EXPOSURE TO HARMFUL BLUE LIGHT†		✓
W.A.V.E. TECHNOLOGY FOR SHARPER VISION		✓

*A 2016 double-blind, home-use test conducted by the University of Arkansas with 121 participants, including 40 single vision eyeglass wearers, revealed that 3 out of 4 prescription eyeglass wearers preferred lenses with Eyezen design 1, 2, or 3 to their own eyeglasses, and it also showed that 4 out of 5 prescription eyeglass wearers preferred lenses with Eyezen design 1, 2, or 3 to their own eyeglasses when using digital devices.

†Eyezen+ lenses block at least 20% of Harmful Blue Light indoors. Harmful Blue Light is the blue-violet high-energy wavelengths found between 415-455 nm on the light spectrum believed to be most toxic to retinal cells.

Eyezen™+



INNOVATION IS OUR VISION

ULTIMATE LENS PACKAGE: PROGRESSIVE

Our ultimate visual experience for presbyopic patients.



Extends the area of sharp vision within arm's reach, so patients enjoy sharp vision at every distance without compromise.



Reduces reflections on the lens from all directions for less distracting glare, improved aesthetics, enhanced UV protection, and safer nighttime driving in a clear lens.



Adapts to light inside and outside for comfortable vision, and helps protect from UV rays and Harmful Blue Light.**

* For Eyezen+ designs 1, 2, and 3 containing accommodative relief.

**Eyezen+ and Transitions Signature VII lenses block at least 20% of Harmful Blue Light indoors and Transitions Signature VII lenses block over 85% of Harmful Blue Light outdoors. Harmful Blue Light is the blue-violet high-energy wavelengths found between 415-455 nm on the light spectrum believed to be most toxic to retinal cells.

At Essilor, we are driven by our mission to improve lives by improving sight. For nearly 170 years, Essilor has been pushing the boundaries of what is possible in ophthalmic lens technology.



But simply innovating isn't enough. That's why we've brought together the best of our lens technologies to create the Ultimate Lens Package—designed to deliver the ultimate in vision, clarity, and protection for every patient in a single lens.

ULTIMATE LENS PACKAGE: SINGLE VISION

Our ultimate visual experience for single vision patients.

Eyezen™ +

Defends against eye strain* from extended up-close viewing of digital devices, and reduces exposure to Harmful Blue Light.**

Crizal
SAPPHIRE® 360° UV

Reduces reflections on the lens from all directions for less distracting glare, improved aesthetics, enhanced UV protection, and safer nighttime driving in a clear lens.

Transitions®
Signature™ VII

Adapts to light inside and outside for comfortable vision, and helps protect from UV rays and Harmful Blue Light.*



DISPENSING THE ULTIMATE LENS PACKAGE IN YOUR PRACTICE

STEP 1: IDENTIFY YOUR PATIENT'S NEEDS

Ask your patient some questions to help identify the correct lens solution.

- ▶ “Do you ever have to **MOVE YOUR HEAD** to see sharply through the lens?” or
“What items within arm’s reach do you wish were **EASIER TO SEE?**”
- ▶ “How much time do you spend on **DIGITAL DEVICES?**”
- ▶ “What are you doing to protect your eyes from **UV AND HARMFUL BLUE LIGHT?**”

STEP 2: RECOMMEND THE SOLUTION

Recommend the **ULTIMATE LENS PACKAGE** as a complete single-lens solution—not as individual technologies or as add-ons—to help your patient understand how each component of the lens works together to improve their vision.

When presenting price to your patient, focus on cost savings. For example: “Normally your cost would be \$XXX, but with your insurance/discount, you are only responsible for \$XXX. That’s a savings of \$XXX.”

SEE BACK COVER for a detailed breakdown of the benefits the Ultimate Lens Package offers to both presbyopic and single vision patients.

For more information on the **ULTIMATE LENS PACKAGE** and the technologies within it, visit EssilorUltimateLens.com.

ULTIMATE LENS PACKAGE BENEFITS AT A GLANCE

PROGRESSIVE



- NO NEED TO "SEARCH FOR THE RIGHT SPOT"
- EXTENDED VISION WITHIN ARM'S REACH
- SHARP VISION AT ALL DISTANCES
- REDUCED EXPOSURE TO HARMFUL BLUE LIGHT*



- BEST-IN-CLASS TRANSPARENCY AND CLARITY
- PROTECTION FROM UV
- IMPROVED LENS AESTHETICS
- MORE COMFORTABLE NIGHT VISION



- COMFORTABLE VISION IN ALL LIGHT CONDITIONS
- BLOCK 100% OF UV RAYS AND HELP PROTECT FROM HARMFUL BLUE LIGHT INDOORS AND OUTDOORS
- CONVENIENCE

SINGLE VISION



- EYES FEEL LESS TIRED AT THE END OF THE DAY
- REDUCED EXPOSURE TO HARMFUL BLUE LIGHT*
- SHARPEST VISION



- BEST-IN-CLASS TRANSPARENCY AND CLARITY
- PROTECTION FROM UV
- IMPROVED LENS AESTHETICS
- MORE COMFORTABLE NIGHT VISION



- COMFORTABLE VISION IN ALL LIGHT CONDITIONS
- BLOCK 100% OF UV RAYS AND HELP PROTECT FROM HARMFUL BLUE LIGHT INDOORS AND OUTDOORS
- CONVENIENCE

*Eyezen+, Varilux X Series, and Transitions Signature VII lenses block at least 20% of Harmful Blue Light indoors and Transitions Signature VII lenses block over 85% of Harmful Blue Light outdoors. Harmful Blue Light is the blue-violet high-energy wavelengths found between 415-455 nm on the light spectrum believed to be most toxic to retinal cells.

