

NEW

Varilux® Shift™

Varilux®

#1 progressive lens brand

worldwide*



One versatile lens, infinite focus.

An effortless switch between near and far vision
for smooth visual comfort.†

*Source: Euromonitor International, 2025 data; Retail value amongst spectacle lenses category, brands representing progressive lenses. †Based on EUROSYN presbyope expert panel evaluation, easier to switch from far vision (FV) to near vision (NV) and vice versa than standard PAL (FBSEI); Fewer distortions when switching between the three vision zones compared to standard PAL (FBSEI). EssilorLuxottica (2025). EUROSYN presbyope expert panel evaluation of 1.6-index clear lenses with Crizal® Sapphire™ HR coating. Data on file.



essilor

evolving
vision

How modern lifestyle drivers impact today's presbyopes

Today's visual behavior is highly dynamic, requiring frequent focus shifts throughout the day. This constant demand places increasing importance on recommending a lens design that provides smooth, natural shifts across all viewing distances.

AVERAGE VIEWING DISTANCES REPORTED FOR THE FOLLOWING COMMON DEVICES

The distance of use varies with the size of the screen (*size of the font*)

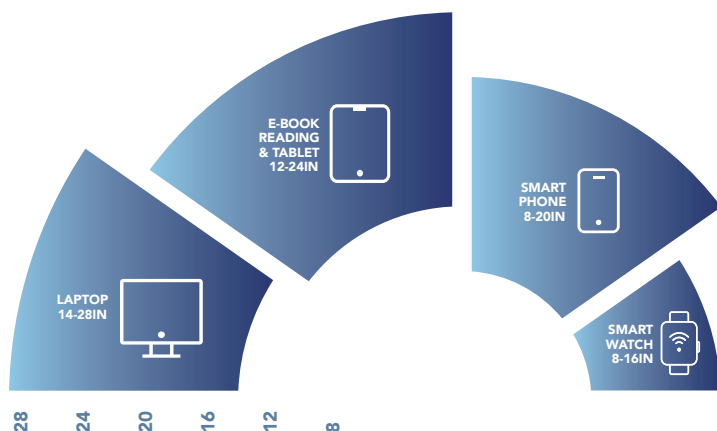


Figure 1. Varied viewing distances reported for different devices and tasks

The human visual system performs approximately

150,000

focus shifts per day.*



~16in

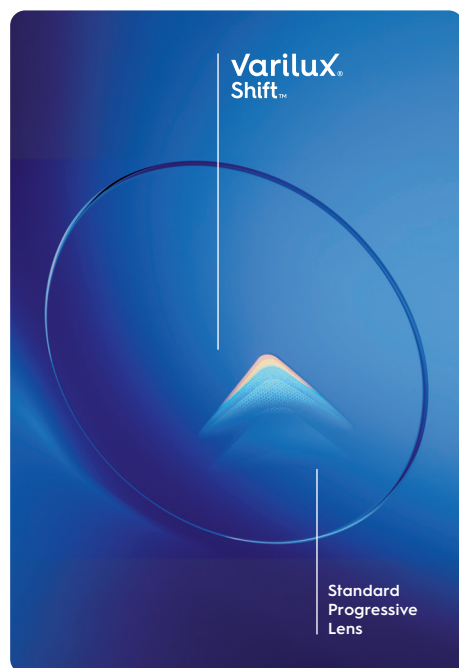
HISTORICALLY Near vision was defined by the standard reading distance of ~16in



NOW

Introduced a diverse array of digital devices that have significantly altered the visual demands placed on individuals

Figure 1 Source: James S. Wolffsohn, Gareth Lingham, Laura E. Downie, Byki Huntjens, Takenori Inomata, Saleel Jivraj, Emmanuel Kobia-Acquah, Alex Muntz, Karim Mohamed-Noriega, Sofiris Plainis, Michael Read, Rony R. Sayegh, Sumeer Singh, Tor P. Utheim, Jennifer P. Craig, TFOS Lifestyle: Impact of the digital environment on the ocular surface, The Ocular Surface, Volume 28, 2023, 213-252, 1542-0124, <https://doi.org/10.1016/j.jtos.2023.04.004>



INTRODUCING

Varilux® Shift™

Varilux® Shift™ is our new lens specifically designed to meet the needs of today's presbyopes, taking into account their natural visual behavior.

