

# Essilor Ideal™ Advanced

Technologically Superior Optics for Patients Who Prefer a Sophisticated Lens Design

## Superior optics in a full back side lens design

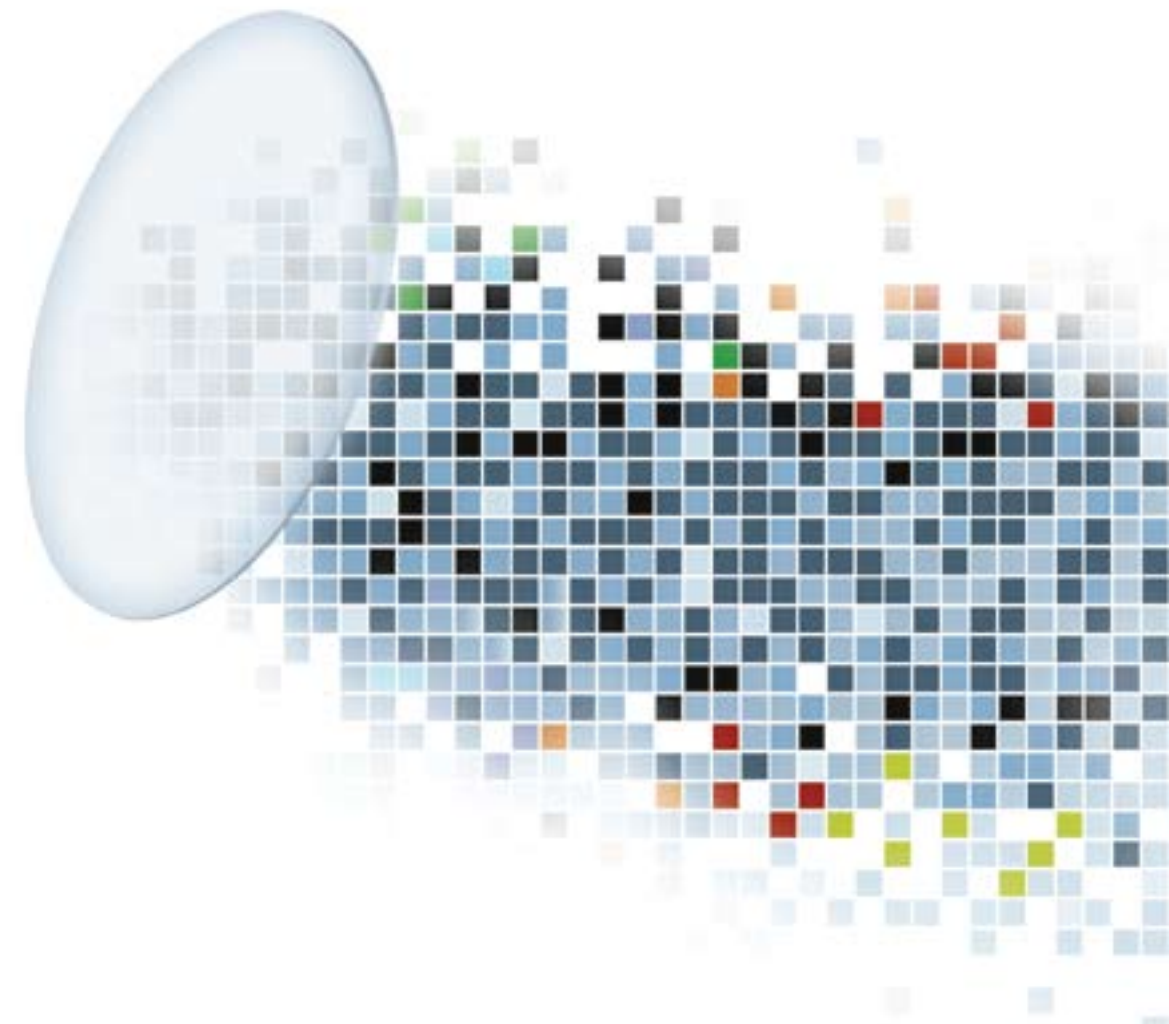
- Tailored to individual Rx requirements
- Employs Essilor Ideal Back Side Optics Equalizer technology
- Provides a symmetrical, soft design that relocates astigmatism
- Uses patented Visual Acuity Booster<sup>SM</sup> technology to optimize vision
- Significantly preferred by patients\*
- Minimum fitting height of 17 mm

\*As measured by instantaneous evaluations of the lens designs for specific rankings in a controlled lab setting.

