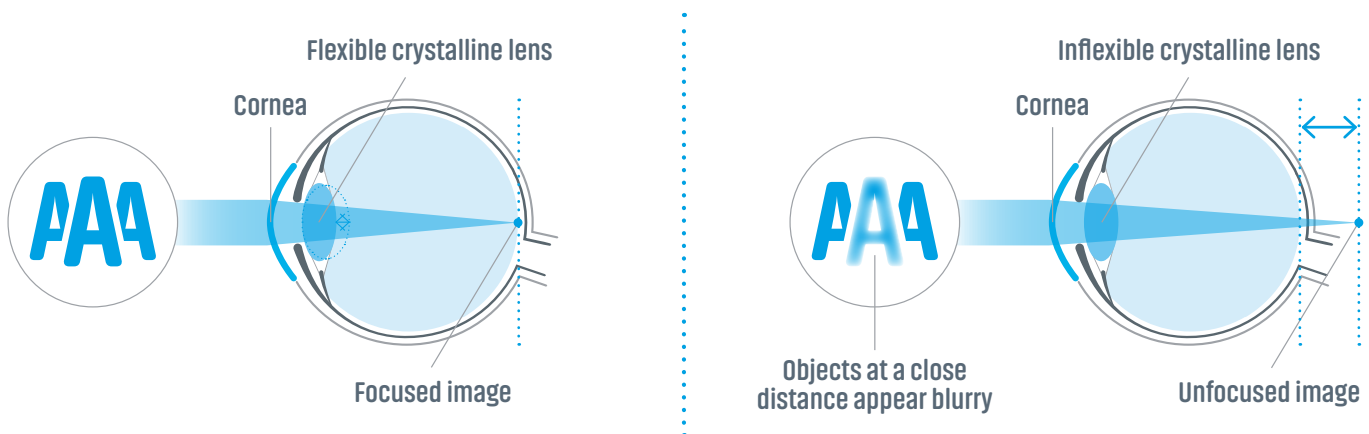


# Your guide to engaging new presbyopic patients

## Understanding presbyopia

Presbyopia is a natural condition that develops gradually over time and can easily be corrected. As children, the crystalline lens inside the eye is very flexible. However, around the age of 37-40, the lens gradually loses its elasticity, which can make it difficult for your patients to focus on close-up objects.



## Symptoms of presbyopia

For many new presbyopes, **the first sign of presbyopia is difficulty changing focus from near to distance**, often noticed when looking at a close-up object (like a smartphone) for an extended period of time and then looking at an object farther away.



Tired eyes



Difficulty reading in dim light



Difficulty focusing



Difficulty reading fine print



Extending arms to see near objects better



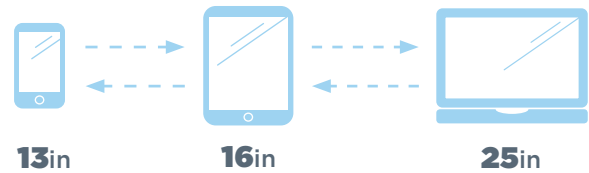
# Today's lifestyle changes lead to earlier onset of presbyopic signs and symptoms<sup>1</sup>



 **>11 hrs<sup>2</sup>**

Daily time spent interacting with digital media

Multitasking requires the ability to see at multiple distances<sup>3</sup>



**5-6 h<sup>4</sup>**

Average daily time spent on a smartphone



New average reading distance is **13 in vs 16 in**

## Who are your new presbyopic patients?



**“The Unfamiliar”**  
Unaware of progressive lens solutions

**“The Denialist”**  
Exhibiting all symptoms but afraid of change

**“The Status Quo”**  
Complacent with current status

## Be their guide and break through misconceptions



Presbyopia is a natural part of aging, and it doesn't mean your patient is old.



Today's progressive lenses are designed to meet patients' modern lifestyles and vision demands.



Early adoption of progressive lens solutions can lead to easier adaptation and more comfort in the long run.



Investing in a solution to meet patient's current vision needs will improve daily comfort without compromise.