Designed using Artificial Intelligence

By analyzing millions of wearer data points, we identified clear visual behavioral differences of today's presbyopes and used AI to predict how gaze declination varies across refractive errors and addition values.

This deep understanding of near vision behavior enabled us to precisely adjust the position of the near vision zone.



FEATURING ICOMFORT™ TECHNOLOGY

iComfort™ technology optimizes the position of the near vision zone to better align with the visual habits of today's presbyopes. This provides wearers with easier access to the near vision zone and makes adaptation easier and more intuitive.

*Based on EUROSYN presbyope expert panel evaluation, compared to single vision (SV) lens, Varilux® Shift™ lens provides better sharpness in near and intermediate vision. In far vision, Varilux® Shift™ lens delivers sharpness equivalent to SV lenses; Varilux® Shift™ lens delivers visual sharpness equal to or better than standard PAL (FBSEI) across all viewing distances; Fewer distortions when switching between the three vision zones compared to standard PAL (FBSEI); Easier to switch from FV to NV and vice versa than standard PAL (FBSEI). *Based on Optical R&D simulations on standard 1.5-index lenses with regular FBS design, a near vision 2.5 times closer to the natural gaze lowering than Varilux® Comfort DRx lens, and 2 times closer than the combination of competitors PALs. +18% enlargement in far vision (FV) vs standard PAL (FBSEI); +16% enlargement in FV vs the combination of competitors PALs. 2. EssilorLuxottica (2025). EUROSYN presbyope expert panel evaluation of 1.6-index clear lenses with Crizal® Sapphire™ HR coating. Data on file.

The foundation of Varilux® lenses

As the pioneer of progressive lenses, *Varilux* continues to push the boundaries of innovation to meet the evolving needs of presbyopic wearers. By integrating **Multi-Design by Ametropia** and **Wearer Mode** into each new lens design, innovation is embedded as a foundational element across the portfolio. This results in a *Varilux Shift* lens design that addresses today's visual demands while delivering the trusted *Varilux* experience.

Wearer Mode: Ensures wearers receive the correct optical power in real-world conditions by accounting for factors such as lens tilt, wrap angle, vertex distance and eye position.

Multi-Design by Ametropia: Optimizes the lens design and progression length not only by the wearer's ADD power but also the wearer's ametropia (myopia, hyperopia and astigmatism).

Design enhancements to meet the needs of today's presbyopes

+34% softness vs. a standard PAL*

Minimize the swim effect thanks to the reduction of lateral aberration peak.

+18% of far vision vs. standard progressive lens*

A maximized field of vision enlarged in vertical, creating a larger zone for the far vision.

Features and benefits:



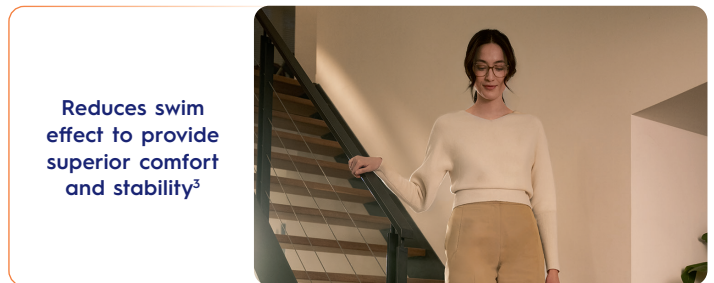
A design to better match your natural visual behavior during near vision tasks[†]



Addresses today's presbyopes vision needs, regardless of their prescription¹



An effortless switch between near and far vision for smooth visual comfort²



Reduces swim effect to provide superior comfort and stability³

Manufacturing ranges:

Material	Clear & Blue	Transitions®	Polarized	Power Range	Add Power
1.50	Yes	GEN S™, XTRActive®, XTRActive Polarized™	Yes	-10.00 to +6.00	+0.75 to +4.00
1.53	Yes	GEN S™, XTRActive®	No	-10.00 to +7.50	+0.75 to +4.00
1.59	Yes	GEN S™, XTRActive®, XTRActive Polarized™	Yes	-10.00 to +8.00	+0.75 to +4.00
1.60	Yes	GEN S™, XTRActive®, XTRActive Polarized™	No	-12.00 to +8.00	+0.75 to +4.00
1.67	Yes	GEN S™, XTRActive®, XTRActive® Polarized™	Yes	-14.00 to +9.00	+0.75 to +4.00
1.74	Yes	GEN S™	No	-20.00 to +13.00	+0.75 to +4.00

More detailed availability can be found in the *Varilux* lenses for Eyecare Professionals document.

