

Varilux®

Varilux®

#1 progressive lens brand

worldwide¹

Recommend lenses that set your practice apart.

Set a higher standard by offering Varilux® lenses to all your presbyopic patients.

Your patients have high expectations when it comes to their vision. Exceed their expectations by offering *Varilux* progressive lenses for the sharp, seamless vision they thought was out of reach.

#1

TOP TRUSTED BRAND

- #1 progressive lens brand worldwide¹
- #1 progressive lens brand recommended by optometrists²
- First ever modern progressive lens with more than 60 years of continuous innovation



UNPARALLELED TECHNOLOGY

- Industry-leading global R&D network that delivers 80+ new lens-related patents per year
- Up to 30 patents in a single *Varilux* lens³
- Backed by artificial intelligence



PATIENT-DRIVEN SOLUTIONS

- Developed for and inspired and validated by real wearers
- Exclusive measurements designed to tailor the lenses to each individual's visual behavior⁴
- 13 billion possible combinations



¹. Euromonitor International, 2023 data; Retail value amongst spectacle lenses category, brands representing progressive lenses.

². Based on quantitative research conducted in the USA, among a representative sample of 103 optometrists, between January and June 2022.

³. Varies by *Varilux* lens product. Up to 30 inventions led to patent filings (which allowance / in-force status varies overtime and country).

⁴. Near vision behavior available in only Varilux® XR track and Varilux® Physio® extensee™ track designs.

How to Win with Varilux® in your Practice



Discover what sets *Varilux* lenses apart — and why patients keep coming back — through the Leonardo course catalog. Explore courses such as:

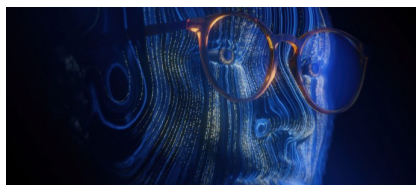


Scan to log on & explore

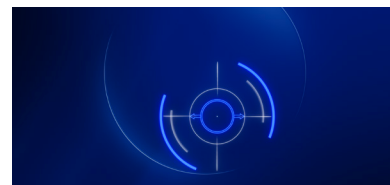
leonardo.essilorluxottica.com



Varilux :
An innovation story



Varilux:
Focus on digital twin



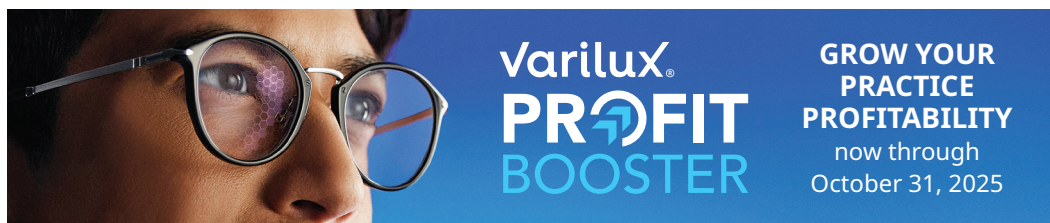
Varilux: All about near vision
behavior measurement



Earn points on every *Varilux* lens you dispense through the Essilor Preferred Rewards® loyalty program and redeem them on items that can benefit your practice.



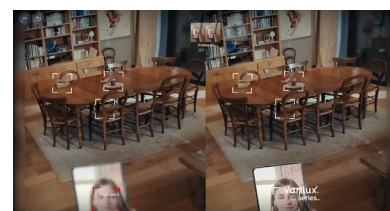
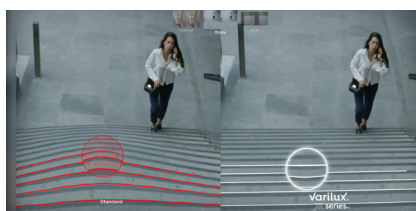
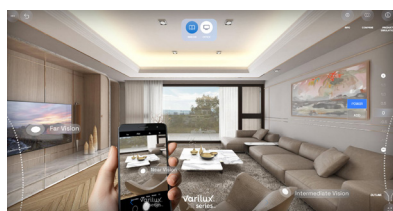
Scan to learn more



Earn additional bonus points on incremental *Varilux* + Crizal® private pay jobs above assigned monthly goal.



Show your patients the full benefits of *Varilux* lenses with this immersive tool. Easily compare *Varilux* lenses side-by-side in realistic virtual scenarios to help guide your patient in making a more informed decision about their lenses.



DIRECTING CONSUMERS TO YOU!

Leverage the patient reach of *Varilux* as the only progressive lens patients ask for by name.



Apple TV+



Spotify



Prime Video



Teads