

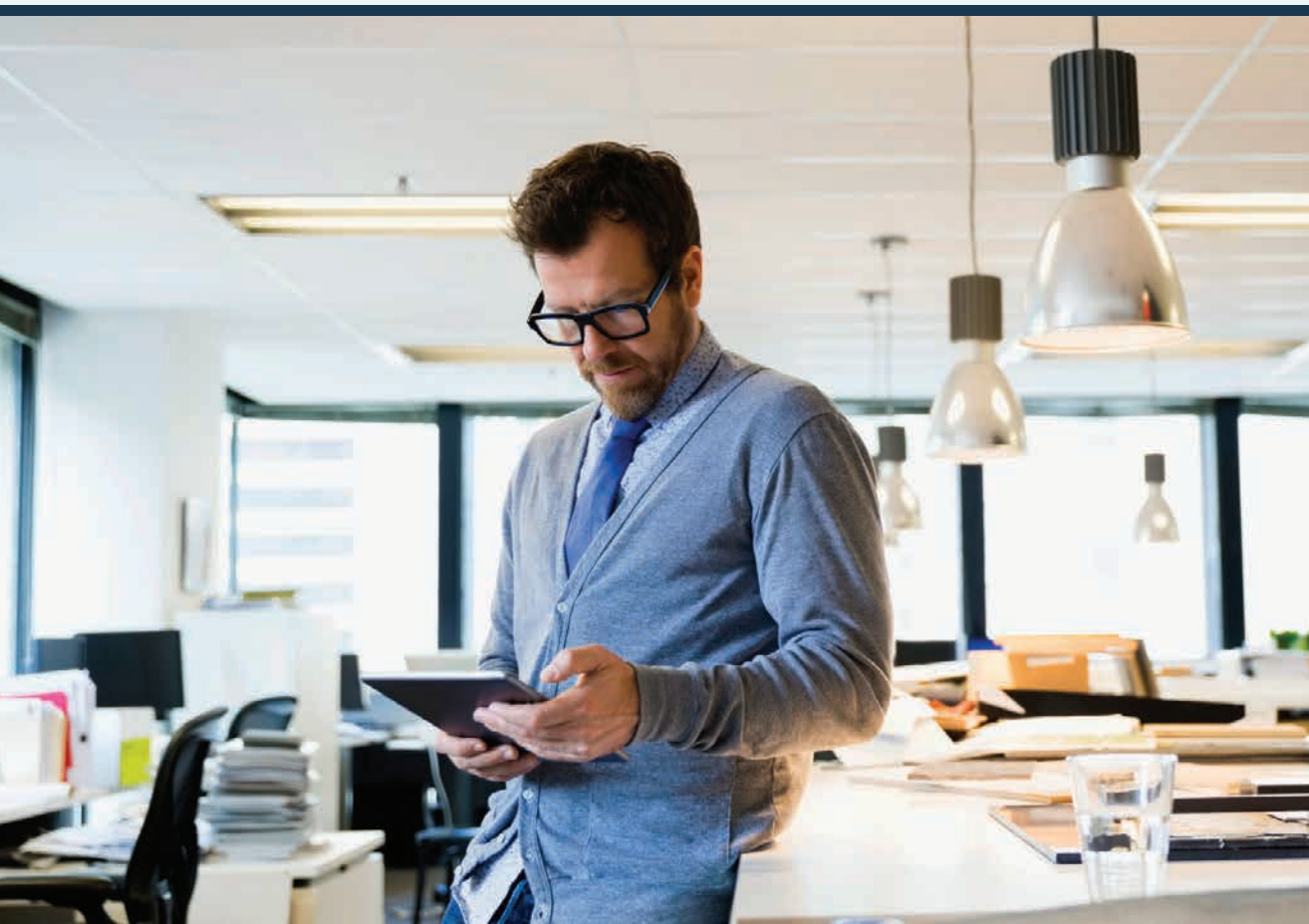
EXPANDED SOLUTIONS FOR IMPROVED EVERYDAY VISION

The **INTERMEDIATE ZONE is crucial** for today's PAL wearers—it's necessary for all types of everyday activities.

