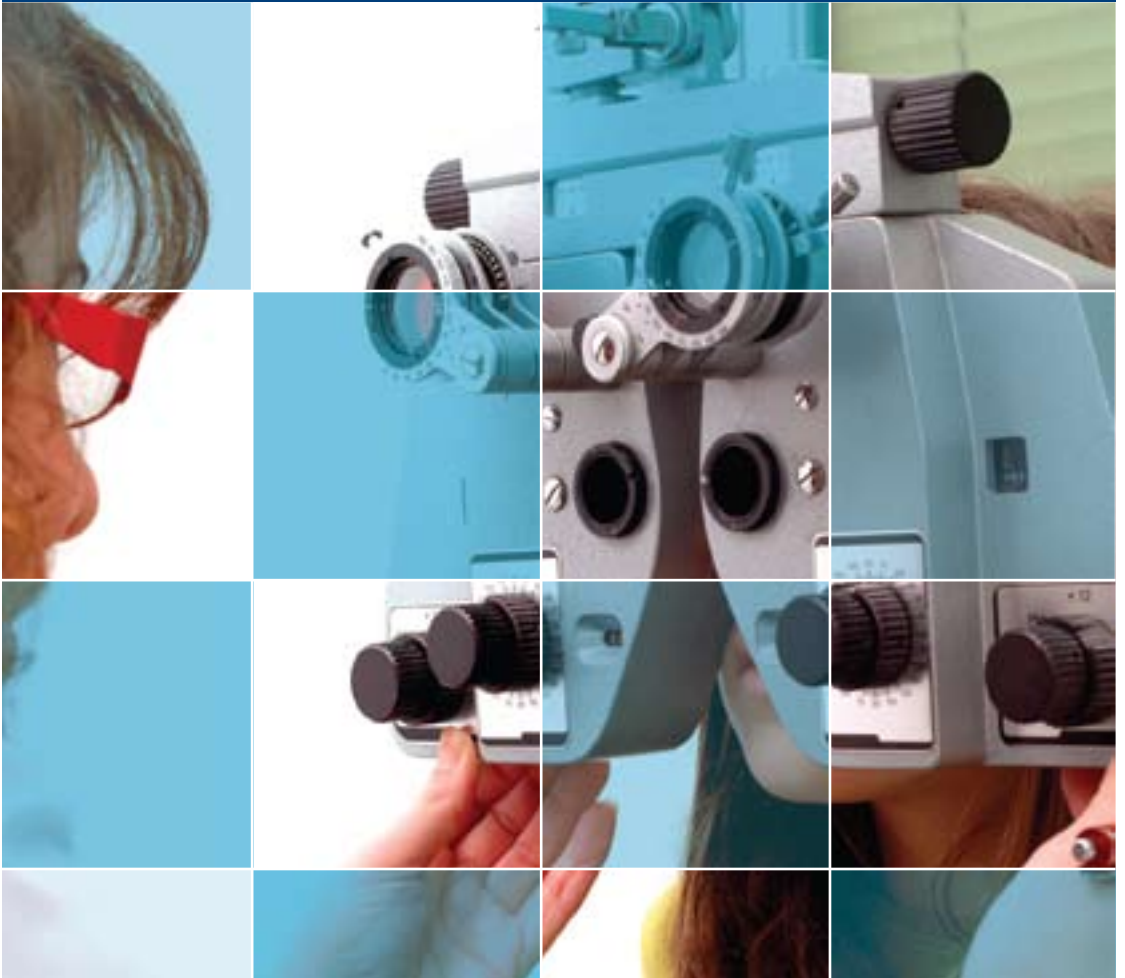


The Value of Varilux®





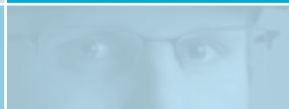
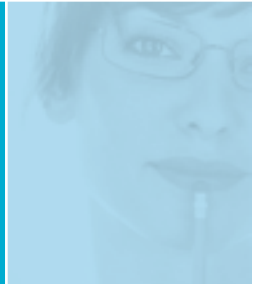
Varilux®
Physio®



Varilux
360° OptimizationSM

Varilux®
Ellipse®

Varilux
Comfort®



When you dispense a Varilux® lens, you are partnering with the world's leader in ophthalmic lenses. Varilux lenses deliver the best visual performance for your patients. Essilor and Varilux are your dedicated partners in patient care and practice management.

