

OUR COMMITMENT TO YOUR SUCCESS DRIVES US TO ACTION.

Better Sight.
Better Life.



PATIENTS DRIVEN BY ESSILOR. CARED FOR BY YOU.



\$55 MILLION

spent on U.S. consumer marketing in 2016 to drive patients into your practice

FOUNDING PARTNER

801,600

incremental eye exams driven to independent eyecare professionals in 2016 by the Think About Your Eyes® campaign



45

PATIENTS PER MONTH

driven to individual practice websites from Essilor ECP locators when eyecare professionals partner with us

OUR BRANDS SUCCEED IN YOUR HANDS.

4 out of 5

consumers prefer Crizal® No-Glare lenses over ordinary lenses¹

Crizal
No-Glare Lenses

2 to 1

consumers prefer Varilux® over the leading competitor²

VARILUX
Lenses

4 out of 5

consumers are very or completely satisfied and prefer Transitions® lenses over ordinary lenses³

Transitions
ADAPTIVE LENSES®

WE SHARE YOUR VISION FOR THE FUTURE.



200,000

pairs of eyeglasses dispensed in 2016 to those in need through the Essilor Vision Foundation in the U.S.



\$3 million

invested annually in support of the optometric profession



\$211 million

invested by the Essilor Group in R&D annually to ensure ECPs deliver the best products to protect and correct the vision of their patients

Independent optometry is the majority of our business, and our actions mean you have more success today, tomorrow and in the future. Tell us your thoughts at AskEssilor@essilorusa.com

#ThisIsWhy

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¹Independent eyeglass wearers study of 200 participants conducted by the University of Arkansas in 2016 and sponsored by Essilor of America, Inc.

²Study conducted in 2016 by independent third-party sponsored by Essilor of America, Inc.

³Transitions consumer brand tracking study of 500 participants conducted by Essilor (2016).

You are why.



Better Sight.
Better Life.

Transitions®

Crizal®

VARILUX®

Eyezen™

Xperio™