Think of all the daily activities when a PAL wearer's eyes move from one vision zone to another—each time stopping in or passing through the intermediate zone. From smartphones to computer screens...big screen TVs to tablets...all at different distances, vying for your patient's attention.



With the **IMPROVED** Essilor Ideal® lenses, patients will enjoy **EASIER** and **FASTER** access to a wider and more stable intermediate zone, reducing head and eye movements and meeting today's evolving visual needs.



ESSILOR IDEAL® UPGRADED DESIGNS

Now, more options for a customized solution

- Wider intermediate zone—expanded by 50%
- Variable progression that optimizes each design to any frame shape and size
- Compatible with any lens treatments or coatings



Do your patients know that digital devices emit Harmful Blue Light?* It's true. Help to protect their eyes—**recommend Crizal® Previncia®** lenses with Essilor Ideal® to reduce Harmful Blue Light exposure by 20%. And, for protection indoors and outdoors, recommend Transitions® lenses today!

Transitions®

Crizal® PREVICIA®

**RECOMMEND AN IMPROVED ESSILOR IDEAL® LENS
TO GIVE YOUR PATIENTS MORE RELAXED,
QUALITY, EVERYDAY VISION.**

*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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Essilor
ideal®



INTRODUCING improved Essilor Ideal® digital lens designs
EFFORTLESS EVERYDAY VISION



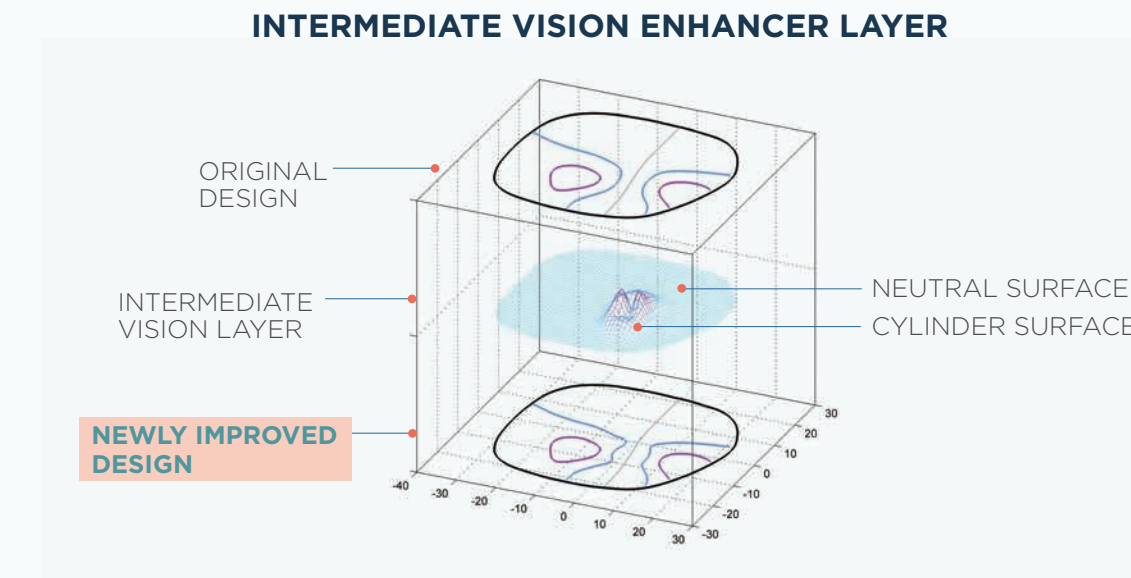
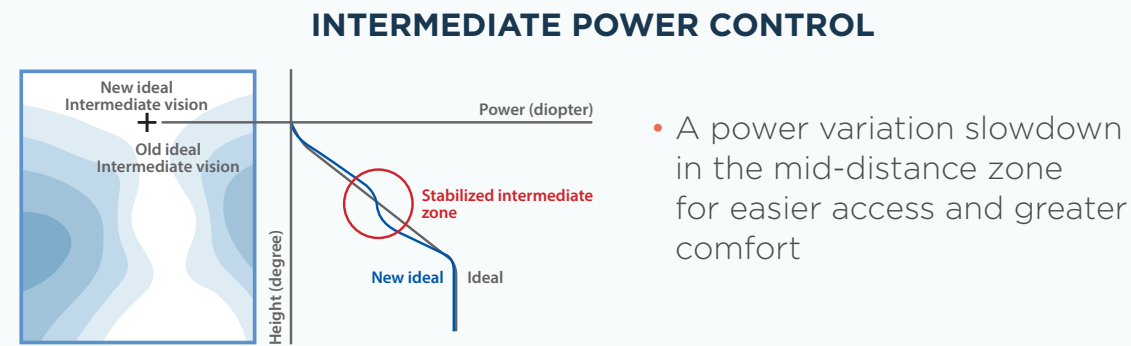
**INCREASE PATIENT SATISFACTION AND COMFORT
EVERY DAY WITH AN IMPROVED ESSILOR IDEAL® DESIGN**

