



VARILUX PHYSIO ENHANCED™ VS. COMPETITIVE CUSTOMIZED PALS

PATIENT BENEFITS

No customized progressive addition lens delivers as many patient benefits as Varilux Physio Enhanced – all without additional measurements or equipment.

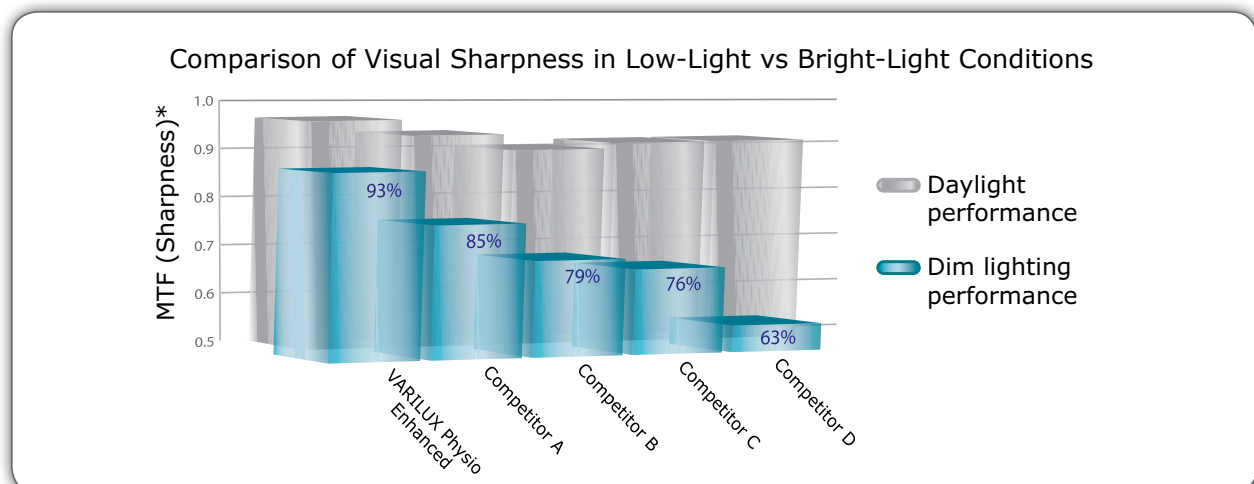
	Provides focus near, far and in-between	Identifies primary distortions	Controls primary distortions	Compensated Rx	Adjustable corridor length	Customized lens design	Controls swim	Identifies secondary distortions	Controls secondary distortions	Provides natural posture when reading	Sharper vision at every distance	Sharper vision in every light
VARILUX Physio Enhanced™	●	●	●	●	●	●	●	●	●	●	●	●
VARILUX® Physio®	●	●	●				●	●	●	●	●	
Competitor A	●	●	●	●	●	●						
Competitor B	●	●	●	●	●	●						
Competitor C	●	●	●									
Competitor D	●	●	●	●	●	●	●					

Only Varilux Physio Enhanced can help you deliver all the following patient benefits:

- Safer, more confident night driving
- More comfortable reading, TV and computer usage
- Clearest, sharpest vision – even in low-light
- Unique, customized lens design for every patient

SHARPEST VISION – ESPECIALLY IN LOW-LIGHT

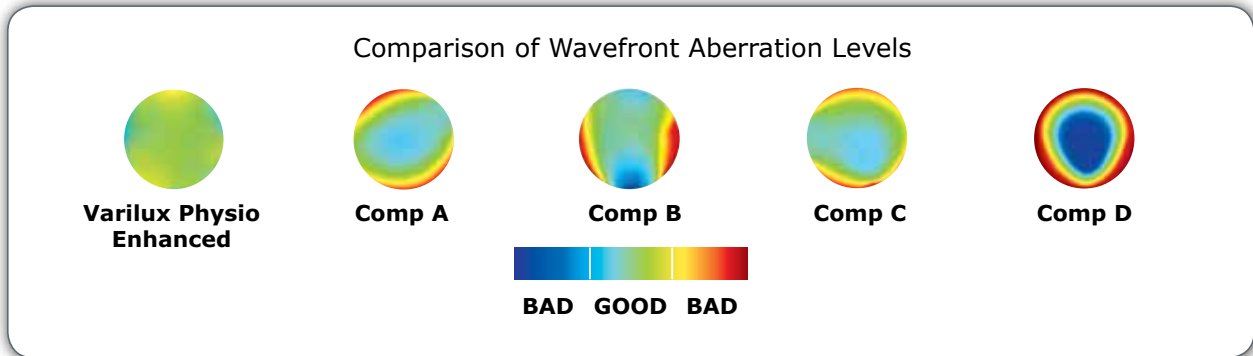
Varilux Physio Enhanced outperforms the latest competitive customized PAL designs in quality of visual sharpness.



* MTF=Modulation Transfer Function. Modulation=difference (in luminance) between the brightest and darkest portion of a perceived object. Transfer Function=the amount of modulation contained in the image made by the lens divided by the amount of modulation in the actual object.

LEAST DISTORTION

Varilux Physio Enhanced controls focus far better than competitive customized PAL designs.



Available fitting height=14 to 25+mm.

LENS DESIGN TECHNOLOGY

Varilux Physio Enhanced lenses have W.A.V.E. Technology 2™ – others do not.

W.A.V.E. Technology™: Wavefront Advanced Vision Enhancement

W.A.V.E. Technology is the design technology behind Varilux® Physio® lenses. It enables Essilor scientists to analyze the full beam of light as it passes through the lens - not just individual rays.

W.A.V.E. Technology identifies distortions in the lens design that other manufacturers miss.

Having identified these distortions, we can effectively eliminate them.

RESULT = Sharpest vision at every distance.



W.A.V.E. Technology 2

Only Varilux Physio Enhanced lenses were designed with new W.A.V.E. Technology 2.

W.A.V.E. Technology 2 does two things:

- 1) Identifies and effectively eliminates even more distortion than original W.A.V.E. Technology.
- 2) Customizes wavefront correction to the patient's prescription, adjusting the lens design for four factors that impact pupil size (age, ametropia, visual distance and light conditions)



This creates a unique lens design for every patient - without additional measurements or equipment.

RESULT = Sharpest vision at every distance and every light condition – even low-light.

PATENTED TECHNOLOGIES - OTHERS DO NOT COMPARE

Varilux Physio Enhanced was created with multiple patented technologies that competitors cannot duplicate.

US Patent # 7,207,675B1 vertically extended distance zone
US Patent # 7,207,674 B2 1 wider aberration free distance zone
US Patent # 7,413,303 B2 low cylinder and monotonous periphery
US Patent # 6, 909, 498B2 wavefront measurement technology
US Patent # 7,427,134 B2 low level of wavefront aberration

US Patent # 7,210,780B1 vertical alignment of axis of astigmatism in intermediate vision
US Patent # 7 229 173 B2 dual digital surfacing calculation
US Patent # 7,223,164B2 polishing and controlling tool
US Patent Pending W.A.V.E. Technology 2 design calculation
US Patent Pending variable inset

For more info, visit
www.variluxusa.com

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VARILUX®
Natural Vision. Forever.