

NEW

**VARILUX**<sup>®</sup>  
COMFORT MAX



# DIGITAL TOOLKIT

Welcome to your digital marketing toolkit for the launch of Varilux<sup>®</sup> Comfort Max lenses, our latest generation of progressive lenses that adjust to the wearers unique natural postures for all-day-long vision comfort. This toolkit will guide you in implementing the digital marketing pieces for the launch.

This content will introduce your patients to *Varilux Comfort Max* lenses before they begin their in-practice journey—raising awareness, sparking interest, and ultimately helping drive purchase.



SEE MORE.  
DO MORE.

Transitions<sup>™</sup>

Crizal<sup>®</sup>

VARILUX<sup>®</sup>

Eyezen<sup>™</sup>

Xperio<sup>UV</sup><sup>™</sup>

# BANNER ADS

Banner ads can help draw interest and attention online while informing viewers about new *Varilux Comfort Max* lenses.

## RECOMMENDED PLACEMENT:

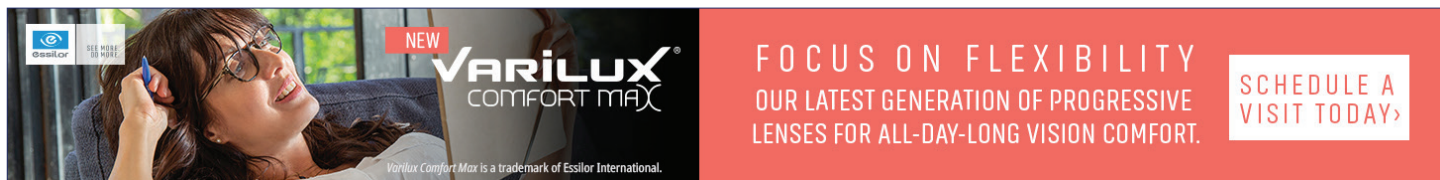
Place the banner ads on your practice's website to educate patients and start conversations during their visits.

Find this content included in the *Varilux Comfort Max* digital e-kit.

300x250



728x90



*This Digital Toolkit is intended for use by your practice only. Please do not distribute, copy, or otherwise transfer these materials to a third party. The content of the social media posts provided herein should not be altered or modified in any way (except for adding your practice information where indicated) without Essilor's prior written approval.*

# SOCIAL MEDIA CONTENT

Social media posts can help draw interest and attention online while informing viewers about new *Varilux Comfort Max* lenses.

## RECOMMENDED PLACEMENT:

This post content is designed for Facebook and Instagram. However, you may also use the content on other digital platforms as well, including your own practice website. See the next page for usage instructions.

Find this content included in the *Varilux Comfort Max* digital e-kit.

Opt 1



NEW **VARILUX**  
COMFORT MAX

OUR LATEST GENERATION OF PROGRESSIVE LENSES FOR ALL-DAY-LONG VISION COMFORT.

**9/10** NEW PROGRESSIVE LENS WEARERS WANT TO **CONTINUE WEARING** NEW VARILUX<sup>®</sup> COMFORT MAX<sup>(1) (2)</sup>

(1) Varilux Comfort Max - Among new progressive lens wearers - Eurosyn FR - 2019 - N=53  
(2) Wearers who answered "Yes" - Yes/No scale on "want to continue wearing Comfort Max lens" - n=49/53 new PRL wearers

## FACEBOOK AND INSTAGRAM COPY:

Introducing our latest generation of progressive lenses for all-day-long vision comfort. Varilux<sup>®</sup> Comfort Max lenses are so comfortable, 9/10 new progressive lens wearers want to continue wearing them<sup>1, 2</sup>! Schedule a visit with us at [ECP website]. #Varilux

Opt 2



NEW **VARILUX**  
COMFORT MAX

FOCUS ON **FLEXIBILITY**  
OUR LATEST GENERATION OF PROGRESSIVE LENSES FOR ALL-DAY LONG VISION COMFORT.

(1) Varilux Comfort Max - Among new progressive lens wearers - Eurosyn FR - 2019 - N=53  
(2) Wearers who answered "Yes" - Yes/No scale on "want to continue wearing Comfort Max lens" - n=49/53 new PRL wearers

## FACEBOOK AND INSTAGRAM COPY:

Introducing Varilux<sup>®</sup> Comfort Max. So comfortable, 9/10 new progressive lens wearers want to continue wearing them<sup>1, 2</sup>! Schedule a visit with us at [ECP website]. #Varilux

Opt 3



NEW **VARILUX**  
COMFORT MAX

OUR LATEST GENERATION OF PROGRESSIVE LENSES FOR ALL-DAY-LONG VISION COMFORT.

**9/10** NEW PROGRESSIVE LENS WEARERS WANT TO **CONTINUE WEARING** NEW VARILUX<sup>®</sup> COMFORT MAX<sup>(1) (2)</sup>

(1) Varilux Comfort Max - Among new progressive lens wearers - Eurosyn FR - 2019 - N=53  
(2) Wearers who answered "Yes" - Yes/No scale on "want to continue wearing Comfort Max lens" - n=49/53 new PRL wearers

## FACEBOOK AND INSTAGRAM COPY:

Introducing Varilux<sup>®</sup> Comfort Max, our latest generation of progressive lenses for all-day-long vision comfort. Schedule a visit with us at [ECP website]. #Varilux

# SOCIAL MEDIA CONTENT INSTRUCTIONS

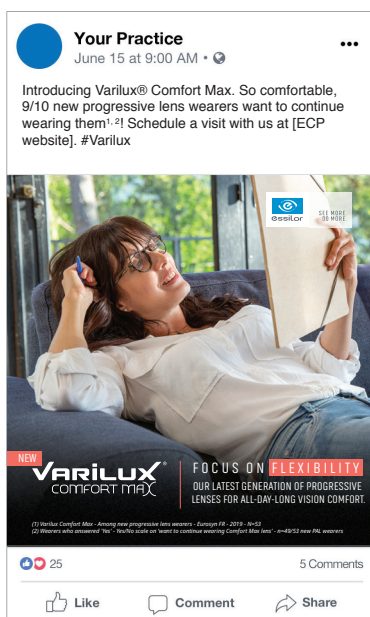
The social media posts included with this kit will let your patients know that *Varilux Comfort Max* lenses are available at your practice. Each post includes a placeholder for adding a link to your practice's website (or whatever site you use for online bookings). You may also use post content on your practice's web page or other digital platforms. Use #Varilux when you post to ensure your content appears when the hashtag is searched.

## OPTION 1 POST EXAMPLES:



Facebook

## OPTION 2 POST EXAMPLES:



Facebook

## OPTION 3 POST EXAMPLES:



Facebook



Instagram



Instagram



Instagram