

**Better Sight.
Better Life.**

Our commitment to products your patients prefer ...

VARILUX® Lenses

7 out of 10

**believe the brand provides
better vision than their last pair¹**

90% of consumers are completely or very satisfied with their lenses.¹

- Number-one prescribed progressive lens
- Sharp at any distance
- Smooth transitions
- No off-balance feeling

¹ Consumer study of 701 participants who purchased Varilux lenses in connection with the promotion that was conducted by Essilor (2016).

² Transitions consumer brand tracking study of 500 participants conducted by Essilor (2016).

³ Transitions 2014 product and communication consumer testing included 225 participants - USA.

⁴ Through *in vitro* experimentation on swine retinal cells, Essilor and the Paris Vision Institute identified the wavelengths of visible light believed most toxic to retinal cells, which fall between 415-455 nm on the light spectrum and peaking at 435 nm (blue-violet light).

⁵ Independent eyeglass wearers study of 200 participants conducted by the University of Arkansas in 2016 and sponsored by Essilor of America, Inc.

⁶ Consumer study of 896 participants who purchased Crizal lenses in connection with a promotion that was conducted by Essilor (2016).



**... is the reason to choose
Essilor as your partner.**

Transitions®

ADAPTIVE LENSES®

4 out of 5

**are completely or very satisfied
and prefer Transitions®
lenses over ordinary lenses²**

70% of eyeglass wearers ages 20-29 would buy *Transitions* lenses after learning about the benefits and technology.³

- Number-one photochromic lens
- Adapt from clear indoors to dark outdoors
- Reduces exposure to Harmful Blue Light indoors and out⁴

Crizal® No-Glare Lenses

4 out of 5

consumers prefer Crizal® No-Glare lenses over ordinary lenses⁵

And, nearly 90% of consumers would likely purchase Crizal lenses again.⁶

Crizal lenses combine:

- Clarity
- Durability
- Cleanability