- > Varilux lenses help you provide patients with the best possible visual experience.
- > Essilor is committed to supporting your practice with valuable training, marketing support and other tools.
- > No manufacturer contributes more to the ophthalmic industry or does more to advance technology and patient care.

VARILUX®

The First – and Still the Best

THE PAL PIONEER

- > Essilor invented the progressive addition lens (PAL) in 1959.
- > For nearly 5 decades, the most significant advances in PAL technology have been realized by Essilor engineers.
- > To this day, Varilux® lenses are proven to help you provide patients the finest vision possible.

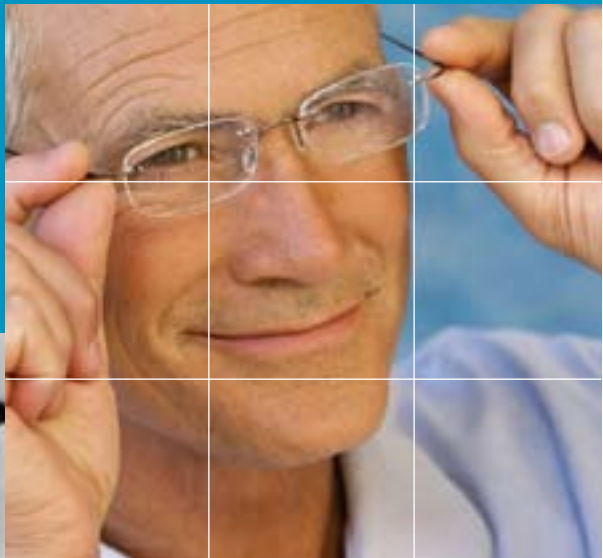


THE R&D LEADER

- > In the last 8 years, Essilor has devoted nearly \$1.2 billion to research and development. The best of this R&D technology goes into Varilux lenses.
- > Competitors trumpet their dedication to innovation, but over the last 10 years, Essilor has spent more on research and development than our top competitors – combined.

DESIGNED FOR & RECOGNIZED BY CONSUMERS

- > Every Varilux PAL is designed with the wearer in mind.
- > Our lens design development system integrates feedback from wearer tests at every stage of the lens development process.
- > Varilux lenses are the most recognized consumer brand in the industry.



Varilux® Value for Your Patients

Varilux® lenses meet your patients' needs. No wonder more patients today are wearing a Varilux lens than any other PAL.



THE RIGHT SOLUTION FOR EVERY PATIENT

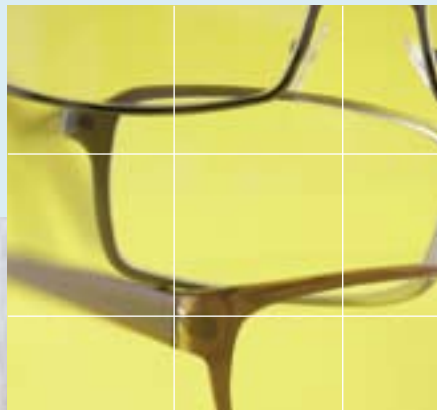
- > There is a Varilux lens design to meet the needs of every presbyopic patient in your practice.
- > To help you supply the right solution for every patient, Varilux lenses offer more options than any other PAL brand in:
 - Prescription Ranges
 - Materials
 - Coatings
 - Treatments

THE MOST LAB CHOICES

- > Essilor knows it takes more than your medical expertise and our innovative lens designs to satisfy your patients – you need quality laboratory support.
- > To ensure the best in timely delivery, quality work and world-class customer service, Varilux lenses are proudly offered at more than 350 laboratories nationwide.
- > When you partner with Varilux lenses and Essilor, you are never far from the nearest Varilux laboratory.

