

For your patients,
good enough is
not good enough.



If you think that the progressive addition lenses (PALs) you are dispensing are not meeting your patients' needs – you are probably right.



If they are not receiving the best vision, patients may just stick their new glasses in a drawer. And if they don't come back for correction, they may not come back at all.

Remember, just because a patient doesn't come back complaining does not mean they are getting the best visual performance. Patients can adapt to lesser lenses – one famous study proved people adapted to seeing the world upside down in only 10 days!

Don't assume your patients are satisfied with their vision. Go with the proven performance leader – recommend Varilux Comfort® lenses.

When it comes to PALs, the original – Varilux Comfort – is still the best. Worldwide leadership has been earned through unmatched ECP and wearer satisfaction.

Most Recommended PAL Ever

- > Best selling PAL of all time.
- > Even with more than 130 lens design options to choose from, 90,000,000 patients have selected Varilux Comfort as their PAL of choice.

Easy to Wear, Easy to Fit

- > The first progressive lens to achieve nearly 100% adaptation.
- > Allows for a more comfortable reading posture and restores natural head and eye movements.
- > The legendary soft periphery of the Varilux Comfort lens has made it a proven, reliable dispensing choice for any presbyopic patient.

Dispense Them With Confidence

- > No other PAL has been worn by more patients.
- > No competitive lens can duplicate the performance of its multi-patented technology.

VARILUX
COMFORT®

See the Proven Performance of Varilux Comfort® Lenses

Newer Does Not Mean Better

Many ECPs assume that the latest technology always provides enhanced performance, but clinical tests show that even our competitor's latest premium PAL cannot surpass the patented technologies of the Varilux Comfort lens for visual performance or wearer preference.

Clinically Proven Performance:¹

	Varilux Comfort	No Preference	Competitive PAL A (introduced in 2007)
Distance Vision	✓		
Intermediate Vision		✓	
Near Vision		✓	

Patented Technology Protects Varilux Comfort Lens Performance

- > U.S. Patent #5272495 covers the Varilux varied inset and progression length, which provides wearers with easier access to near vision.
- > U.S. Patent #5488442 is a proprietary algorithm Varilux designers use to make the periphery exceptionally soft for such a short corridor.
- > U.S. Patent # 5270745 involves the Varilux non-linear progression, which customizes the progression based on the different visual needs of presbyopes with different add powers.

The Best Choice for Bifocal Conversion

Thanks to the technology of U.S. Patent #5488442, former bifocal lens wearers overwhelmingly find Varilux Comfort provides more comfortable, natural vision than bifocals.²

97% Found Varilux Comfort Provided Comfortable, Natural Vision

92% Prefer Varilux Comfort to bifocals

Reduced Neck and Eye Strain

The technology behind U.S. Patent #5272495 enables Varilux Comfort lenses to reduce neck and eye strain by minimizing the movement required for optimal vision.



1. Independent 33-wearer double-blind clinical study conducted by Manhattan Vision Associates.
 2. Internal research and development, statistics on file.
 3. Stratton, G.M., "Vision Without Inversion of the Retinal Image", The Psychological Review, Vol. 4, PP. 341-360, 1897.

Adaptation Does Not Equal Patient Satisfaction

Adaptation does not necessarily equal patient satisfaction. Psychologist George Stratton studied how a brain could adapt to seeing the world upside down. It did adapt completely – within 10 days! Subjects routinely poured tea up into an upside down cup without a second thought.³

Your patients can adapt to lesser lenses the same way. But don't they deserve the best-selling performance of Varilux Comfort lenses?

Recommend Varilux Comfort Lenses Today

Recommend lenses with a proven level of performance you can be confident in – Varilux Comfort lenses. For more information, contact your Essilor sales consultant today or visit www.varilux.com.