Sources:  
 1. New postural behaviors related to the use of digital device involved new characteristics for occupational lenses. Damien Paille, Jean-Luc Perrin, Amandine Debieuvre. ARVO Annual meeting 2015  
 Presbyopes understanding u&A - b3tsi - 0 2018 - brazil/China/France/India/US; Comscore 2017-us adults  
 2. Presbyopia: A natural part of Aging, or a Frustrating Daily Challenge: <https://www.ophthalmologytimes.com/view/presbyopia-a-natural-part-of-aging-or-a-frustrating-daily-challenge->  
 3. Dr Damien Paillé. Impact of New Digital Technologies on posture. Points de vue 06/2015  
 4. Average time spent daily on a smartphone in the United States 2021; Published by L. Ceci, Feb 25, 2022; <https://www.statista.com/statistics/1224510/time-spent-per-day-on-smartphone-us/>



# Adapting your approach with presbyopes to improve their visual experience



**Pre-test:** Set the stage by identifying your patient profile. Key questions to ask:

- Do you know what you are currently wearing?
- What are your current vision challenges?
- Are your current solutions meeting all your vision needs?



**Eye Exam:** Ask symptom related questions by **involving** the patient, uncovering the issue, and focusing on **improvement**.

### Best Practice

Utilize the patient profile identified during the pre-test to help determine the types of questions to ask during the eye exam

#### “The Unfamiliar”

Do you experience difficulties changing focus from near to distance?

How does this affect your comfort in your everyday activities?

Would you like a solution that allows you to see at both distance and near?

#### “The Denialist”

Do you experience frustration when focusing between near to distance?

How have you been coping with this frustration and since when?

Would you like a solution that allows you to easily switch from near to distance?

#### “The Status Quo”

Do you experience any situations where you have difficulties focusing from near to distance?

How does that affect you and your activities?

Did you know there are more /better solutions available to you to help improve your vision experience?



### Best Practice

Always remember to connect your findings to the best patient solution

**Lens Recommendation:** Connect the solution to match the patient’s symptoms  
“Benefits over features”

We looked at your eyes to see why you’ve been having problems...“reading messages on your phone” OR “focusing on fine print” OR “with increased postural discomfort related to your vision demands”

We found a change in your vision, which is normal. Due to your current visual demands, this explains why it is more difficult for you to change focus from near to distance.

There are solutions available to make it easier for you. Getting started in a Varilux® progressive lens will benefit you by helping you see more clearly and comfortably at all distances and enjoy your daily activities.



### Best Practice

Commit to a follow-up touchpoint within a week of delivery

**Delivery & Follow-up:** Set your patient up for success!

Always review the key messages:

Presbyopia is natural! Current presbyopic solutions are designed to solve vision challenges related to today’s lifestyles and visual demands rather than age.

*Varilux* progressive lenses help improve presbyopes’ visual experience, giving them the freedom to wear their eyewear without physical constraints. As the #1 progressive lens brand recommended by optometrists and opticians\* with 96% patient satisfaction,\*\* you can be confident recommending *Varilux* lenses to your presbyopic patients.

Setting the right expectations is a great way to avoid adaptation concerns, build trust and add value to your service and expertise.

# Varilux® progressive lenses are a complete solution for presbyopia.

Patient-proven innovative solutions backed by strong R&D and a high patient satisfaction rate.

**Varilux®  
Liberty™ 3.0**

**ALL-IN-ONE  
BALANCED VISION**

**EXCLUSIVELY**  
for new & young presbyopes with  
ADD power range of +0.75 to +1.50 D



**REDUCES HEAD  
MOVEMENT**  
within arm's reach

Xtend®  
Technology

**HELPS ELIMINATE  
OFF-BALANCE  
FEELING**

Nanoptix®  
Technology

**FLEXIBILITY IN  
POSTURE**  
all-day-long vision comfort

**SMOOTH  
TRANSITIONS**  
from distance to near

**SMOOTH  
TRANSITIONS**  
from distance to near

SynchronEyes®  
Technology  
Flex Optim™  
Technology

**SHARPER VISION**  
even in low light

**SHARPER VISION**  
even in low light

**SHARPER VISION**  
even in low light

W.A.V.E. 2®  
Technology

**LARGE  
READING AREA**

**LARGE  
READING AREA**

**LARGE  
READING AREA**

**LARGE  
READING AREA**

Customized  
Near Vision

**Varilux®  
Comfort DRx™**

**Varilux®  
Comfort Max**

**Varilux®  
Physio® W3+**

**Varilux®  
X series™**

**DON'T LET PRESBYOPIA SLOW YOUR PATIENTS DOWN.  
SHOW THEM A NEW WAY TO SEE THEIR 40s.**

Go to [EssilorPRO.com/Welcome-to-Presbyopia](https://EssilorPRO.com/Welcome-to-Presbyopia) or contact your Essilor Account Executive to learn more.

\*Survey conducted in 2018 by an independent third party. Sponsored by Essilor. Results were reported by independent opticians and optometrists.

\*\*Global studies conducted between 2009 and 2017 on 1,903 wearers (n=18 studies).

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