

Essilor

by Kim O'Sullivan - Tuesday, November 28, 2017

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Essilor of America Unveils Three Innovative Lens Technologies with the Ultimate Lens Package

Three new products that together will deliver Essilor's ultimate in vision, clarity and protection

Essilor of America announces the availability of three new products -- Varilux® X Series™, Crizal Sapphire® 360o UV and Eyezen™+ 0 lenses – paired with Transitions® Signature® VII to create the **Ultimate Lens Package** – a combination of Essilor's newest and most innovative lens technologies and Transitions Signature VII, designed to meet each eyeglass wearer's visual needs with our ultimate in vision, clarity and protection in a single lens. The Ultimate Lens Package includes Eyezen+, Crizal Sapphire 360o UV and Transitions Signature VII for single vision patients, and Varilux X Series, Crizal Sapphire 360o UV and Transitions Signature VII for presbyopic patients.

“Essilor's mission is improving lives by improving sight, and helping our customers help their patients see better is the key motivation behind everything we do,” says Eric Leonard, President, Essilor of America. “Patient needs are at the center of how we innovate. Examining their unique challenges and lifestyles led us to develop the Ultimate Lens Package, a revolutionary vision solution to meet patient needs today and tomorrow.”

Product Innovation Inspired by Patients

Each of these innovative new lenses is available separately so independent eyecare professionals (ECPs) can customize the solution that best meets their patients' needs. To help patients achieve their best vision, the products are designed to be dispensed as a complete single-lens solution so wearers can experience how all the components of the lens work together to improve their vision.

Varilux X Series

In today's modern world, presbyopes are shifting their focus between near and intermediate objects more than ever. Yet a survey of progressive lens wearers found that approximately 50 percent are not completely satisfied with visual comfort at arm's reach, even with the most premium progressive lens designs.¹ Varilux X Series lenses feature the revolutionary new Xtend™ Technology, which allows the wearer to see multiple distances through a single point in the lens, extending wearers' vision within arm's reach, so wearers no longer have to search for “just the right spot” to see sharply at any distance.

Additionally, Varilux X Series lenses include all the technologies that made its predecessor, Varilux® S Series™, so successful: Nanoptix™ Technology to help reduce the “off balance” feeling often experienced by progressive lens wearers; Synchroneyes™ Technology for smoother transitions between visual distances; and W.A.V.E. (Wavefront Advanced Vision Enhancement™) Technology 2™ for sharper vision even in low light.

Varilux X Series lenses are the result of an innovative new approach, immersing patients in research,

testing and measurement from start to finish. More than five years of research and 19 wearer studies with over 2,700 wearers across the world have led to a technology so revolutionary, there are 15 new patents pending.

Crizal Sapphire 360o UV

Patients are increasingly exposed to multiple light sources at all angles, which causes discomfort. In fact, 87 percent of wearers try to combat reflections by moving their head, changing posture, or taking off their glasses.

Crizal Sapphire 360o UV No-Glare Lenses feature the new Multi-Angular Technology™ to reduce reflections from any angle of light for less distracting glare, better aesthetics and safer nighttime driving. Crizal Sapphire 360° UV No-Glare lenses offer best-in-class transparency and clarity, as well as superior durability and cleanability. The UV protection is also improved with an increased E-SPF® index3 to E-SPF®35, providing optimal UV protection in a clear lens.

Eyezen+

Technology overload is a fact of life at every age. The numbers tell the story: 90 percent of adults are at risk for digital eye strain⁴; 73 percent of adults are unaware of the dangers of Harmful Blue Light⁵; and 77 percent of parents report being concerned about the impact of devices on children's eyes⁶.

The new Eyezen+ 0 design, along with Eyezen+ lens designs 1, 2 and 3, provide sharp, comfortable vision and a complete range of accommodative relief options for every single vision age group. All Eyezen+ lenses reduce exposure to Harmful Blue Light⁷ with Essilor's Smart Blue Filter™, a clear feature which reduces exposure to Harmful Blue Light by at least 20 percent.

Additionally, all Eyezen+ designs have W.A.V.E. (Wavefront Advanced Vision Enhancement™) Technology to provide sharper vision than traditional single vision lenses. Eyezen+ lenses are only available through independent ECPs.

Transitions Signature VII

Transitions Adaptive Lenses seamlessly adapt to changing light. Transitions Signature VII lenses with Chromea⁷™ technology offer the most balanced darkness and clarity, and have the fastest fade-back speed of any Transitions lens. They provide 100 percent UV protection and reduce exposure to Harmful Blue Light both indoors and outdoors.

A Simplified Way to Provide the Best Vision for Patients

When choosing eyeglasses, consumers think a lot about frames but give little thought, if any, to lenses. Patients often don't understand the benefits of premium technologies, or that lens quality can affect their vision. This means it is up to independent ECPs — the most trusted source for consumer information — to be armed with the knowledge and products to guide patients to their best vision. The Ultimate Lens Package is designed to do just that. "When it comes to innovation, Essilor leads the way in the ophthalmic lens category and today we are taking another step forward," says Sherianne James, Senior Vice President of Marketing for Essilor of America. "Through a new consumer-focused approach, we are offering a combination of our best technologies to give both single vision and presbyopic patients a complementary suite of products designed to work together. The Ultimate Lens Package simplifies dispensing for independent ECPs to make it easy for their patients to understand and take action."

Driving Patients to Independent ECP Practices Educating consumers is a key part of the strategy to bring the Ultimate Lens Package to market. As a result, Essilor of America has a robust marketing plan in place to support the Ultimate Lens Package, including national TV and digital advertising, social media, targeted online videos and support on EssilorUSA.com.

To increase excitement among consumers and drive them to visit their independent ECP, Essilor of America has created the Ultimate Offer. Consumers can purchase an Ultimate Lens Package and get a second pair of qualifying lenses that is of equal or lesser value at no cost through independent ECPs who enroll in the offer. The offer applies to both the progressive and single vision Ultimate Lens Packages:

- Ultimate Lens Package progressive: Purchase a pair of lenses that includes Varilux X Series with Crizal Sapphire 360o UV and Transitions Signature VII and get a second pair of lenses of equal or lesser value that must be one or a combination of the following Essilor products only – Any Varilux, Crizal, Transitions, Eyezen+, Xperio UV™ or, single vision design lenses (single vision design must have at least one of the following: Crizal, Transitions or Xperio UV).
- Ultimate Lens Package single vision: Purchase a pair of lenses that includes Eyezen+ with Crizal Sapphire 360o UV and Transitions Signature VII and get a second pair of lenses of equal or lesser value that must be one or a combination of the following Essilor products only –Any Crizal, Transitions, Eyezen+, Xperio UV, or, single vision design lenses (single vision design must have at least one of the following: Crizal, Transitions or Xperio UV).

The Ultimate Offer is open to all independent ECPs who meet the eligibility requirements. Enrollment for ECPs is July 13 through December 30, 2017, and the consumer offer period is September 12 through December 29, 2017.

For more information on the Ultimate Lens Package and the technologies within, visit EssilorUltimateLens.com.