

Introducing
New Varilux Comfort® Lenses

Because modern life is so visually demanding



NEW VARILUX COMFORT®

ALL THE BENEFITS OF VARILUX COMFORT, NOW WITH

- QUICKER ACCESS TO READING AREA
- 25% WIDER DISTANCE AND NEAR VISION FIELDS
- IMPROVED PERFORMANCE FOR TODAY'S ACTIVITIES AND DIGITAL DEVICES

**Help your patients enjoy ease of vision throughout the day
in every aspect of modern life.**

NEW
VARILUX
Comfort®

WHY A NEW VARILUX COMFORT?

Varilux Comfort® lenses are the world's most popular progressive lens design - surpassing 100 million pairs sold worldwide - for the following reasons:

- It gives the wearer a more natural posture when reading
- It is easy to adapt to
- It is easy to fit

However, in the last sixteen years a lot has changed in our everyday environments - at home, in the car, and at the office. More and more people are using new digital devices that have altered our gaze and viewing postures—mp3 players, navigation tools, laptops and netbooks.

They are transitioning between our different fields of vision: near, far, and intermediate **quicker, more often**, and using each one for **shorter periods of time**.

New Varilux Comfort has been modernized to meet these new visual demands.

WHAT HAS CHANGED ABOUT NEW VARILUX COMFORT?

Using Essilor's proprietary Live Optics research and development process and Varilux Virtual Reality, Essilor scientists analyzed thousands of patients to determine the best way to improve upon the design:

- The progression length has been shortened
- The near vision and distance vision fields are wider by up to 25%
- Reduced astigmatism in the intermediate zone

HOW IS NEW VARILUX COMFORT BETTER?

- Even easier access to the near vision zone
- Wider fields for relaxed vision during daily activities
- Reduced swim

New Varilux Comfort will be available in these materials in July 2010:

- 1.50 Index Plastic
- 1.50 Transitions® VI Gray & Brown
- Airwear® clear
- Airwear® Transitions® VI Gray & Brown

New Varilux Comfort will be available in these materials in September 2010:

- Thin&Lite® 1.60 Clear
- Thin&Lite® 1.60 Transitions® VI Gray & Brown
- Thin&Lite 1.67 Clear
- Thin&Lite 1.67 Transitions VI Gray & Brown

More information on New Varilux Comfort will be available from Essilor Brand Sales Consultants and at www.variluxusa.com in June 2010.

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