

Eyezen™ START



DIGITAL TOOLKIT

Welcome to your digital marketing assets for the launch of Eyezen™ Start, Essilor's newest innovation in single vision lenses, delivering sharper and more comfortable vision for day-to-day activities (compared to traditional single vision lenses), defense against digital eyestrain and visual fatigue,⁽¹⁾ and protection from Harmful Blue Light⁽²⁾—all proven by high levels of wearer satisfaction and comfort.⁽³⁾

Each piece of content will introduce your patients to Eyezen™ Start before they begin their in-practice journey—raising awareness, sparking interest, and ultimately, helping drive purchase.

1 Rosenfield M, Hue JE, Huang RR, Bababekova Y. (2012); Rosenfield (2016).

2 Harmful Blue Light is the blue-violet wavelengths between 415-455nm on the light spectrum believed most toxic to retinal cells. Eyezen Start lenses filter at least 20% of Harmful Blue Light.

3 Source: In-life consumer study - EUROSYN - 2018 - France - n=49 (People with different level of visual fatigue and related symptoms) n=49/49 - 10-point scale from 1 to 10 - % of wearers who rated from 7 to 10.



SEE MORE.
DO MORE.

Transitions™

Crizal®

VARILUX®

Eyezen™

Xperio^{UV}™

BANNER ADS

Banner ads can help draw interest and attention online while informing viewers of new Eyezen™ Start lenses. Download banner ads from EssilorPRO.com. There are two versions included. The first is a general introductory message, and the second highlights the four key benefits.

RECOMMENDED PLACEMENT:

Place the banner ads on your practice's website to educate patients and start conversations during their visits.

Opt 1



SOCIAL MEDIA CONTENT

This content includes images and accompanying copy to be used to create two different social media posts about Eyezen™ Start. The first post is a general introductory message, and the second post highlights the four key benefits.

RECOMMENDED PLACEMENT:

Accessed via EssilorPRO.com, this post content is designed for Facebook and Instagram. However, you may also use the content on other digital platforms as well, including your own practice website. See the next page for usage instructions.

Introduction Focus



FACEBOOK AND INSTAGRAM COPY:

The new generation of single vision lenses has arrived. Eyezen™ Start is now available at [ECP Practice Name]! Schedule a visit at [ECP website] to come in and learn more!

#seemoredomore #👁️ #Eyezen #bluelight

SOCIAL MEDIA CONTENT INSTRUCTIONS

The social media posts included with this kit will let your patients know that Eyezen™ Start lenses are available at your practice. Each post includes a placeholder for adding a link to your practice's website (or whatever site you use for online bookings). You may also use post content on your practice's web page or other digital platforms.

To access post content, visit EssilorPRO.com.

This Digital Toolkit is intended for use by your practice only. Please do not distribute, copy, or otherwise transfer these materials to a third party. The content of the social media posts provided herein should not be altered or modified in any way (except for adding your practice information where indicated) without Essilor's prior written approval.

1. Go to EssilorPRO.com and log in.
2. Access the LitLink catalog to download the images to your computer.
3. Upload the image to the corresponding social media platform.
Image dimensions are optimized for Facebook and Instagram.
4. Write in the corresponding content. Insert your practice URL, or use a Bitly link. If this step isn't applicable for your practice, simply remove the URL placeholder before posting. *Instagram does not enable clickable links in posts. The URL placeholder has been removed from copy specific to that platform. Bitly allows you to shorten, share, and manage links. Visit <https://bitly.com> to create a Bitly for your website.*
5. Publish your post!

POST EXAMPLES:



Facebook



Instagram