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Better Sight.
Better Life.

Transitions®

Crizal®

VARILUX®

Eyezen®

THE ULTIMATE LENS PACKAGE



EXPERIENCE OUR BEST REVIEWED LENS EVER

Ultimate Lens Package In Practice

We came back to Essilor because **the promised technologies of other lenses didn't measure up.**

John Fain, O.D.
Optical Gallery



In less than three months, **the Ultimate Lens Package drove our premium sales up 20%.**

Whitney Smith
Office Manager
VisionFirst



The Ultimate Lens Package has been incredible for our optical. We're watching patients put on the progressive package for the first time and **not worrying about adjustment.**

Fast adaptation.

Kevin Stallard, O.D.
VisionFirst



It's easy to sell. In one day, **I sold three Ultimate Lens Packages before noon.**

Elizabeth Johnson
Optician, VisionFirst



The Ultimate Lens Package helped to improve our optical sales from **30% in Q4 2016 to now 70% in Q4 2017.** I couldn't be more impressed.

Arthur Haley, O.D.
Family Eye Care



What More Eyecare Professionals are Saying:

See how the Ultimate Lens Package is driving success for eyecare professionals and learn more about our newest innovation at EssilorUSA.com/ULP.

THE ULTIMATE LENS PACKAGE

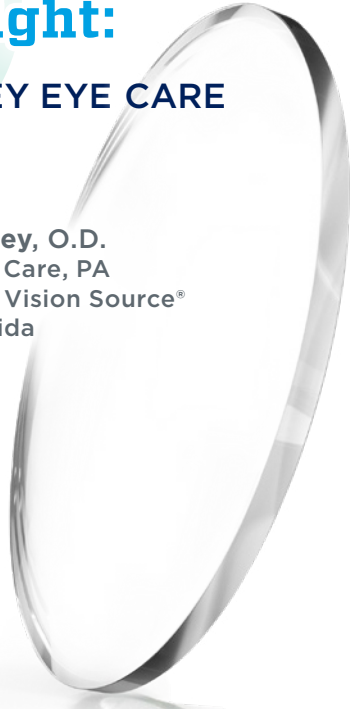


EXPERIENCE OUR BEST REVIEWED LENS EVER

Practice Spotlight:

FRUTCHEY EYE CARE

Mark Frutchet, O.D.
Frutchet Eye Care, PA
A member of Vision Source®
Sanford, Florida



The Ultimate Lens Package is Making the Difference for ECPs

The Ultimate Lens Package isn't just a great solution for your patients. It's a proven way to grow your practice. Read on to learn how this innovative solution is helping eyecare professionals increase patient satisfaction and drive more business.

Our private practice has used Essilor lenses for the past 10 years. Over that time, our go-to progressive lens has been Definity®. For the past few years, I've felt we needed to add a digital, premium lens to expand the quality of what we offer patients.

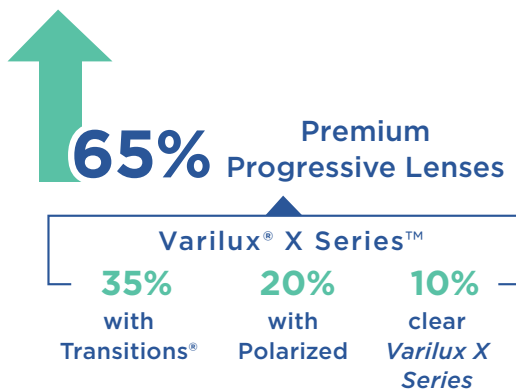
My optician and I met with our Essilor sales and lab consultants and discussed my desire to offer a premium progressive lens. We talked about the Varilux® X Series™ lens and Crizal Sapphire® 360° UV. For several years, our office has consistently done 90% AR with Crizal Alize UV™ as our best seller. We decided to try the Ultimate Lens Package.

When our office decides to give something a try, we really try it. This experience was way beyond my expectations. For the months of November and December, we committed to really explaining the value and benefit of the *Varilux X Series* lens. **Over those two months, our office went from doing no premium digital lenses to 65% of total lenses sold being *Varilux X Series*.** We sold 35% with Transitions®, 19% with polarized and 10% clear *Varilux X Series*. 65% – Amazing.

The Ultimate Lens Package has performed well beyond my expectations, and patient feedback has been exceptional. They return, stating that it's the best vision they've ever had. Less distortion, excellent computer vision, and overall, just a better visual experience. This has been the best change I've made to our optical in many years. I'm looking forward to a great year of providing my patients premium product, improved vision, and exceptional satisfaction.

See Your Practice Grow with the Ultimate Lens Package.

Don't wait to take advantage of our most innovative solution. Talk to your Essilor Sales consultant about how the Ultimate Lens Package can help increase your practice performance today.



“This has been the best change I’ve made to our optical in many years.”
– Mark Frutchet, O.D.