Essilor
ideal®

NEWLY IMPROVED ESSILOR IDEAL® LENSES

A 50% wider intermediate zone from 2 breakthrough digital design technologies:

Intermediate Power Control and Intermediate Vision Enhancer



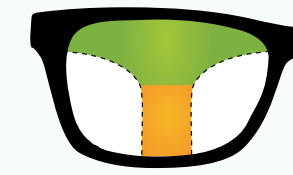
CHOOSE THE IDEAL DESIGN TO MEET YOUR PATIENTS' EVERYDAY NEEDS

TECHNOLOGY	DESIGN FEATURE	CONSUMER BENEFIT	IDEAL	IDEAL ADVANCED
Back Side Optics Equalizer	Relocates astigmatism evenly at the periphery	Wide fields, easy access to visual zones	✓	✓
Natural Reading Posture	Adjusts near zone without impacting softness	Use natural reading posture—no more holding head in just the right spot to see	✓	✓
Frame Optimization	Variable progression optimizes design to all frame shapes/sizes	Large frame selection	✓	✓
NEW! Enhanced Intermediate Zone	Wider (+50%) and more stable intermediate zone*	Reduced head and eye movements looking from near to far	✓	✓
Rx Optimization	Precise placement of near zone based on base curve and Rx	Easier-to-find and more comfortable near zone		✓
Acuity Boost	Smooths unwanted astigmatism in the periphery	More comfortable overall vision from near to far		✓
Wrap	Optimized to wrap frames	Greater visual comfort for wrap frames		✓
Fit	Add customized panto, vertex, and wrap measurements	Greater visual comfort based on how frames rest on a patient's face	✓	NEW

*Compared to previous Ideal design.

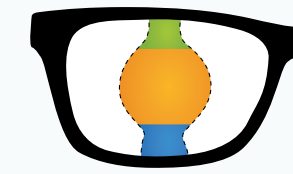
IDEAL LIFESTYLE LENSES

Three activity-specific solutions expand opportunities within the Essilor Ideal® family



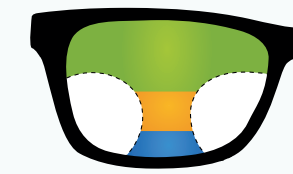
ESSILOR IDEAL® DRIVING

Large distance and wide intermediate zones provide optimal vision behind the wheel for the best view of the road



ESSILOR IDEAL® COMPUTER

Large intermediate and near fields of vision help meet the demands for laptop and digital device users



ESSILOR IDEAL® SPORT

Extra-large distance field of vision and easy access to other fields of vision to keep athletes in the game