Ideal Advanced

# Essilor Ideal™ Advanced

Taking Full Back Side Progressive Lens Design to a New Level



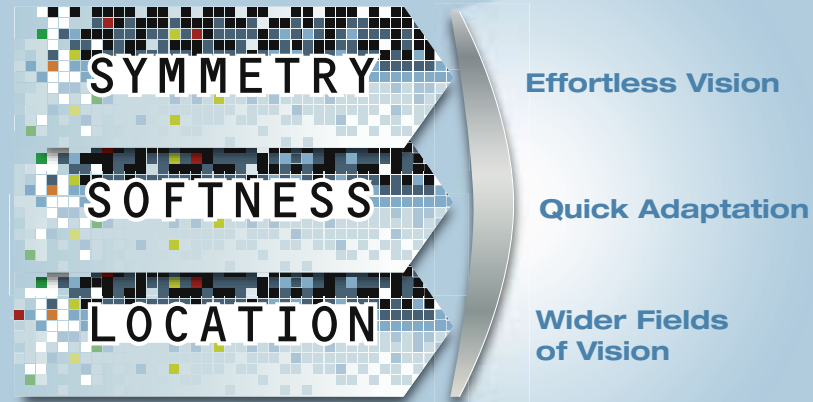
# Essilor Ideal™ Advanced

Digitally Engineered Optics in a Full Back Side Lens Design

Patented lens design backed by Essilor's Superior Optics creates a softer, more symmetrical design for an enhanced visual experience

## BACK SIDE OPTICS EQUALIZER

- Symmetrical design allows both eyes to work together
- Soft design smoothes the levels of astigmatism
- Design relocates astigmatism, in even proportions, to its nasal and temporal locations



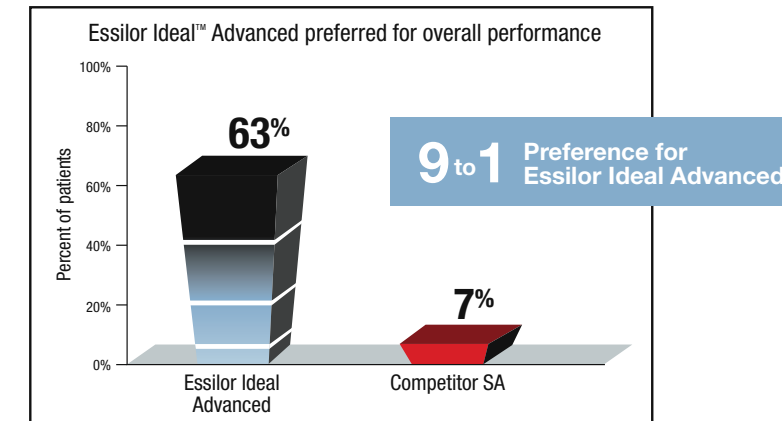
Essilor Ideal Advanced lenses tailor the design to Rx requirements for greater patient satisfaction

- Hyperopes benefit from dynamic intermediate and near visual zones
- Myopes benefit from an optimized distance zone while supporting the near vision zone
- Emmetropes appreciate a balanced design that mimics normal viewing
- Everyone will benefit from the patented Visual Acuity Booster<sup>SM</sup> technology that precisely defines the customized distribution of power throughout the lens

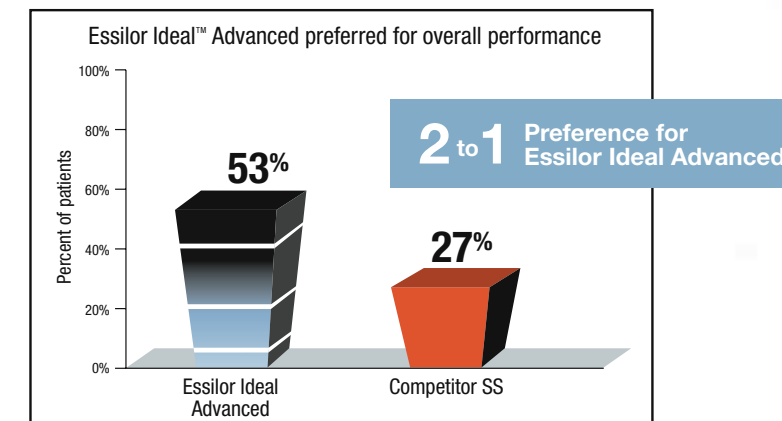
# Essilor Ideal™ Advanced

The Preferred Full Back Side Lens Design

Essilor Ideal Advanced lenses are significantly preferred over the competition



- Essilor Ideal Advanced lenses were also preferred over Competitor SA for:
  - All measures of intermediate vision
  - All measures of near vision



- Essilor Ideal Advanced lenses were also preferred over Competitor SS for:
  - All measures of intermediate and near vision
  - Overall intermediate vision
- By managing astigmatism, Essilor Ideal Advanced lenses were able to demonstrate 30% wider fields of view and less magnification and distortion

\*Among patients stating a preference.

