

Essilor Ideal™ Short

Technologically Superior Lens Design
for Patients Who Desire Smaller Frames

Superior optics in a full back side lens design for smaller frames

- 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 BoosterSM technology to optimize vision
- Specifically designed to overcome the challenges of smaller frames
- Minimum fitting height of 14 mm

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Digitally Surfaced Full Back Side
Lens Design in Fashionable, Small Frames



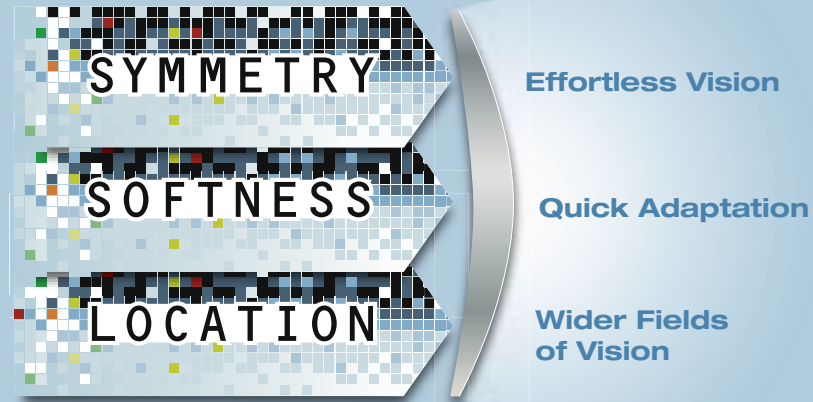
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Digitally Engineered Optics in a Full Back Side Lens Design

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 Short 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 BoosterSM technology that precisely defines the customized distribution of power throughout the lens

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The Preferred Full Back Side Lens Design for Small Frames

The problem with standard short designs

- If the height is shortened and the width enlarged, the design becomes significantly harder, leading to greater aberrations
- When retaining the add power in the space of a small frame, the intermediate visual zone is often compressed
- These changes in design lead to:
 - Lack of intermediate vision
 - Increased eye strain
 - Longer adjustment periods

Essilor Ideal Short lenses are the preferred short design

- Balances a short progression length with wider visual zones and the smoothing of aberrations across the entire lens
- Expands the intermediate zone for better transition between zones and larger acuity fields
- Results in these visual benefits for the wearer:
 - Wider acuity fields
 - Easy, fluid transitions between all visual zones
 - Better adaptation
 - Smoothness across the entire design

