

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!



Crizal PREVENCIA

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.

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FOR EFFORTLESS VISION





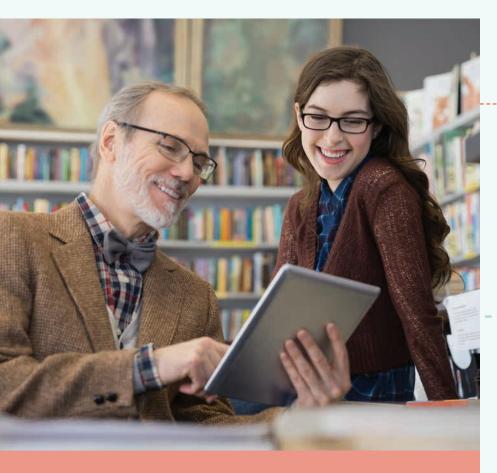
THE IDEAL LENSES FOR EVERYDAY COMFORT

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



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

ENJOY RELAXED VISION WITH LESS EFFORT!

ASK ABOUT THE IDEAL PROGRESSIVE LENSES FOR YOUR LIFESTYLE