

Patients see you for minutes, but you impact them for years.



## Optimize your patients' vision with Varilux Physio lenses.



You play a critical role in your patients' lives. The average patient wears their glasses for 2.1 years, but you will spend about 20 minutes with them.

Everything your presbyopic patients experience in those two years will be affected by the level of visual performance you recommend for them. The average patient will:

- > Attend 3 weddings or graduations.
- > Drive 25,000 miles, many of them in low-light conditions.
- > See a grandchild for the first time – 1 in 3 patients.

Your patients deserve the best vision. Varilux® Physio® lenses help you deliver it.

## Varilux Physio lenses take sharpness and overall performance to a higher level.

### Advanced Technology to Minimize Distortion

- > Distortions are identified and corrected with a precision never before possible, thanks to W.A.V.E. Technology: Wavefront Advanced Vision Enhancement™

### Up to 30% Better Contrast Sensitivity<sup>1</sup>

- > The only progressive addition lens (PAL) proven to increase contrast sensitivity by up to 30%\*.
  - Colors appear more vivid, details more distinct.
  - Superior sharpness in low light.

### Superior Sharpness in All Fields of Vision

- > Distance: Aberrations Controlled
- > Mid-Range: Wider Vision
- > Near: Greater **Comfort**

**VARILUX**<sup>®</sup>  
**PHYSIO**<sup>®</sup>

# Clinical Studies Prove Superior Results for Varilux® Physio® Lenses

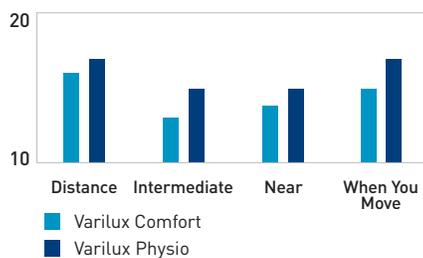
## Patients Rate Varilux Physio Lenses Higher Than the Competition

The results of a 2,000-wearer independent clinical trial confirm it – Varilux® Physio® lenses outperform competitive premium PALs.

### Superior Performance vs. Varilux Comfort®

Wearers rated Varilux Physio lenses superior to Varilux Comfort lenses in all dimensions of vision.

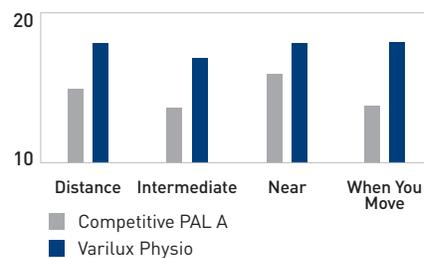
Varilux Physio vs. Varilux Comfort



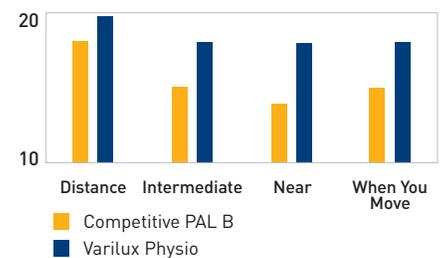
### Superior Performance vs. Competitive Premium PALs

Patient performance ratings were even stronger when measured against competitors' most premium PALs.

Varilux Physio vs. Competitive PAL A

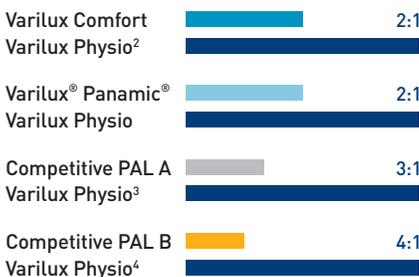


Varilux Physio vs. Competitive PAL B



### Superior Preference

The strong wearer preference for Varilux Physio lenses will translate into increased patient satisfaction.



## ECPs Praise Varilux Physio Lens Performance

Over **4 million** Varilux Physio lenses have been dispensed at more than **20,000 practices**. Here's what ECPs are saying:

"The vision is so sharp and clear, distance and near. **You really hit the nail on the head with this design!**"

**Bruce Mapes**  
20/20 Optical

"I have worn or prescribed Varilux lenses for the last 12 years, and I am **absolutely amazed** at how well the Varilux Physio lens works."

**Dr. Michael Raff**  
Brockport Optometry

"My patient said she felt like **she had young eyes again**. It's the type of patient experience that gives you goose bumps!"

**Seth Turner**  
Market Optical

## Recommend Varilux Physio Lenses Today

Your patients will see a lot over the next two years, and they deserve the very best from their lenses. For more information, contact your Essilor sales consultant today or visit [www.varilux.com](http://www.varilux.com).

1. Internal research and development, statistics on file.  
2. 78-wearer double-blind Essilor R/D study conducted in St. Maur, Singapore and Montreal.  
3. Independent 60-wearer double-blind clinical study, University of Manchester, October 2004-August 2005.  
4. Independent 81-wearer double-blind clinical study, University of Valencia, October 2004-August 2005.

