

**Varilux® XR series™ is now available across Canada**

**Essilor launches new consumer campaign showcasing Varilux® XR series™  
as the progressive lens of the future**



***“One pair does it all. Overly impressed overall”***

***“I highly recommend XR lenses above any other progressive lenses”***

**Montreal, QC (October 3, 2023)** –Essilor, part of EssilorLuxottica a leading global eyecare and eyewear provider, is proud to announce that [Varilux® XR series™ progressive lens](#) is now widely available across Canada. Recognized as the best overall progressive lenses<sup>1</sup>, Varilux® XR series™ progressive lenses harness the power of artificial intelligence, combined with its scientists’ unmatched understanding of consumer lifestyles<sup>2</sup>.

The innovative lens has already received rave reviews from Essilor® Experts™ and EssilorLuxottica [360](#)® members who had early access to the progressive lens in Canada. Moreover, Varilux® XR series™ progressive lens wearers benefit from instant sharpness, even in

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<sup>1</sup> Based on achieving the highest composite score among premium Progressive lens designs of leading competitors on 14 attributes identified as important by a survey of U.S. consumers. Tests were conducted solely using Essilor’s proprietary, state of the art avatar simulations.

<sup>2</sup> 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

motion<sup>3</sup>, with +49% volume of broadband vision<sup>4</sup> compared to Varilux® X™ series. In independent third-party tests, 87% of consumers preferred Varilux® XR series™ compared to their current high-end progressive lenses<sup>5</sup>. And 95% of wearers adapted to their new lenses on the first day.<sup>6</sup>

In addition, a new consumer advertising campaign has launched globally, in support of the breakthrough progressive lens. Produced by EssilorLuxottica's Creative Hub in conjunction with external agency The Mill, the campaign seeks to create awareness among consumer presbyopes of the first eye-responsive progressive lens powered by behavioral artificial intelligence<sup>7</sup>. The theme "see the future" showcases the technology in Varilux® XR series™ lenses by demonstrating how a predictive model is used to understand how the consumer's eyes move.

"Varilux has always been at the forefront of technology, but this campaign goes further to position Varilux® XR series™ as the lens of the future. It illustrates how the innovation leverages cutting-edge behavioral artificial intelligence to meet presbyopes' changing visual needs," says Agnes Dewidehem, Global Head of Marketing Lens Brands & Categories at EssilorLuxottica. The campaign has a 360-degree communication approach to support the consumer journey and guide them to ask their eyecare professional about Varilux® XR series™. It includes a TV spot, audio spot for music streaming services, and digital assets for all social platforms as well as out of home. In-store materials will be fully visible at the point of purchase. There will also be an emphasis on driving traffic to Essilor Experts, Essilor's flagship partner program designed to optimize practices' business results.

"In this pivotal moment for the brand, we needed a campaign that would bring consumers into this new Varilux world – one that is pushing the boundaries of science and technology further than ever before," says Matteo Pelo, Executive Creative Director at EssilorLuxottica. "A lens engineered with artificial intelligence needed an art direction and a visual treatment fit for the storytelling that we have in the new Varilux® XR series™ campaign – one that reflects the lens of the future."

The video for the campaign, can be viewed [HERE](#)

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<sup>3</sup> R&D simulations via Avatar– 2022 – vs Varilux® X series™ R&D simulations via Avatar– 2022 – vs Varilux® X series™  
R&D simulations via Avatar– 2022 – vs Varilux® X series™

<sup>4</sup> R&D simulations via Avatar– 2022 – vs Varilux® X series™

<sup>5</sup> Essilor International – Varilux® XR series™ lens - in-life consumer study – Eurosyn – 2022 – France (among n=67/73 who expressed a preference

<sup>6</sup> Essilor International – Varilux® XR series™ lens - in-life consumer study – Eurosyn – 2022 – France (n=73 progressive lens wearers)

<sup>7</sup> Eye-responsive defined as the consideration of two parameters in the design of the progressive lens: prescription & visual behavior

Varilux®, invented in 1959, is the best overall progressive lens<sup>8</sup> and Varilux® lenses lead the way with over 70 patents<sup>9</sup>; the result of more than 60 years of research and development. Varilux® XR series™ progressive lens is now available across Canada.

### **About Essilor**

Essilor, part of EssilorLuxottica's portfolio, is a leader in eyeglass lenses worldwide<sup>10</sup> and the number one lens brand recommended by eye care professionals (ECP)<sup>11</sup>. 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 Stellest®, Eyezen®, Varilux® and Crizal®. These groundbreaking technologies correct vision, protect eyes from harmful rays and enhance visual clarity.

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<sup>9</sup> (2) 70 inventions led to patent filings in multiple countries since 1953 (which allowance/in-force status varies over the time and country).

<sup>10</sup> Euromonitor, Eyewear 2018 edition, Essilor International SA Company; Retail value sales at RSP.

<sup>11</sup> Quantitative research conducted among a representative sample of 958 independent ECPs by CSA in February 2019 – France, the UK, Germany, Italy, Spain, the US, Canada, Brazil, China, India.