

For immediate release

Essilor Canada launches Eyezen™+ Expert 1.1 lenses, smarter lenses for connected wearers from 40 to 50 years old.

Montreal, QC, April 30, 2019 – Essilor Canada launches Eyezen Expert 1.1, a new vision solution which will allow 40 to 50 years old connected wearers to unleash the full potential of their life, every day.

A study conducted by Essilor among 1,500 people aged 40 to 50¹ revealed that: usage of screens is the activity they declare doing most during the day ; they use their smartphones almost every day, as much as the computer and television, and they begin to experience near-vision difficulties that they consider to be eye fatigue.

“Always focused on the wearer, our innovations are developed to meet real needs, to improve vision and make a difference in people's lives,” says Marion Aymond, Brand Manager at Essilor Canada. “Eyezen + Expert 1.1 lenses take into account the lifestyle and specific requirements of today’s 40 to 50 year olds.”

Eyezen + Expert 1.1 lenses help relieve and protect the eyes thanks to: the Eyezen Focus 1.1 innovation, which supports eyes focus efforts, reduces visual fatigue and improves the readability of small print; the characteristics of the Essilor Blue Collection, which offer protection up to 3 times greater against the blue-violet light; and W.A.V.E. Technology which improves the perception of contrasts as well as the quality and sharpness of the image.

With the arrival of this new design, there is an Eyezen + lens for all profiles and all ages, allowing all single vision wearers to benefit from the latest innovations.

For more information the complete range of Eyezen+ lenses, contact your Essilor Business Consultant.

¹ Source: 1,500 non-wearers and wearers (excluding progressive, bifocal and trifocal lenses wearers) – US/FR/CH – Insightquest – 2017.

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* drives everything we do. Essilor Canada designs, manufactures and markets a wide range of lens, 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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