

For release starting September 11, 2017

BECAUSE ALL THAT MATTERS HAPPENS WITHIN ARM'S REACH Introducing Varilux® X series™ which reinvents near vision

Available from September 19 to all Varilux Xperience partners, Varilux S series lenses are the result of the most advanced innovation process based on the collaborative efforts of internal and external resources, eyecare professionals and nearly 3 000 presbyopes.

Generation X is getting presbyopic and is living in a faster-paced world compared to Baby Boomers. They grew up among digital tools, have learned to cope in a fast changing, multi-tasking world, and they want to keep up the speed with the younger generations.

Multiple near distances at arm's length

Increasingly, people are spending time indoors and exercising their vision mostly in short and intermediate distances. Gen X is craving for seamless acuity in various everyday tasks, at **multiple near distances**. They want to send a text while catching up their favorite TV show on a tablet, they are checking breaking news alerts on their mobile while working on their desktop.

From 2D to 3D, Varilux® X Series™ is setting a new reference criteria – vision volume

Historically, progressive lens designers were considering a single target object for one gaze direction, the near vision zone in a progressive lens was set at 40 cm at 36 degrees. Today, Essilor designers have focused their efforts on **vision at arm's length**, formulating new reference criteria: vision volume. This pioneer approach addresses the main limit of progressive lenses: the necessity to adjust head position to see sharp.



A SINGLE NEAR DISTANCE
(1 PLANE AT 40 CM)



MULTIPLE NEAR DISTANCES
(SPHERE AT ARM'S LENGTH: 40 TO 70 CM)

No need to move the head to see sharp at near distances

Essilor research has analysed in-depth the usual zone of vision in one posture. The objective was to meet most visual needs inside this zone. Varilux® X series™ is providing impressive 75% match with wearers' visual needs at arm's length in one gaze direction, without head adjusting movement, a significant improvement compared to other premium progressive lens (vs. 59% on average for competitors). Demanding progressive wearers can now **seamlessly capture every detail within arm's reach, and beyond**. Their sharp vision is extended by 100% in width and length, in this new defined vision zone at arm's length.

Varilux® X series™, made possible by new Xtend™ technology

The new progressive lenses generation is the result of a combination of Xtend™, a revolution in lens conception thanks to a new calculator, with 2 latest Varilux technologies that have been improved: Nanoptix™ and SynchronEyes™, breakthrough in the semi-finished and in binocular vision. Varilux® S series was breaking the compromise between fields of vision and swim effect. Xtend™ can now process even more complex algorithms and optimize Nanoptix structure by clusters of 7 in order to combine their power and multiply the effects.

Near Vision Behaviour Personalization

Varilux® X series™ is coming with a new in-store tool to get patient individual measurements. This new first level of personalization is so easy to handle that it does not require any training. In only 7 minutes of meaningful in-store experience, the protocol will provide reliable and robust measurements of *Near Vision Behaviour*.

Approved and validated by progressive lens wearers

Essilor has implemented a comprehensive consumer validation process to ensure full satisfaction. To assess the real added benefits of Varilux® X series™ lens, in-depth "real life" and "in lab" experiences have been run. Actually, 2 742 presbyopes around the globe have participated to the development of Varilux® X Series™: through focus group interviews, video selfies, familiar activities reproduced in controlled lab environment, etc. The new lens generation gets up to stunning 95% satisfaction during multitasking at arm's length. It is preferred by 86% vs. Varilux® S series in multitasking situations at arm's length. It solves a key limit in the usage of progressive lenses: 9/10 of wearers no longer feel the need to move the head to see sharp at near and beyond.

For more information, contact your Essilor Sales Consultant.

Varilux is the #1 progressive lens brand worldwide.

Varilux is the brand name of the first progressive lens invented by Essilor in 1959.

As of January 1st, 2018, Varilux® X series™ will replace Varilux® S series.

About Essilor Canada

Because Canadians have visual needs that impact their lives, and because we care about their vision, Essilor Canada's mission is to *Improve Lives by improving sight*. It translates into everything we do: our products, services, technologies, trainings, philanthropic initiatives, as well as in our involvement in health, environment and safety.

We are committed to be the partner of choice for eyecare professionals by delivering innovative visual solutions and market insights that will empower them to succeed, and create value for consumers, so that together we can help them see better, every day.

Present in Canada since 1972, Essilor is proud to contribute to the growth of our country's economy with over 1000 employees, 3 digital surfacing laboratories and 40 regional and partner laboratories. Essilor Canada is a subsidiary of Essilor International, the world leader in ophthalmic optical products that invests heavily in research and development to create new products always better adapted to the needs of wearers. Essilor creates, manufactures and personalizes a wide range of corrective lenses and coating that are distributed through eyecare professionals and help prevent visual health issues, correct and protect vision. Canadians can entrust their vision to Essilor brands such as Varilux[®], Eyezen[™], Crizal[®], Xperio[®] and Transitions[®].

SOURCE : Marie-Claude Deschamps, Communications Manager
Essilor Canada
514 337-2943 ext. 1218
mdeschamps@essilor.ca