



Did you know that the average person spends **9 HOURS** a day in front of digital devices?



That means that more than a **third of your day** is spent looking from smartphones to computers, big screen TVs to tablets—all at different distances.



**How well do your progressive lenses meet your evolving visual needs?**

With the **IMPROVED** Essilor Ideal® lenses, you will enjoy greater comfort when looking at objects at arm's length, and reduced head and eye movements as you look from near to far.

**It's time to ask your Eyecare Professional about Essilor Ideal® progressive lenses today, to enjoy a new level of comfort.**

## IDEAL SOLUTIONS FOR EFFORTLESS EVERYDAY VISION AND YOUR ACTIVE LIFESTYLE

- Essilor Ideal® and Essilor Ideal® Advanced lenses provide enhanced visual comfort when looking at objects at arm's length, and as you look from near to far
- Essilor Ideal® activity-specific lenses are designed for easy, comfortable vision customized to your lifestyle



**Concerned about exposing your eyes to Harmful Blue Light?\*** Add **Crizal® Prevencia®** to your **Essilor Ideal® progressive lenses** to reduce exposure every day. For extra protection against Harmful Blue Light both indoors and outdoors, ask for **Transitions®** lenses, too!

**Transitions®** **Crizal® PREVENCIA®**

**EXPERIENCE MORE COMFORTABLE VISION TODAY WITH ESSILOR IDEAL® PROGRESSIVE LENSES!**

ECP logo + contact info

\*Harmful Blue Light is composed of the blue-violet wavelengths between 415-455 nm on the light spectrum believed to be most toxic to retinal cells.



## EXPERIENCE THE IDEAL LENS FOR EFFORTLESS VISION



## THE IDEAL LENSES FOR EVERYDAY COMFORT

### ESSILOR IDEAL®

Essilor Ideal® progressive lenses set the standard for quality, comfortable, everyday vision

- Allow natural reading posture—which means you'll no longer have to hold your head in just the right spot to see clearly

The **improved mid-distance zone** provides greater comfort when looking at objects at arm's length and from near to far



ENJOY RELAXED VISION WITH LESS EFFORT!

## THE IDEAL ADVANCEMENT IN VISUAL PERFORMANCE

### ESSILOR IDEAL® ADVANCED

Essilor Ideal® Advanced progressive lenses provide even greater comfort as you look from near to far

#### Enjoy all the benefits of an Essilor Ideal® progressive lens, PLUS

- Wider fields of vision at each distance
- Effortless vision from near to far
- Better overall visual performance



## THE IDEAL ACTIVITY-SPECIFIC LENSES FOR YOUR LIFESTYLE



### ESSILOR IDEAL® COMPUTER

Specially designed for those who spend an extended amount of time in front of computers and tablets. Features wide near and mid-distance fields of vision for more comfort, whether you are looking at your computer screen or down at the keyboard



### ESSILOR IDEAL® SPORT

Extra-large distance vision and instant access to other fields of vision to keep you at the top of your game



### ESSILOR IDEAL® DRIVING

An optimized experience behind the wheel with wide distance and mid-distance fields of vision for the best view of the road

ASK ABOUT THE IDEAL PROGRESSIVE LENSES FOR YOUR LIFESTYLE