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Essilor Canada launches Eyezen™+ Start, a revolution in single vision lenses
Innovative lens based on new Dualoptim technology optimizes both far and near vision

Montreal, QC, August 6, 2019 –Essilor Canada is launching an innovative new single vision lens, just in time for back to school. Eyezen™+ Start lenses are based on an entirely new technology called Dualoptim and will advantageously replace standard single vision lenses for children and adults up to 40 years old.

“Living a connected life has modified our behaviour, posture and reading distances,” explains Martine Ahier, Senior Marketing Manager Brands & Products for Essilor Canada.

“Unfortunately standard single vision lenses don’t take these changes into account. That’s why Essilor created the Eyezen+ range of lenses and keeps innovating with technologies such as Dualoptim. We believe that people deserve to have the best possible vision for their connected life and that means Eyezen™+ Start lenses for single vision wearers.”

While standard single vision lenses are only optimized at their optical center, which creates power error and unwanted astigmatism in near vision, Eyezen™+ Start lenses with Dualoptim Technology are optimized for both far and near vision. Power error and unwanted astigmatism are reduced throughout the entire lens, with a 60% reduction in near vision¹ allowing wearers to benefit from relaxed vision especially while using digital devices.

Like all the lenses in the Eyezen range, Eyezen+ Start lenses also offer advanced protection against harmful blue-violet light as well as better contrasts thanks to W.A.V.E. technology.

Wearers strongly endorse Eyezen+ Start lenses: 8 out of 10 wearers prefer them to their old lenses, 8 out of 10 felt a reduction of their eye fatigue and 3 out of 4 said they helped their eyes stay relax day after day.²

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

For more information about Eyezen+ Start lenses, contact your Essilor Business Consultant.

(1) Internal measurements versus an Essilor standard SV lens on a range -6.00D to +6.00D ($\leq 4.00D$)

(2) Source: In-life consumer study - EUROSYN - 2018 - France - n=49 (People with different levels of visual fatigue and related symptoms)

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 their best possible 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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