INTRODUCING

VARILUX®
COMFORT MAX

OUR LATEST GENERATION OF VARILUX® LENSES FOR ALL DAY LONG VISION COMFORT
OUR LIFESTYLES HAVE CHANGED; PRESBYOPIC PATIENTS ARE FACING NEW VISION CHALLENGES

 Screens are positioned at MANY DISTANCES

 We are reading at closer distances 13.3 INCHES while using a smartphone

 5 HRS 10 MIN On average are spent on screens daily

 62% OF OFFICE WORKERS present neck and shoulder musculoskeletal disorders (MSDs)

(1) New postural behaviors related to the use of digital device involve new characteristics for occupational lenses. Damien Paillé, Jean Luc Perrin, Amandine Debieuvre. ARVO annual meeting 2015.
(3) September 2019, Insituito de Biomecanica de Valencia. Literature review: “Comparison between static neck position and small movements during long-lasting visual display terminals (VDTs)
ESSILOR INNOVATES, BRINGING YOU A NEW DESIGN

Give your patients a progressive lens designed for **postural flexibility** so that their lens adjusts to their unique **natural postures**, not the other way around.

NEW

**Varilux Comfort Max**

**Our latest generation of progressive lenses for all-day-long vision comfort**

- **Wide range of gaze directions**
- **Postural flexibility**
- **All-day-long vision comfort**

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URL : https://www.cairn.info/revue-le-travail-humain-2006-3-page-229.htm

(3) September 2019, Instituto de Biomecanica de Valencia. Literature review: “Comparison between static neck position and small movements during long-lasting visual display terminals (VDTs)
**FLEX OPTIM™ TECHNOLOGY**

**A DESIGN THAT ADJUSTS TO YOUR PATIENT’S VISION PROFILE.**

Keeping the wearer at heart, Essilor’s design calculator automatically determines the optimal vision profile based on the RX and ADD of the wearer.

**THE UNIQUE OPTICAL RESULT**

**A UNIQUE USEFUL VISION ZONE, STRETCHES YOUR PATIENT’S FIELD OF VISION.**

**THE KEY BENEFIT**

INCREASED POSTURAL FLEXIBILITY: UP TO 227 MORE POSTURES TO SEE SHARPLY.(1)

By stretching the useful vision zone, Flex Optim™ Technology delivers postural flexibility for all day long vision comfort.

(1) Essilor R&D avatar simulations 2019. Increase in the total number of head positions vs. Varilux Comfort® W2+ lens considering a Plano Add 2 prescription, 2 target objects (at 65cm, 76cm) and max binocular visual acuity loss of 0.15 logMAR. A head position is defined as a 1 degree head angle variation, vertically or horizontally.

(2) vs. Varilux Comfort® W2+ lens. Average percentage gain in area considering 3 prescriptions (-4 Add 2, 0 Add 2 & +4 Add 2), 5 target distances (at 40cm, 60cm, 1m, 2m & 5m) and max visual acuity loss of 0.15 logMAR.
Varilux® Comfort Max lenses utilize a new design approach that focuses on maximizing the patient's useful vision zone, not just providing the largest area of 20/20 vision (i.e. normal resolution).

This approach – often called 20/Happy vision – goes beyond normal resolution to take into account factors like contrast, binocularity and distortion.

By maximizing 20/Happy vision, wearers can use a greater area of the lens, experiencing postural flexibility for all day long vision comfort.

POWERED BY LIVEOPTICS™, TESTED BY REAL WEARERS

APPROVED BY WEARERS WHO HAVE NEVER TRIED PROGRESSIVE LENSES BEFORE.

9/10 WANT TO CONTINUE WEARING IT! (4)(5) 83% GOT USED TO IT WITHOUT EVEN THINKING ABOUT IT! (4)(6) 91% SATISFIED IN DAILY SITUATIONS (4)(7)

A WELL-BALANCED LENS DESIGN THAT ACHIEVES ALL-AROUND PERFORMANCE ACROSS VISION ZONES. (1)

8/10 RATING EXCEPTIONAL IN NEAR, INTERMEDIATE AND FAR VISION (1)(2)(3) 8/10 WEARERS EXPERIENCED EASIER ADAPTATION (1)(2)

(1) Varilux® Comfort Max lens in-Life Consumer Study - 3rd independent parties - UK - 2019 (n=67).
(2) Weavers rated on a 10-point scale from "Very Difficult" to "Very Easy". Easy adaptation is from 7 to 10.
(5) Wearers who answered ‘Yes’ - 9/10 with a scale on ‘Wish to continue wearing Comfort Max lens’ - n=49/53 new PAL wearers
(6) Weavers who answered 'Somewhat agree' or 'Completely agree' - 4-point scale on 'Got used to without even thinking about it' from 'Completely disagree' to 'Completely agree' - n=44/53 new PAL wearers
(7) Average of %T2B in each situation, new PAL wearers who answered 'Satisfied' or 'Very satisfied' - 6-point satisfaction scale, from 'Not satisfied at all' to 'very satisfied' - in 5 real-life situations (Long time on computer N=53/53, Driving N=41/53, Public transportation N=23/53, Shopping N=45/53, DIY N=25/53)
WHY VARILUX® COMFORT MAX LENSES

EASY TO PRESENT TO ALL PATIENTS
A Varilux® lens at an attractive price that is covered by major managed vision care plans

RECOMMEND CONFIDENTLY TO FIRST TIME WEARERS
9/10 first time PAL wearers would like to continue wearing Varilux Comfort Max lenses and 83% got used to them without even thinking about it (4) (5) (6)

EASY TO DISPENSE AND FIT
No additional measurements required with broad availability across materials

Visit EssilorPRO.com/Varilux for more information