DESIGNED & TESTED FOR PATIENTS' NEEDS

- > Every Varilux lens is designed from day one to meet a specific wearer need.
- > No PAL brand does wearer testing like Varilux. Essilor tested more than 2,000 wearers in both clinical and real-world environments during the development of the Varilux® Physio® lens alone.
- > Results of wearer testing are integrated at every point of our lens development process. If clinical results show a need for improvement or alteration, the process begins again until the lens design is optimized.
- > This painstaking approach means every Varilux lens is designed to anticipate patient needs and optimize performance to meet them, eliminating visual performance issues before your patients ever put them on.



Varilux® Value for Your Practice

Essilor is a dedicated partner for your practice. Varilux®, the number-one consumer PAL brand, is distributed exclusively through independent Eyecare Professionals (ECPs). Our ABO-certified sales consultants provide the tools, training and support to help you effectively manage your practice.



PRACTICE-BUILDING SUPPORT

- > Essilor's ABO-certified sales consultants are truly your partners in practice building.
- > Our sales consultants provide expert analysis and training including:
 - Profitability analysis
 - Business plans
 - Maximizing managed care revenue
 - Selling specialized second pairs like polarized and sunwear
 - Selling premium products
 - Understanding the latest technology
 - Product-specific training

MARKETING SUPPORT

- > To make it easier to communicate the benefits of Varilux lens technologies, we provide patient brochures, in-office sales materials, and other point-of-purchase marketing.
- > We maintain a Web site (www.varilux.com) with 100,000 visits per month that educates patients and makes on-line referrals.
- > Varilux lenses are closely linked with Crizal® and Transitions® lenses, two of the strongest consumer brands in vision care.
- > To assist you in increasing patient satisfaction and practice profitability, Varilux lenses lead the market in units sold with Crizal Avancé™ with Scotchgard™ Protector, Thin&Lite® and Transitions® lenses.



Varilux® Value for Your Industry

We are dedicated to the success of your individual practice. We are also committed to support the optical industry as a whole.



SUPPORTING NON-PROFITS

- > Essilor is by far the largest contributor to visual health charities, with more than \$12 million donated over the past 6 years to charities including:
 - Helen Keller International
 - Special Olympics
 - Prevent Blindness America®

- > In 2007, Essilor established the Essilor Vision Foundation, a non-profit charitable organization dedicated to improving lives through better vision.

SUPPORTING EDUCATION

- Essilor supports continuing education for optometrists, with major funding for 27 top programs and scholarships for optometry students, including the annual Varilux® Optometry Student Bowl.

SUPPORTING ASSOCIATIONS

- Essilor directly supports virtually every optometric or optician association in North America, including, among many others:
 - American Optometric Association – Diamond-Level sponsorship
 - Opticians Association of America
 - American Academy of Optometry
 - American Optometric Institute
 - Vision Council of America
 - American Optometric Student Association



Varilux Comfort®

When it comes to PALs, the original – Varilux Comfort® lens – is still the best-selling. Worldwide leadership has been earned through unmatched ECP and wearer satisfaction.

MOST RECOMMENDED PAL EVER

- > Best selling PAL of all time.
- > Though over 130 lens design options are available, more than 90,000,000 patients have chosen Varilux Comfort lenses.

EASY TO WEAR, EASY TO FIT

- > The first progressive lens to achieve nearly 100% adaptation.
- > Allows for a more relaxed reading posture and restores natural head and eye movements.
- > The legendary soft periphery of the Varilux Comfort lens has made it a proven, reliable dispensing choice for any presbyopic patient.



DISPENSE WITH CONFIDENCE

- > No other PAL has been worn by more patients.
- > No competitive lens can duplicate the performance of its multi-patented technology.



Varilux® Physio® lenses take sharpness and overall performance to a higher level.



ADVANCED TECHNOLOGY TO MINIMIZE DISTORTION

- > Distortions are identified and corrected with a precision never before possible, thanks to W.A.V.E. Technology™
- > The proven benefits of W.A.V.E. Technology have been recognized in an AAO technical poster and technical presentations accepted by the ASCRS and ARVO.