*Optical R&D simulations on standard 1.5-index lenses with regular SVSF, across a range of prescriptions. Essilor International, Data on file (2025). [†]Based on EUROSYN presbyope expert panel evaluation, wearers require less head movement to achieve clear near vision, compared to standard PAL (FBSEI). Based on Optical R&D simulations with standard FBS design, 1.5-index lenses, near vision is 2.5 times closer to the natural gaze lowering than Varilux® Comfort DRx lens; and 2 times closer than the combination of competitors PALs. Results are valid on 1.59-index clear polycarbonate lenses. EssilorLuxottica (2025). EUROSYN presbyope expert panel evaluation of 1.6-index clear lenses with Crizal® Sapphire™ HR coating. Data on file. EssilorLuxottica (2025). Internal R&D simulations. Optical and avatar-based simulations were performed on manufactured standard 1.5-index lenses with regular SVSF, across a range of prescriptions. Data on file. ¹Based on Optical R&D simulations on standard 1.5-index lenses with regular FBS design, a near vision 2.5 times closer to the natural gaze lowering than Varilux® Comfort DRx lens; and 2 times closer than the combination of competitors PALs. Results are valid on 1.59-index clear polycarbonate lenses. EssilorLuxottica (2025). Internal R&D simulations. Optical and avatar-based simulations were performed on manufactured standard 1.5-index lenses with regular SVSF, across a range of prescriptions. Data on file. ²Based on EUROSYN presbyope expert panel evaluation, easier to switch from far vision (FV) to near vision (NV) and vice versa than standard PAL (FBSEI). Fewer distortions when switching between the three vision zones compared to standard PAL (FBSEI). EssilorLuxottica (2025). EUROSYN presbyope expert panel evaluation of 1.6-index clear lenses with Crizal® Sapphire™ HR coating. Data on file. ³Based on EUROSYN presbyope expert panel evaluation, Varilux® Shift™ lens causes less distortion in motion (walking) and at the bottom of the stairs than standard PAL (FBSEI). Based on Optical R&D simulations with standard 1.5-index lenses with regular SVSF, +34% of softness vs standard PAL (FBSEI), +24% vs Varilux® Comfort DRx lens, -19% vs the combination of competitors PALs. Results are valid on 1.59-index clear polycarbonate lenses. EssilorLuxottica (2025). EUROSYN presbyope expert panel evaluation of 1.6-index clear lenses with Crizal® Sapphire™ HR coating. Data on file. EssilorLuxottica (2025). Internal R&D simulations. Optical and avatar-based simulations were performed on 1.5-index lenses across a range of prescriptions. Data on file.

NEW

Varilux® Shift™

A new lens designed to meet the
near vision needs of today's presbyope

Ensure high satisfaction and easy adaptation for today's presbyopes*
with Varilux® Shift™

91%

adapted to
Varilux Shift lenses

91%

found small print easy to read
with Varilux Shift lenses

89%

experienced easy access
to the near vision zone

Recommended technologies and coating combinations:

Crizal®

Protects lenses from reflections, scratches, smudges, dust, water; and the eyes from UV rays.

**Essential
Blue Series®**

Everyday UV protection and filtering blue-violet in an optimal clear lens.*

Transitions®

Seamlessly adapt to changing light situations both indoors and outdoors.

Contact your Essilor Account Executive
for more information, or visit
essilorpro.com/resources/varilux/varilux-shift

*Essilor International. Varilux® Shift™ – in-real-life consumer study – Eurosyn, France (n=48 first-time progressive lens wearers). Responses received after four weeks of wear. Data on file. (2026). *Essential Blue Series® lens feature filters at least 20% of blue-violet light (between 400 and 455nm as stated by ISO TR 20772:2018). For Polycarbonate concave lenses, blue-violet light filtering percentage might be slightly lower. Extremely low residual tint resulting from absorbing blue-violet light.

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