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## **VARILUX® CELEBRATES ITS 60TH ANNIVERSARY!**

This year, Varilux® is celebrating its 60<sup>th</sup> anniversary: it was in May 1959 that Bernard Maitenaz had created this revolutionary solution. To mark this milestone, the Essilor Group has organized a tribute exhibition for its employees. This is an occasion to reflect on the Varilux® success story.

With 680 million Varilux® lenses sold worldwide since 1959 and a long list of successes, including the recent launch of Varilux® X, the Varilux® brand is an industry reference for progressive lenses in the current optical market. This success can be credited to six decades of customer-focused innovation, research and development, collaboration, production and strategic deployment by the men and women of the Essilor Group.

Varilux® has transformed the lives of presbyopes around the world, becoming one of Essilor's leading brands.



Since the first pair of Varilux® progressive lenses was manufactured in 1959, the lens has been a cutting-edge innovation in its own right and continues to evolve, further improving the lives of presbyopes.

### **A brief look back at the highlights of this innovative solution:**

Before progressive lenses were invented, presbyopia was generally corrected with bifocal lenses, invented in the 18th century. Bernard Maitenaz, a young mechanical and optical engineer at Société des Lunetiers (Essel), is convinced that a lens with a variable curvature offering clear vision at all distances would be a much better solution to replace the bifocal lenses invented by Benjamin Franklin, which showed “life split in two”.

It eventually took him 8 years of research to achieve his objective with his team: the first Varilux® lens was launched in 1959. Since then, it has continued to evolve through a series of technological innovations, setting new standards of visual comfort for presbyopes around the world. The individual behaviour of each person and the interactions of the eye, retina and brain have been gradually integrated in order to achieve the most natural vision possible.

It's a revolution for presbyopic people: Varilux® eliminates the need to constantly change glasses to see near or far, to avoid wearing bifocal lenses with a line. Progressive lenses allow you to see clearly at any distance!

Since its invention, Varilux® has constantly pushed the limits of technology. In sixty years, a total of 70 patents have been filed and more than eight generations of Varilux® lenses have been patented.

# 60 YEARS OF INNOVATION



The 2<sup>nd</sup> generation of progressive lens quickly established itself on the European market as **the reference** in correcting presbyopia.

1959



Invention of the first Varilux® progressive lens by Bernard Maitenaz.

**varilux®**

1978



Varilux® lenses have been tested by **more than 12,000 people** since 1978.\*

\*194 consumer studies in which at least one pair of Varilux lenses was worn and evaluated since 1978.



Since the very first progressive lens, **the wearer** became the focus of the technological development of Varilux® lenses. This design process was named the «Dioptric Loop» and later "LiveOptics™".

1993



The progressive surface of **Varilux® Comfort lens** was optimized by considering the different tolerance levels of the visual system.

**VARILUX®**  
Comfort 3.0

2000



Creation of Varilux® **Panamic® lenses**, offering a panoramic view and allowing a better adaptation.

**VARILUX®**  
Panamic®



Creation of Varilux® **Ipseo® lenses**, the first personalized lenses according to the head / eye behavior of the wearer and Varilux® **Ellipse® lenses** for small frames.

2004



**VARILUX®**  
Physio®

In 2006, Varilux revolutionized the progressive lens market when it launched **Varilux® Physio® lens**. For the first time, lens wearers had access to High Resolution Vision.



A new approach was taken to designing the progressive lens with the **Varilux® S™ series** and its advanced **Nanoptix® technology**.

2006



2012



**VARILUX®**  **series™**

2017





The latest addition to the Varilux® lens range. To answer challenges faced by today's presbyopes, Varilux®, with its new Xtend™ Technology, reinvents near vision at arm's length.

Varilux® has had a major impact on the optical industry and the lives of millions of people. Lenses are now offered by all manufacturers and have completely transformed the habits of eye care professionals in correcting presbyopia. Varilux® has enabled Essilor to become the world's leading lens manufacturer.

## SEE ALSO

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INNOVATION PRODUCTS

### ESSILOR LAUNCHES NEW PROGRESSIVE LENS: VARILUX X SERIES

Essilor introduces a new vision frontier - arm's length vision - with its new premium progressive lens Varilux® X series™.



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PRODUCTS

### ESSILOR COMMERCIAL BRAND: WHAT'S BEHIND THE NEW CAMPAIGN?

Recently launched in Europe, China and the United States, the new global marketing campaign for Essilor's commercial brand brings all of its flagship products - Varilux, Eyezen, Crizal - under one umbrella brand: the Essilor brand.



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