UP TO 30% BETTER CONTRAST SENSITIVITY

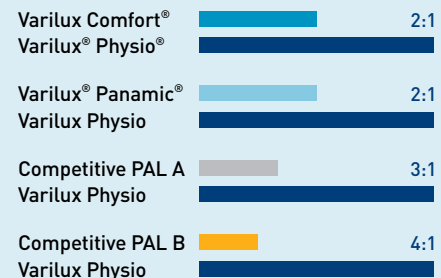
- > The only PAL proven to increase contrast sensitivity by up to 30%.
- > Colors appear more vivid, details more distinct.
- > Superior sharpness in low light.

SUPERIOR SHARPNESS IN ALL FIELDS OF VISION

- > Distance: aberrations controlled.
- > Mid-Range: wider vision.
- > Near: greater comfort.

SUPERIOR PREFERENCE

- > The strong wearer preference for Varilux Physio lenses will translate into increased patient satisfaction.



Varilux® Ellipse®

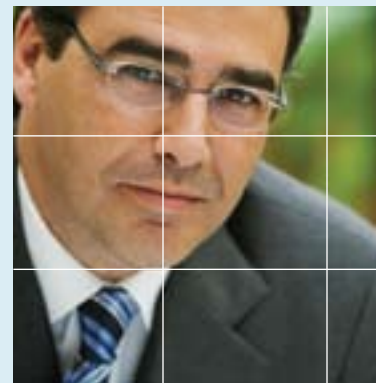
The unique design of the Varilux® Ellipse® lens delivers the best visual performance of any short-corridor PAL, so patients don't have to choose between function and fashion.

BEST SHORT-CORRIDOR VISION

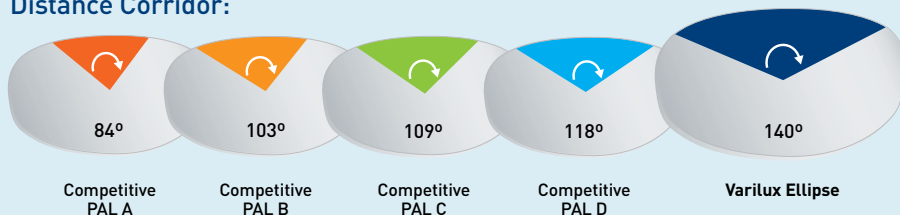
- > Unsurpassed visual performance for short-corridor PALs.
- > Varilux lenses' legendary ease of adaptation.
- > A full near vision zone that's quickly and easily accessed.

WIDEST DISTANCE VISION

- > Wider distance zone than any other short-corridor PAL.
- > Short corridor plus increased distance width leads to "widescreen" visual experience.



Distance Corridor:



COUNT ON PATIENT SATISFACTION

- > Feedback from hundreds of wearers was integrated into the design of Varilux Ellipse lenses.
- > Designed for short-corridor frames to maximize performance (MFH 14mm).

Varilux 360° OptimizationSM

Only Varilux 360° OptimizationSM delivers the full benefit of digital surfacing to your patients.



SUPERIOR TECHNOLOGY FOR SUPERIOR PERFORMANCE

- > Only Varilux 360° Optimization creates a customized back-surface design for each and every prescription – generating wider fields of vision in all zones.
- > Varilux 360° Optimization uses Point-By-Point Prescription Mapping™ to calculate a unique distance zone design tailored to the front-side progression and the prescription.

GREATER PRECISION FOR YOUR TOUGHEST PRESCRIPTIONS

- > The unique distance zone created by Varilux 360° Optimization delivers reduced distortion and wider fields of vision – no matter how complex the prescription.
- > In fact, the more complex the prescription, the greater the visual improvement a wearer experiences!



Virtually eliminates peripheral distortion for up to 30% wider fields of vision

THE VARILUX 360° OPTIMIZATION DIFFERENCE – DESIGN

- > Digital surfacing is only as good as the lens design it starts with.
- > When Varilux 360° Optimization is applied to a Varilux lens, the result is up to 30% wider fields of vision.
- > Varilux 360° Optimization enhances the performance of:
 - Varilux Comfort® lenses
 - Varilux Ellipse lenses
 - Varilux® Physio® lenses

Experience the Value of Varilux® lenses

No company does more for progressive vision and the independent ECP than Essilor.

To learn more about how we can add value for your practice, contact your Essilor sales consultant or visit www.varilux.com today.

