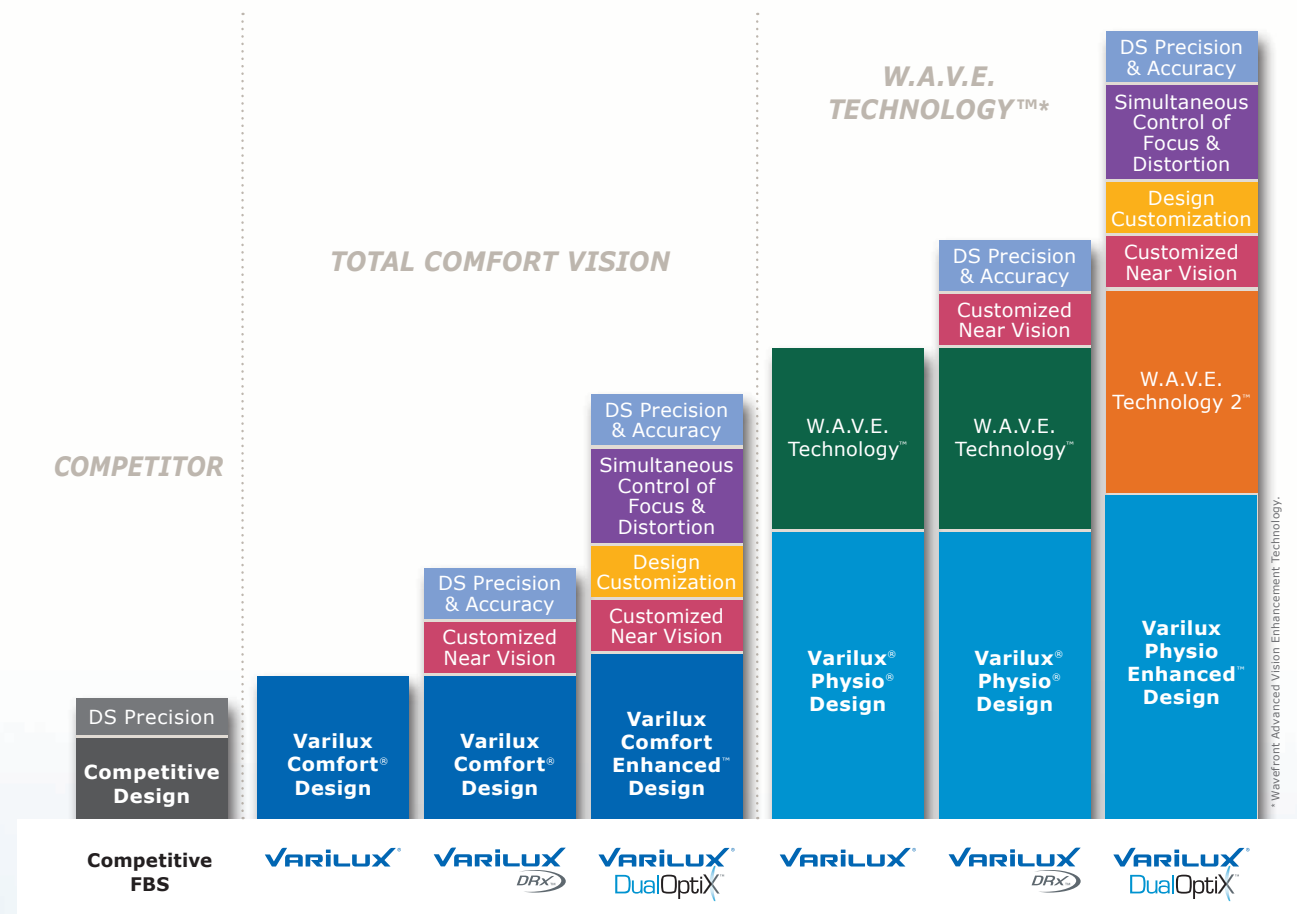


Varilux® offers the widest range of lenses for every patient in every situation

- Varilux lens designs drive performance
- Only Varilux® Physio® lens designs have patented W.A.V.E. Technology™ and W.A.V.E. Technology 2™
- Each tier of the Varilux range features incremental technological advancements
- Essilor's Digital Surfacing Process Control (DSPC) is superior to other digital lens manufacturers
- Varilux lenses are available in a wide range of materials and coatings
- To live life in the clear, Varilux lenses are recommended with Crizal®

VARILUX LENS PORTFOLIO—SUPERIOR VARILUX DESIGNS



To learn more about Varilux lenses, ask your Varilux sales representative.

VARILUX NATURAL VISION. FOREVER.



Seeing the world better

VariluxUSA.com

Superior Vision



Whatever the Distance, Whatever the Situation.



Craig B. focusing on the road

Craig B. focusing at home



Varilux® Family of Products

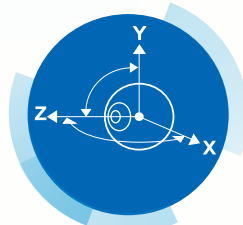
VARILUX®
Natural Vision. Forever.

Top Reasons to Choose Varilux®

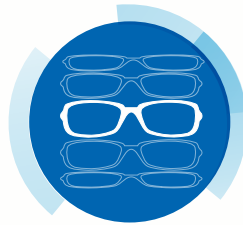
Continuous Innovation

- Varilux® has pushed the boundaries of innovation for all presbyopic patients
 - Improved lens performance through new design calculations
 - Clinically proven, state-of-the-art digital technology
 - Designs that take into account the patient's various activities and visual demands
- Varilux is at the forefront of personalized lenses by utilizing design calculations tailored to every wearer's specific needs
- Since 1959, Varilux has been committed to offering the most advanced progressive lenses on the market; from Varilux Comfort® to the launch of W.A.V.E. Technology 2™, we continue to lead the way
- Varilux is your dedicated partner, by providing you cutting-edge technology to help set your practice apart

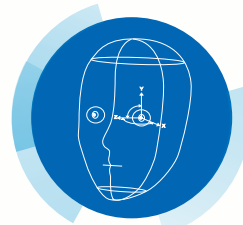
Essilor is the only eyewear company on the Forbes list of the World's 50 Most Innovative Companies of 2011.



EYE DATA



FRAME DATA



BEHAVIOR DATA

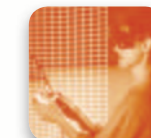
Wearer-centered R&D

- The patient is at the heart of all Varilux designs
 - Our technology begins and ends with their needs in mind
- PATENTED LIVEOPTICS™ R&D PROCESS
 - Through the LiveOptics R&D Process, Varilux delivers realizable patient benefits for your practice
- WEARER TESTED & APPROVED
 - Every lens design is tested on real wearers in real-life conditions
 - Each product is clinically proven to outperform the competition
- Varilux lenses help you deliver the most advanced lens technology and the finest visual performance to each of your patients



HUMAN VISION

Exploring systematically the eye/brain link by drawing on fundamental research in optics and physiology by using virtual-reality techniques.



VARILUX VIRTUAL REALITY

Only Varilux adds this step, allowing many lens designs to be tested BEFORE real-world testing.



COMPUTING

Transforming physiological data into optical design, using 3D wavefront optimization technology.



PROTOTYPING

Prototyping lenses and controlling quality.



WEARER TESTING

Live testing of the lenses, using double-blind methods and final adjustments on patients.

