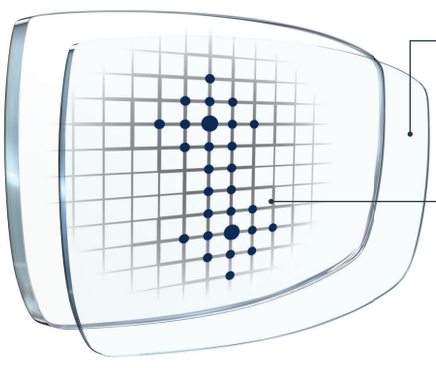
Eyezen® Start™

Help your eyes relax to keep up in a connected world.

Eyezen® Start™ lenses are designed for all single vision wearers with low to moderate visual fatigue.(1) They take into account the connected lifestyle of wearers to enhance not only far vision but also near vision, while maintaining the wearer's prescription across the entire lens.

What are Eyezen® Start™ lenses?



Essential Blue Series®

Advanced blue-violet light filter(1)

Eyezen® DualOptim™

Optimized lenses with
1 point of reference in far vision
+
1 point of reference in near vision

BENEFITS

- **Blue-violet light filtering(2)**
- **Improved contrast(3)**

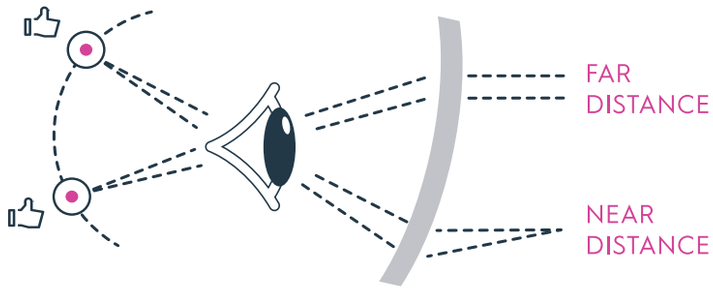
Eyezen® Start™ DualOptim™ technology

Eyezen® DualOptim™ technology introduces two points of reference, one for far and the other for near vision. The lens calculation considers object distances and wearer gaze directions to deliver a point-by-point optimized back surface. Eyezen® Start™ lenses enlarge the area where the prescription is maintained both in far and near points of reference, compared to standard single vision lenses.(3)(4)

EYEZEN® START™ LENSES maintain the wearer's prescription across the lens surface, providing 50% or more additional usable surface area within the lenses.(4)(5)

(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) Full UV protection in the lens and filter at least 20% of blue-violet light between 400 and 455nm as stated by ISO TR 20772:2018.
(3) Eyezen® in-Life consumer study - 3rd Independent parties - [Eyezen® Start - 2018 - FR - n=49].
(4) 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).
(5) New postural behaviors related to the use of digital devices involve new characteristics for occupational lenses / Investigative Opthalmology & Visual Science June 2015, Vol.56, 4304.

Eyezen® Start™ lenses



When the wearer looks through the lens

Power and astigmatism delivered by the lens

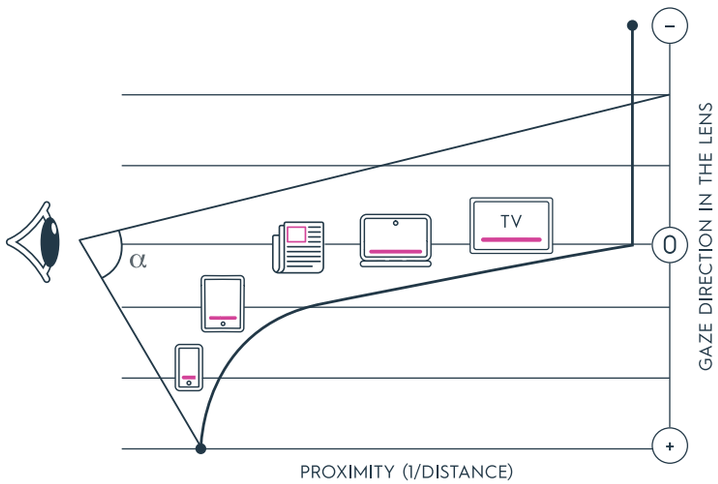
=

Power and astigmatism needed by the wearer

Unlike standard single vision lenses, with Eyezen® Start lenses, less effort is required for the eyes to see objects regardless of distance.

How is the near vision zone defined?

Thanks to our R&D studies, a new parameter is taken into account in the lens calculation: the object's distance according to the gaze direction. This allows us to define the near vision portion of the lens that is used when holding and looking at digital devices.



Wearers endorse Eyezen® Start™ lenses

SATISFACTION[3]

88%
wearers
are satisfied.

3/4
wearers
experience relaxed vision day after day.

9/10
wearers
are satisfied with both distance and near vision.

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