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PROGRESSIVE LENS
BRAND RECOMMENDED
BY OPTOMETRISTS AND OPTICIANS*



VISION
WITHOUT
LIMITS.

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

WHY VARILUX® LENSES MATTER

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essilor

Varilux®

WHY VARILUX® LENSES MATTER

ALWAYS AT THE FOREFRONT OF INNOVATION, VARILUX LENSES DELIVER THE SCIENCE OF TOMORROW, TODAY



You're faced with a variety of progressive lenses to recommend to your patients, but not all are created equal. Your patients have carefully chosen you as their eyecare provider, entrusting you with something incredibly precious: their vision.

Varilux lenses provide vision so sharp and seamless, your patients will truly see no limits. And by recommending *Varilux* lenses to all your patients, you'll show them that you won't compromise on their vision care. So while they may forget they're wearing glasses, they'll never forget it was you who recommended them!

FOCUS ON INNOVATION

Varilux lenses were the very first progressive addition lenses (PALs) brought to the market, more than 60 years ago, in 1959. Since then, *Varilux* lenses have never stopped breaking new ground in bringing presbyopic patients the sharpest and most comfortable vision—at any distance.

Essilor's deep history in PAL innovation is what drives *Varilux* lenses to keep pushing boundaries when it

comes to providing sharp, seamless vision. In fact, the *Varilux* portfolio is packed full of patented lens technologies that sets them apart from the rest.

W.A.V.E. Technology: Wavefront Advanced Vision Enhancement® eliminates the blurriness that is present in other progressive lens designs.

Revolutionary **Xtend Technology**, available in *Varilux*® X Series™ lenses, allows the wearer to see multiple distances in the near and intermediate zones clearly in one direction, without having to move their head to find "just the right spot" in the lens.

Nanoptix® Technology, also incorporated into *Varilux X Series* lenses, virtually eliminates one of the most common challenges with PALs: peripheral blur and the "woozy" feeling wearers get when doing things like walking down stairs.

FACT:

Varilux has **96% PATIENT SATISFACTION**.¹
That translates to **INCREASED LOYALTY**
for your practice.

Another innovative technology, **Synchroneyes®**, is included in both *Varilux X Series* lenses and *Varilux*® Physio® W3+ lenses. The technology helps the eyes work better together, providing better all-around vision in every direction.

Flex Optim™ Technology is exclusive to *Varilux*® Comfort Max lenses and provides wearers with a tailor-made solution that grants them postural flexibility—meaning they can see a given focal point clearly from many angles.

These innovative technologies deliver on key patient

benefits and can only be found within *Varilux* lens designs. Check out page 6, which details the patient benefits across the full *Varilux* lens portfolio.

LIVE OPTICS™ R&D PROCESS

Varilux lenses are developed using a unique lens design approach known as the *Live Optics* R&D process, which combines technological know-how with a knowledge of human physiology and real-wearer testing. This approach means that *Varilux* lenses can offer performance levels that are unmatched on the market because the end wearer is put at the heart of the design approach from the very start.

Why is wearer testing such an important element in the entire development process? Developers put *Varilux* lenses on real people and in real-life situations in order to evaluate and adapt throughout the entire process, iterating the lens design until it delivers the most natural vision possible.

FACT:

Varilux lenses are **EASY TO DISPENSE**, with wide-ranging availability across all major managed vision care platforms.

The Live Optics process leads to and promises true wearer-centric innovation long before a *Varilux* design gets to your practice. When it does get to you, how will your patients respond? With a whopping 96% satisfaction rate,¹ you can be confident that *Varilux* lenses will deliver truly satisfied patients.

Put another way, your reputation with your patients matters...and *Varilux* lenses can truly help elevate yours.

SATISFACTION PLUS

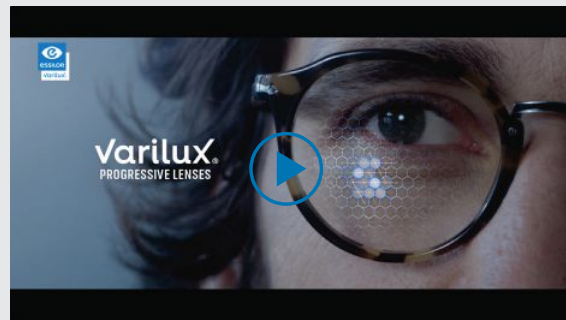
Not only are patients satisfied, but *Varilux* is also trusted by your peers: optometrists and opticians. In fact, *Varilux* is the most-trusted PAL² and the #1 PAL brand recommended among eyecare professionals surveyed.³

Just look at patient retention numbers as proof that ECP confidence is well-placed. When asked if they would return to the eyecare practice that prescribed them *Varilux* lenses, 100% of participants said "yes."⁴

That high patient satisfaction and retention drives

SEE THE DETAILS. SEE NO LIMITS.

