



For immediate release

Join Essilor Academy Canada’s new Varilux Xpert certification program

MONTREAL, QC, June 6, 2018 - The new Varilux Xpert certification program from Essilor Academy Canada is designed for eyecare professionals who want in depth knowledge of the Varilux brand, specifications and history in order to be able to demonstrate its value with confidence and thereby grow their sales.

The online course includes 8 hours of classes divided into three modules: Varilux Classics, Varilux series and Varilux Specialized, to be completed in 3 months. Very flexible, it easily adapts to the schedule of eyecare professionals: participants can activate the training in one click at the time of their choice, interrupt it if necessary and resume it just as easily. Upon certification, participants master the technical details and scientific data of all Varilux products and are more confident that they can recommend the right Varilux product to their customers.

“In addition, by becoming a Varilux Xpert,” explains Martin Lespérance, Director-Training & Development at Essilor Canada, “the professional can put forward his expertise in visual health and thus better meet the needs of consumers who always prefer to do business with a person who has advanced knowledge of products and shares it with enthusiasm.”

The Varilux Xpert certification is an addition to Essilor Academy Canada's training and development program. This initiative allows us to fulfil Essilor’s mission of Improving lives by improving sight, by promoting motivation and passion into learning, maximizing implementation and producing rapid results.

Nearly 200 eyecare professionals have already joined the program and recognize the added value of this certification:

“This training brought me a lot of new knowledge that will help me better advise clients.” Line Plusquellec, optometric assistant – New Richmond, QC

“It brought more in-depth knowledge into the lens designs and also the use of the Visiooffice.” Penny McLane, Optician – Regina, SK

“I really appreciated the opportunity to further my education. I look forward to the next training sessions. Please keep me informed. Thanks.” Katrine Carr, optometric assistant – Fredericton, NB

For any questions about the Varilux Xpert program or any other training given by Essilor Academy Canada, contact essilor.academy@essilor.ca. To join the Varilux Xpert program, click [here](#).

About Essilor Canada

Canadians have visual needs that impact their lives, their ability to learn, their development, health and safety. We believe that everyone has the right to good vision. This is why our mission of *improving lives by improving sight* is the driving force behind everything we do at Essilor Canada: our products, services, technologies, trainings, philanthropic initiatives, as well as our involvement in environment, health and safety.

We are committed to be the partner of choice for eyecare professionals by offering innovative solutions that empower them to succeed and create value for them and for consumers, so that together we can make a difference and help Canadians see better and live better, every day.

Present in Canada since 1972, Essilor is proud to contribute to the growth of our country's economy with over 1,000 employees, three digital surfacing laboratories and close to 30 regional and partner laboratories. Essilor Canada is a subsidiary of Essilor International, the world leader in ophthalmic 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 coatings that are distributed through eyecare professionals, to correct and protect vision, as well as prevent visual health issues. Canadians can entrust their vision to Essilor brands such as Varilux®, Eyezen™, Crizal®, Xperio® and Transitions®.

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