



VARILUX® XR SERIES™

Essilor launches Varilux® XR series™, the innovative progressive lens powered by behavioral artificial intelligence, available now in Canada

Varilux® XR series™ is the first eye-responsive progressive lens¹ for instant sharpness in motion²

Montreal, CANADA (July 5, 2023) – Today Essilor, part of EssilorLuxottica a leading global eyecare and eyewear provider, released the [Varilux® XR series™ progressive lens](#) in Canada. Recognized as the best overall progressive lenses⁴, Varilux® XR series™ progressive lenses harness the power of artificial intelligence and combined with its scientists' unmatched understanding of consumer lifestyles.³ The innovative lens is available exclusively to Essilor Experts™ and EssilorLuxottica 360 members in Canada until October 2023, after which it will be widely available.

In today's modern lifestyles, our eyes move more than 100,000 times a day to process all the visual information we are exposed to. Moreover, researchers from Essilor studied over 6,500 consumers to enrich their understanding of presbyopes' lifestyles and visual challenges.

“Eyecare professionals now have access to Varilux® XR series™, a new breakthrough technology that will take presbyopic patient care to the next level,” said Sherianne James, chief marketing officer and SVP of professional services marketing for EssilorLuxottica North America. “We are committed to making sure this launch is successful for eyecare professionals by offering a comprehensive suite of tools.” Support materials for eyecare professionals include in-depth educational content on Varilux® XR series™, including through Leonardo, EssilorLuxottica's digital learning platform; in-store merchandising materials that demonstrate the quality of this new innovation to patients. There will be a new promotion for the release, from now until Dec. 31, 2023, all Varilux® XR series™ personalized designs are sold at the price of the non-

¹ Eye-responsive defined as the consideration of two parameters in the design of the progressive lens: prescription & visual behavior

²Varilux XR® series™ –in-life consumer study -Eurosyn–2022–France (n=73 high-end progressive lens wearers). 66/73 perceived instant sharpness at all distances while in motion

³ Based on Essilor R&D simulations – 2022 – calculation based on lenses measurements weighted by the level of importance of each criteria for progressive lenses declared by users (Quantitative Consumer study - Ipsos - Q1 2022 - BR/FR/IT/UK/US - n=4000 progressive lens wearers) - Simulations done on most relevant competitive brands : brands with good level of awareness among consumers (Consumer Lens Brand Tracking - Ipsos - Q3 2022 - BR/CA/CN/FR/IN/IT/UK - n=8000) & offering premium progressive lenses

personalized Varilux® XR design*. Varilux® XR series™ lenses improve the wearer's binocular vision. The two new products in the Varilux® XR series™ are Varilux® XR design and Varilux® XR track lenses.

The lens was developed with artificial intelligence, using one million data points from eyeglass wearers, so it can predict everyone's visual behaviour. Using digital twinning technology, Essilor has the ability to establish a visual behavior profile for every single prescription and provide the first eye-responsive progressive lens that respects the natural behavior of the eye.

Varilux® XR series™ progressive lens wearers benefit from instant sharpness, even in motion, with +49% more volume of broadband vision⁴ compared to Varilux®. In independent third-party tests, 87% of consumers, mostly wearing the premium progressive lens, preferred Varilux, to their previous lenses, after trying them, with no change in their prescription. And 95% of wearers adapted to their new lenses on the first day.⁵

Note to editors

The new progressive lenses are exclusively available to Essilor Experts™ and EssilorLuxottica 360 members Canada until October 2023, after which it will be widely available. For more information on Essilor Experts™ and EssilorLuxottica 360, becoming a member and its benefits, eyecare professionals can contact their Essilor Business Representative.

Varilux®, invented in 1959, is the number one progressive lens brand worldwide⁽⁷⁾ Varilux® leads the way with more than 70 patents (8) for cutting-edge progressive lens technology, the result of more than 60 years of research. the result of more than 60 years of research and development.

About Essilor

Essilor, part of EssilorLuxottica's portfolio, is a leader in eyeglass lenses worldwide and the number one lens brand recommended by eye care professionals (ECP)⁽³⁾. It offers a complete range of solutions dedicated to each individual's vision and lifestyle needs throughout their life. Every Essilor lens is a combination of multiple complementary technologies thanks to its suite of leading premium vision care solutions, including innovative brands such as Essilor® Stellest® Eyezen®, Varilux® and Crizal®. These groundbreaking technologies correct vision, protect eyes from UV rays and enhance visual clarity.

** Offer available exclusively to Essilor® Experts and EssilorLuxottica 360 partners starting on July 5, followed by all eyecare professionals on October 3, 2023. Connect with your Essilor® business consultant for more information.*

**Designs eligible for the Varilux® XR design price: Varilux® XR pro, Varilux® XR track, Varilux® XR fit and the eyecode option on Varilux® XR Design. Coatings as well as Transitions® and solar options will be charged at the regular price. © 2023 Essilor® Canada. All rights reserved. All trademarks and registered trademarks are and will remain the property of their respective owners and/or their subsidiaries in Canada.*

⁴ Internal R&D simulations – 2022 – vs Varilux® X series™

⁵ ©Essilor –Varilux® XR series -in-life consumer study –Eurosyn–2022 –France (n=73 progressive lens wearers; 69/73)