

In this document, you will discover the four key steps to follow to effectively recommend Eyezen® lenses to your customers.

STEP 01

Discovery

Explore your customer's lifestyle needs to identify which eyewear features and benefits will be the most suitable to make a personalized recommendation.

KEY QUESTIONS TO ASK YOUR CUSTOMER



What does a typical day look like for you?



Which digital devices do you use in your day-to-day life?



How many hours a day do you use digital devices?



How would you say your eyes feel at the end of the day?



Do you experience red, itchy or dry eyes, headaches, difficulty focusing or blurry vision?

STEP 02

Refine and relate

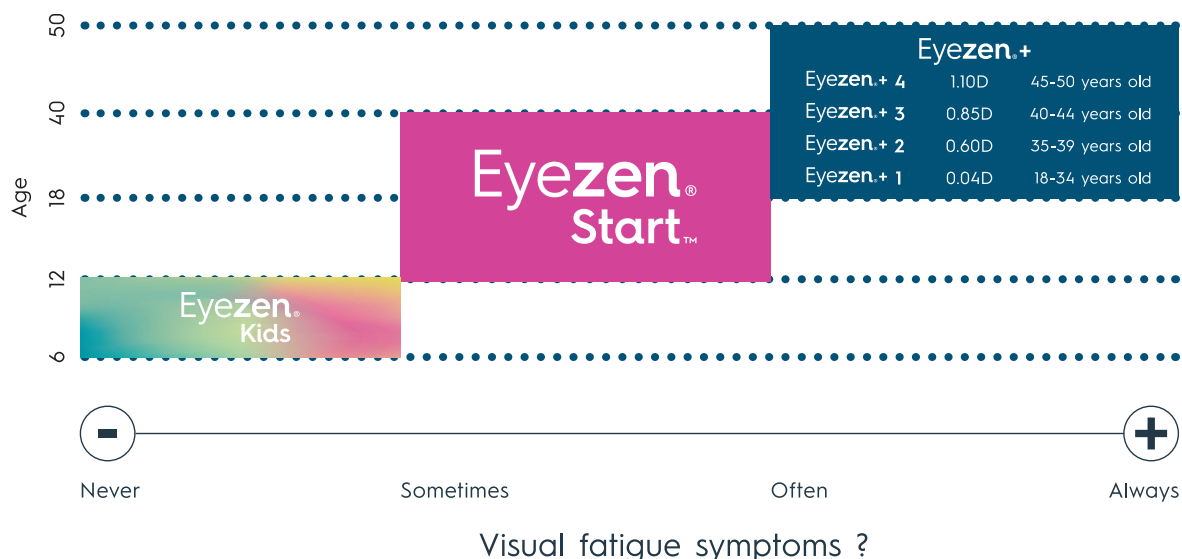
Once your customer has described their visual behavior, you will be able to match their needs with the benefits of Eyezen® lenses. This will not only ensure a personalized recommendation but will help you explain why it's the best choice.



STEP 03

Tailored lens choice

Eyezen® lenses are the solution for today's connected lifestyles. They will help relax⁽¹⁾ your customers' eyes so they can keep up in a connected world. Product recommendations can be tailored to customers' individual needs based on lifestyle factors, age and visual fatigue severity.



STEP 04

Linking lenses to lifestyle

Every customer is unique in their visual needs and lifestyle, which is why it is crucial to provide a lens recommendation that addresses these factors.



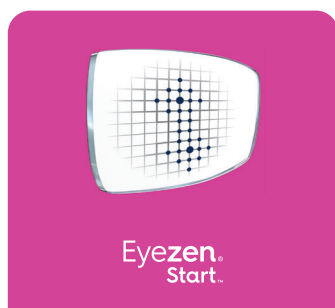
For children and customers who don't experience visual fatigue symptoms.

Explain:

- The impact of the digital environment on the vision
- Standard single vision lenses don't address these new visual parameters, so the eyes have to strain more

Benefits:

Eyezen® lenses are specifically designed for today's connected lifestyle. Eyezen® Start™ and Eyezen® Kids are calculated with two optimization points divided between the near and far zones. This provides the wearer with up to 50% fewer aberrations throughout the usable area of the lens.⁽²⁾⁽³⁾



For customers who experience visual fatigue symptoms.

Explain:

- The link between the visual fatigue symptoms and the usage of digital devices
- Standard single vision lenses don't address these new visual parameters, so the eyes have to strain more

Benefits:

Eyezen® lenses are specifically designed for today's connected lifestyle. They also reduce visual fatigue⁽¹⁾ thanks to an extra power added to the bottom part of the lens.



Always recommended:
Eyezen® lenses with Crizal® anti-reflective coating,
an invisible shield of protection.

(1) Visual fatigue, also known as eye strain or asthenopia, refers to the discomfort and tiredness of the eyes that occur after prolonged visual tasks. It is commonly associated with activities like reading, screen use or detailed work that requires sustained focus. Essilor internal studies: At least 80% of wearers studied declared their eyes feeling less tired with Eyezen® Start™ and Eyezen® lenses.
(2) Power Error of 0.18D causes an acuity loss of approximately 0.05 logMAR, which corresponds to a half-line on a logMAR acuity chart (Fauquier et al, 1995).
(3) New postural behaviors related to the use of digital devices involve new characteristics for occupational lenses / Investigative Ophthalmology & Visual Science June 2015, Vol. 56, 4304.
(4) Crizal® coating is the Essilor® lens treatment that acts as an invisible shield of protection.
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