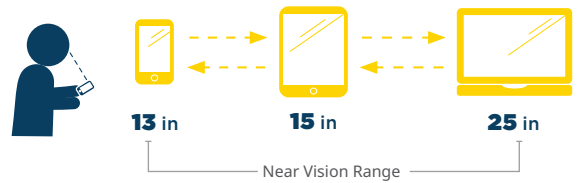




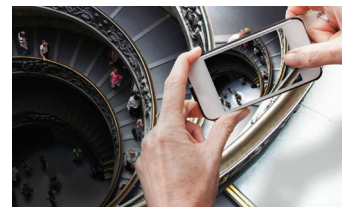
WHO ARE TODAY'S NEW AND YOUNG PRESBYOPES?

They lead very busy lives, viewing a variety of digital devices at distances much closer than the 16" distance of the past.

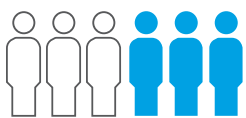


TODAY'S PRESBYOPES NEED A COMPLETE SOLUTION THAT MEETS ALL THEIR NEEDS, SO THEY CAN REMAIN ACTIVE AND ON THE GO.

Progressive lenses are the optimal solution because they give presbyopes a natural visual experience.



UNLOCK THE OPPORTUNITY:



Of the **128 million presbyopes** in the US, **only 58 million** are progressive lens wearers.¹



60% of presbyopes don't know what progressive lenses are.²

HOW TO RECOMMEND:

Ask New Presbyopes

- > Describe any situations where you have felt restricted by or more aware of your near vision.
- > Describe any situations where you have felt that you had to stretch your arms to see near objects clearly.

Ask Non Progressive Lens Wearers (single vision and/or readers)

- > How do you manage seeing far away to up close *(reading on your smartphone while watching TV?)*
- > Is there a reason why you were not recommended progressive lenses in the past?

¹ Care of the Patient with Presbyopia. American Optometric Association. 2011. 2. Zebardast et al. Am J Ophthalmol. 2017;174:134-144; 3. U.S. Census Bureau. Table 9. Washington: Population Division. 2014.

² Eyewear usage and attitude -B3T5I - Quantitative study - 2018 - France, USA, Brazil, China, India - 96% online interviews wearers and non wearers - 30-65yo

Varilux® Liberty™ 3.0

Varilux® Liberty™ 3.0 lenses are an everyday essential Varilux® lens solution for patients entering presbyopia, as well as those that are utilizing limiting solutions such as readers.



WHY VARILUX LIBERTY 3.0?

Introductory offer with an accessible Varilux lens for new and young presbyopes.

Providing a complete solution for first time progressive lens wearers.

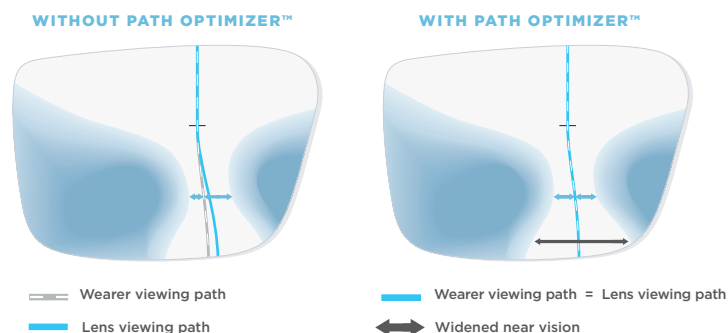
All-in-one balanced vision:

Uniform sharpness at all distances, for a great first time progressive lens experience.

Thanks to Path Optimizer™ Technology

The wearer's gaze is precisely centered in the middle of the viewing fields and gives the wearer an expanded near vision zone.

The *Path Optimizer* Technology is customized to the patient's Rx and PD to generate a precise and optimal viewing path that's aligned to match the wearer's eyesight or gaze.



VARILUX® LIBERTY™ 3.0

Lens ID



MATERIAL	PRODUCT	INDEX	G	B	POWER RANGE	BASE CURVES	ADD POWER†	CYLINDER
PLASTIC	Clear*	1.50			-10.00 to +7.50	2.00, 3.50, 4.25, 6.25, 7.25, 8.75	0.75 to 1.50D	-6.00
	Transitions® Signature® GEN 8™	1.50	✓	✓	-10.00 to +7.50	2.00, 3.50, 4.25, 6.25, 7.25, 8.75	0.75 to 1.50D	-6.00
AIRWEAR® (POLYCARBONATE)	Clear*	1.59			-10.00 to +8.00	1.50, 3.25, 4.25, 5.50, 7.00, 8.50	0.75 to 1.50D	-6.00
	Transitions® Signature® GEN 8™	1.59	✓	✓	-10.00 to +8.00	1.50, 3.25, 4.25, 5.50, 7.00, 8.50	0.75 to 1.50D	-6.00
THIN & LITE®	Clear*	1.67			-14.00 to +9.00	1.75, 2.75, 3.75, 6.00, 6.75, 8.00	0.75 to 1.50D	-6.00
	Transitions® Signature® GEN 8™	1.67	✓	✓	-14.00 to +9.00	1.75, 2.75, 3.75, 6.00, 6.75, 8.00	0.75 to 1.50D	-6.00

MFH=14mm

NOTES: All Varilux digital lenses require a hard coat. Essilor AR stacks are required when No-Glare coating is applied (for example, Crizal® No-Glare lenses).

† ADD Power in steps of 0.25D. ADD power is ONLY up to +1.50.

* Available in Essential Blue Series® lenses.

G: Gray, B: Brown

✓ Currently Available

