PRESS PACK

VARILUX IMMERSIA: THE NEW OCCUPATIONAL LENS TO STAY COMFORTABLY IMMERSED IN YOUR IMMEDIATE SURROUNDINGS

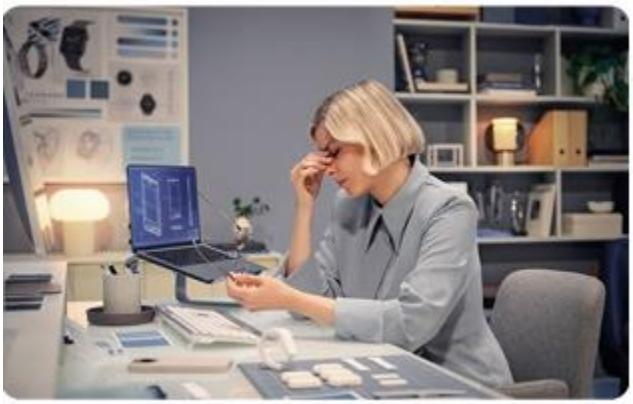
Essilor® introduces Varilux® Immersia™, a new occupational lens developed to keep presbyopes comfortably immersed in their immediate surroundings.

Near vision and multitasking between devices can put significant strain on the eyes. With up to 72% of time spent on near and intermediate vision tasks[1] - mostly involving screens - this can lead to difficulty focussing, poor posture, and eye strain if not addressed.

Varilux® Immersia™ offers expanded near vision in close-up and digital activities[2] to help maintain natural head posture and alleviate digital eye strain[3] for wearers. Available in two options - Varilux® Immersia.mid™ for vision up to 5 feet and guaranteed vision up to 1.5 feet, and Varilux® Immersia.room™ for vision up to 10 feet and guaranteed vision up to 3 feet.

The lens has been developed by Essilor® to support prolonged close focus and uses in-depth analysis of screen positions, while considering a wearer's natural posture and ergonomic needs. Tested in a simulated environment using AI-powered digital twining technology, this enables a wide range of R&D simulations to assess and guarantee lens performance.

Monica Jong, Head of Medical Affairs North America at EssilorLuxottica, said: “Extensive digital use can often lead to discomfort for our eyes with research showing that 80% of people aged 40-65 suffer from visual fatigue at the end of a typical day[4] and 71% need to make an effort to maintain sharpness[4].

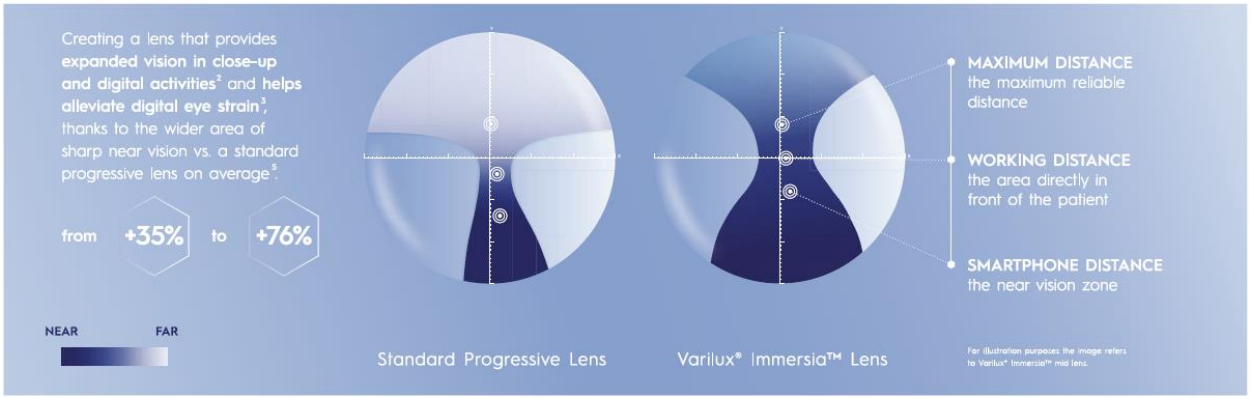


“From intricate craftmanship to digital precision, Varilux® Immersia™ supports prolonged close focus by delivering comfortable and precise vision so patients can stay immersed in comfort, whether at work or at home.”

LENS DESIGN

Varilux® Immersia™ has been designed with the true environment of the patient in mind and benefits both the field and depth of vision.

Developed using in-depth analysis of screen positions and supported by AI digital twinning technology, the ergonomic design is defined by three points of reference to provide a +35% to 76% wider area of sharp vision in near visionon average, compared to a standard progressive lens[5].