Have you seen *Varilux* on TV? Your patients have. Essilor's national consumer advertising campaign reaches consumers wherever they consume media (TV, streaming, social media). The campaign ensures consumers know they can "See No Limits" with *Varilux* lenses, while encouraging them to go to an Essilor Expert™ private practice to buy the #1 progressive lens recommended by optometrists and opticians.³ [Click here to watch.](#)



your business in three key areas. First, it leads to greater numbers of happy patients leaving with sharp, seamless vision. Second, it results in increased referrals. And, third, it ultimately drives your practice's profitability.

The math is simple. Doing what's best for your patients is what matters most. And, with more than 13 billion combinations, there is truly a *Varilux* lens for each and every one of them.

Whichever *Varilux* lens you prescribe, you'll be sending your patient the message that you will not compromise when it comes to their vision. And that is a powerful message.

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

2. CSA - Essilor - 1701156 Varilux Claims Test - April 2018. Q02A. "Which brand of progressive lenses do you trust the most?" (n = 200).

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

4. Participants were compensated for their time. Their thoughts and reactions were captured before any knowledge that they were receiving *Varilux* lenses.



SAVVY STRATEGIES + SUCCESS STORIES

HOW VARILUX® LENSES CAN IMPACT YOUR PRACTICE

Eyecare professionals and patients agree: *Varilux* lenses are the epitome of quality and performance. To discover how that quality and performance translates into patient satisfaction in your practice, we asked several ECPs from a variety of practices across the country to share their experiences recommending *Varilux* lenses, including the *Varilux*® Comfort Max and *Varilux*® X Series™ lenses.

NON-ADAPT NO MORE

"An accountant was a previous PAL non-adapt and spends most of her time reading and using the computer. I thought *Varilux Comfort Max* lenses might be just the ticket, and after just one week, she told me the lenses were working perfectly. She was so excited to finally be able to wear a progressive lens!"

ANDREA STEPHENSON, *optician*,
York Eye Optical, York, PA

FROM UNHAPPY TO DELIGHTED, TIMES TWO!

"I had a patient who came in complaining about distortion in her lenses. I made the switch and upsold her to a *Varilux X Series*. She was delighted to find out that, when she put them on, they just worked! She then sent her husband in to get his pair as well!"

STEPHEN DUBOIS, *manager*,
Clear View Eye Care, Jacksonville, FL

THE 'WOW!' MOMENT

"My first experience dispensing *Varilux Comfort Max* was certainly one to remember. My patient hated glasses for the simple reason that she could never find her 'sweet spot' in her lenses. This became that 'wow' moment when she first slipped them on and said: "I cannot even tell that these lenses are progressives!"

Now her husband, also a first-time wearer, is currently waiting on two pairs of glasses for himself with *Varilux Comfort Max* lenses."

CARY KHARAZI, *owner/optician*,
Optique Unique, Indiatlantic, FL

CREATING LOYALTY & GROWTH

>> THE PROBLEM. "The patient had not been able to wear his previous progressives. His main complaint was finding the clear focus on lenses both far and near. He returned to his optometrist, and they checked the Rx, measurements, adjusted the frame, but it didn't help with him being able to wear them comfortably. His frustrations continued until he gave up."

>> THE SITUATION. "He's a new patient in our office. After listening to his story, my primary task was how to make a difference to his daily vision demand."

>> THE SOLUTION. "I fit him in a *Varilux X Series* with *Crizal Sapphire*® 360° UV anti-reflective lenses. His wife was with him the day he picked up his glasses. The moment he put them on he immediately said, 'I can see!'"

"The distance is crisp and sharp...They almost feel like just a distance-only pair of glasses."

>> THE IMPACT. "His wife was so happy knowing that her husband can finally wear glasses that are in focus. He said he's a patient for life to us and happily shook my hand with a big smile. The next day a new patient, referred by him, scheduled an appointment."

