

# NEW ESSILOR IDEAL<sup>®</sup> FIT LENSES FROM ESSILOR

THE **IDEAL** WAY TO GIVE ALL OF YOUR PATIENTS SUPERIOR VISUAL COMFORT WITH ESSILOR QUALITY DIGITALLY ENGINEERED LENSES

## Why choose Essilor over a generic personalized PAL?

- Superior optics in a full back side lens design
  - Features Essilor Ideal Back Side Optics Equalizer technology
  - Provides a symmetrical, soft design that relocates astigmatism
  - Optimizes vision with wider corridors and reduces eye strain

ESSILOR IDEAL FIT IS AVAILABLE IN A WIDE RANGE OF MATERIALS AND LENSES.

NEW  
**ESSILOR IDEAL<sup>®</sup> FIT**  
FROM ESSILOR PALs



THE RIGHT FIT FOR EVERY PATIENT

FOR PATIENTS WHO DEMAND EFFORTLESS VISION  
RECOMMEND ESSILOR IDEAL FIT TODAY.



THE TECHNOLOGY IS ESSILOR.  
THE VISION IS EFFORTLESS.

# INTRODUCING THE PERSONALIZED DIGITAL LENS SOLUTION FROM ESSILOR IDEAL®

- New Essilor Ideal® Fit lenses—the latest digital progressive design from the Essilor Ideal lens family—take exceptional performance to the next level for optimized visual comfort
- The new lens design uses just 3 additional, easy-to-take measurements to truly personalize the fit to each patient's visual needs and frame choice
  - Pantoscopic tilt
  - Wrap angle
  - Vertex distance

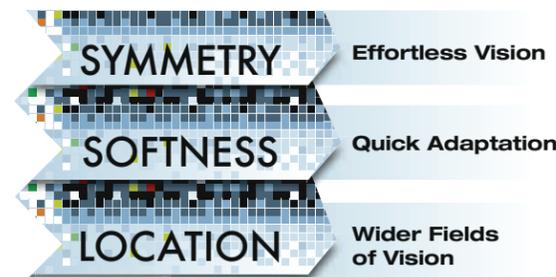
## BACK SIDE OPTICS EQUALIZER

PATENTED LENS DESIGNS BACKED BY ESSILOR SUPERIOR OPTICS CREATE SOFTER, MORE SYMMETRICAL DESIGNS FOR AN ENHANCED VISUAL EXPERIENCE

**Symmetrical design** allows both eyes to work together

**Soft design** smoothes the levels of astigmatism

**Design** relocates the astigmatism, in even proportions, to its nasal and temporal locations



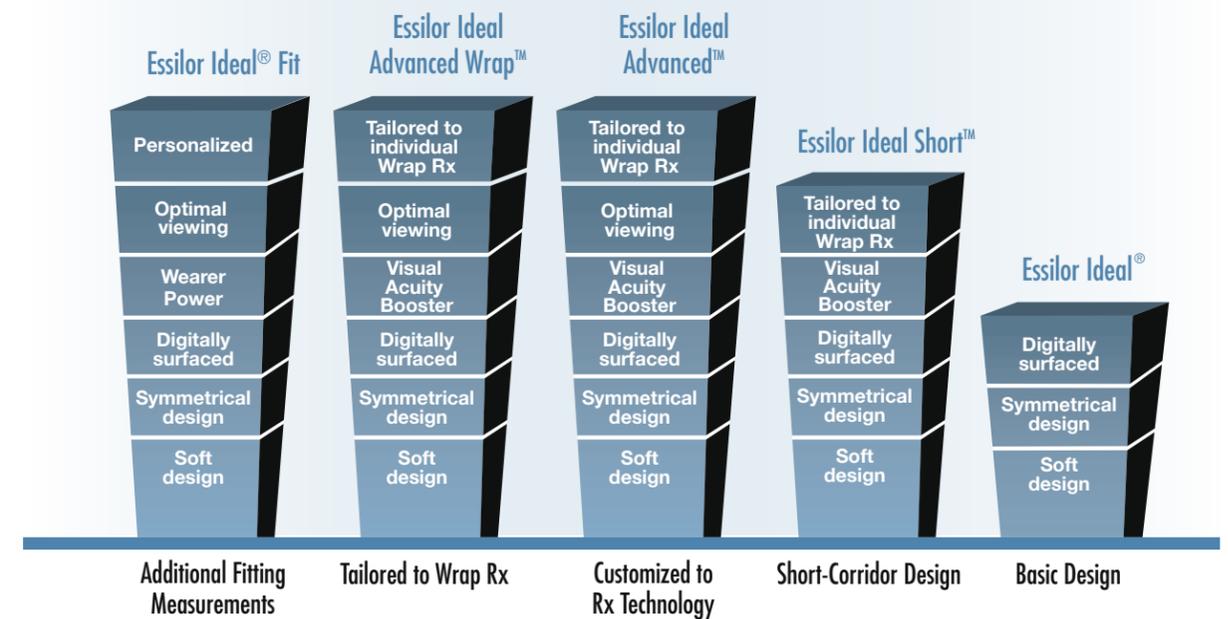
NOT ALL DIGITAL LENSES ARE CREATED EQUAL. GIVE YOUR PATIENTS THE LENSES THEY DESERVE WITH ESSILOR IDEAL FIT.

# EXPANDS OPPORTUNITIES WITHIN THE ESSILOR IDEAL® FAMILY

With the Essilor Ideal family, there's an Essilor Ideal lens that can benefit every patient

- Effortless viewing across the lens with reduced eye strain
- Improved peripheral vision
- Wider corridors for optimized vision

## ESSILOR IDEAL OFFERINGS



AN EYE-OPENING DIFFERENCE FOR THE PATIENT RECOMMEND ESSILOR IDEAL TODAY.