Optimizing occupational lenses for Smartphone, Working and Conversational Distances

Smartphone distance

By placing the near vision zone higher in the lens, Varilux® Immersia™ provides easier access to near vision, which enables natural head posture in front of screens[6]. This results in a +38% to 54% expanded range of head postures with good visual acuity, compared to a standard progressive lens[6].

Standard Progressive Lens

Varilux® Immersia™ Lens

Working distance

Varilux® Immersia™ is ergonomically designed for computer life[7]. When looking straight ahead, the patient can view their desktop screen or work area with minimal adjustment of the head and eyes. With a standard progressive lens, patients elevate their head by -8°. With Varilux® Immersia™ the head tilt is much closer to the ergonomic recommendation of 0°: -1° or -2°, according to product version [7].

Standard Progressive Lens

Varilux® Immersia™ Lens

Conversational distance

To meet different near vision needs, the lens is available in two versions.

Varilux® Immersia.mid™ for vision up to 5 feet - the average maximum distance of an object on a desk and of a face-to-face conversation in close proximity – and guaranteed vision up to 1.5 feet to support easy switching between devices [2]. And **Varilux® Immersia.room™** for vision up to 10 feet - the average conversational distance in a business or casual setting – and guaranteed vision up to 3 feet to support multitasking in near and intermediate ranges [2].

The occupational lens also leverages W.A.V.E 2.0™ lens technology, a pupil size model which helps control high-order aberrations meaning quality of vision is impacted less in various lighting conditions[8].

ASK THE EXPERT

Q&A with Dimple Zala, Global Medical Advisor at EssilorLuxottica

Why should an occupational lens be recommended?

Presbyopia, a condition that impairs near vision and reduces the eye's ability to focus on nearby objects, typically becomes noticeable in the early to mid-40s.

If presbyopia is not corrected, patients often experience eye strain and visual discomfort, which can affect their quality of life.

Presbyopes don't just want to see clearly, but to see comfortably, and occupational lenses are ideal for prolonged near-vision tasks during both work and leisure time.

In the same way that people switch footwear between everyday walking and hiking, patients can benefit from switching between progressive and occupational lenses too. Progressives are the solution for all-day, on-the-go use, but for prolonged optimised multitasking at close range occupational lenses are the optimal solution.

Varilux® Immersia™ lenses offer a comprehensive near-range solution. They go beyond the limitations of near single vision options by providing multiple distances at near and intermediate ranges.

essilor Varilux®

	PROGRESSIVE LENSES	NEAR SINGLE VISION LENSES	OCCUPATIONAL LENSES
VISION AT ALL DISTANCES	✓ Covers near, intermediate & far	✗ Fixed near vision only	✗ Near & intermediate vision
ON-THE-GO EVERYDAY USAGE	✓ Ideal for dynamic, all-day movement	✗ Not suitable for moving around	✗ Optimized for near tasks (at work and at home)
PROLONGED NEAR VISION USE	✗ Non-ergonomic posture – may cause visual/postural strain	✗ Often requires adapting the posture – may cause visual/postural strain	✓ Encourages good posture
WIDE FIELD OF VISION AT NEAR AND INTERMEDIATE DISTANCES	✗ Narrowed near and intermediate vision field	✗ Limited to a fixed distance	✓ Wide field of vision at near and intermediate

What types of patients benefit most from these lenses?

The lens is particularly suitable for patients who already wear near single-vision solutions or progressive lenses.

Varilux® Immersia.mid™ offers vision up to 5 feet, so we'd recommend this is best suited for an ametropic presbyope as a complementary pair, in addition to their main Varilux® progressive lenses.

Varilux® Immersia.room™ offers vision up to 10 feet, so this option would be perfect to suggest as a first pair for emmetropic presbyopes, who may not want to wear progressive lenses all the time. The lens is also suitable for early emmetropic presbyopes who are just beginning their journey into presbyopia.

How does it differ from previous occupational lenses?

Our previous occupational lenses focused on objects positioned in a straight line in front of the patient, using a 2D approach. But near vision involves multiple targets and distances, encompassing the entire immediate surroundings, not just what's directly in front of the wearer.

Varilux® Immersia™ design was optimised for a multitasking in near and intermediate ranges[2] extending the available depth of vision compared to Varilux® Digitime® and improving the posture of the wearer. The smooth degression in combination with the expanded volume of vision at near allows an easy switch between different devices[2].

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Note to editors

About Essilor®:

Essilor®, part of EssilorLuxottica's portfolio, is a leader in eyeglass lenses worldwide [(1)] and the number one lens brand recommended by eye care professionals (ECP)[(2)]. 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® and Varilux® and Crizal®. These groundbreaking technologies correct vision, protect eyes from UV rays and enhance visual clarity.

[1] Source: Euromonitor, Eyewear 2023 edition; Essilor International company; worldwide retail value sales at RSP.

[2] 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.

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