PRINCESS YOUNG, *optical manager*,
Atlantic Ophthalmology, Virginia Beach, VA

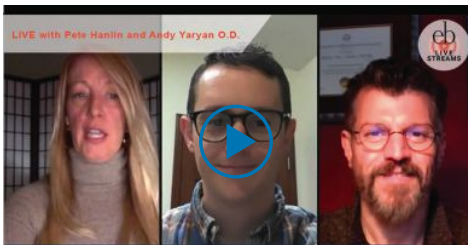
SHOWING THE VALUE

Andy Yaryan, O.D., is the founder and owner of three Yaryan Eye Care Center locations. "We're a four-doctor practice in rural Indiana," he explains, "so the average family income is only around \$30,000.

"I don't let that stop me from prescribing what I feel is best," he adds. "For any presbyope, I always start with *Varilux* lenses. The right product is there in the *Varilux* portfolio. It just comes down to showing value.

"We talk to patients about *Varilux*," he explains. "That's important because it's about a customer experience, not customer service, which at retail is more about putting out fires. The experience you provide your patients is really what is going to differentiate you from the rest."

The result? According to Dr. Yaryan, "77% of our PAL wearers are in *Varilux* lenses. We achieve that by prescribing in the chair, knowing our products well, telling patients their value, and, of course, our opticians back that up. For patients, it's a trust factor and it really allows us to keep them here."

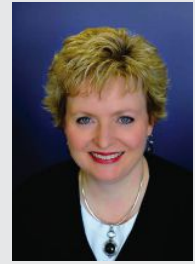


WATCH MORE! To hear more about how Dr. Yaryan uses the *Varilux* lens portfolio to elevate his patient care (and practice success), watch his interview with *Eyecare Business* Editor-in-Chief **Erinn Morgan** [here](#).

SPONSORED CONTENT

HAPPY PATIENTS = REFERRALS

The satisfaction experienced by patients can result in unparalleled opportunities to both build loyal patients and gain referrals. As



Carolyn Davis, O.D., who owns ProCare Vision Center in Troy, Ohio, says, "When a presbyopic patient, who has struggled to regain the comfort of youthful vision, finds a solution that helps them live their best life, they remember the doctor and practice that made that solution possible. And they don't keep it a secret. They let friends and family know where they, too, can find exactly the eyewear they need."

Here, Dr. Davis shares her own experiences and best strategies for doing both.

- » **RETURN.** With *Varilux* lenses, patients return yearly because they're happy, not in weeks or months for a remake.
- » **REFERRALS.** *Varilux* lenses will work the first time, are easy to adapt to, and provide sharp vision at all distances. The result? "Patients will happily tell everyone they know about their satisfying experience with your practice," explains Dr. Davis.
- » **WORD-OF-MOUTH.** "Our office has thrived and grown based entirely on positive word-of-mouth. We have not invested in paid advertising outside of publicizing new eyewear offers on social media."
- » **ORGANIC ADVERTISING.** "Only the best products—those that provide quick, easy solutions for patients and improve their lives—require little more than great word-of-mouth. Products like *Varilux* lenses are the generators of that kind of positive, organic advertising."
- » **COMPETITIVE EDGE.** "Once in a while, when a patient does stray to another practice, they will return the following year because the eyewear the other practice provided did not match the visual quality of the progressive lenses they got from us. And when they come back, they will even apologize to us!"

Note: Participants were compensated for their testimonials. The opinions expressed are based on their own experience dispensing Varilux lenses.



THE VARILUX® LENS PORTFOLIO

A VARILUX LENS FOR EVERY PATIENT

Varilux®
X series™

LARGE
READING
AREA

SHARPER
VISION
even in
low light

SMOOTH
TRANSITIONS
from distance
to near

HELPS
ELIMINATE
OFF-BALANCE
FEELING

REDUCES
HEAD
MOVEMENT
within
arm's reach

Varilux®
Physio. W3+

LARGE
READING
AREA

SHARPER
VISION
even in
low light

SMOOTH
TRANSITIONS
from distance
to near

Varilux®
Comfort Max

LARGE
READING
AREA

SHARPER
VISION
even in
low light

FLEXIBILITY IN
POSTURE
all-day-long
vision
comfort

Varilux®
Comfort DRx™

LARGE
READING
AREA

Give Them Vision
Without Limits.
Insist on Varilux.

ESSILORPRO.COM/VARILUX

ELEVATE YOUR CARE WITH VARILUX LENSES

By recommending *Varilux* lenses, you help your patients see their sharpest. That not only validates their trust in you, but it also sends a message that you don't compromise when it comes to their care. Watch **this** video to learn more about how you can provide your patients with superior vision and elevating your care with *Varilux* lenses. Be sure to also share it with your team as well. This video can also be viewed at essilorpro.com/varilux.

