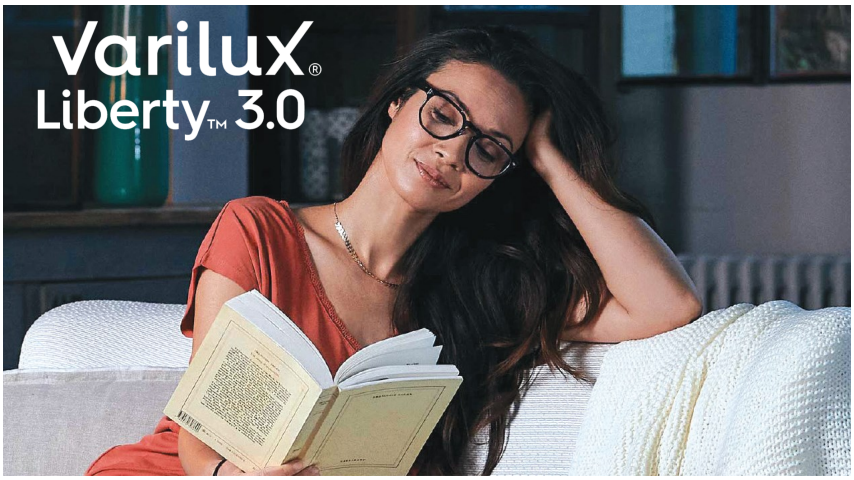
ADVANCE NOTICE

VOLUME 41—NUMBER 5

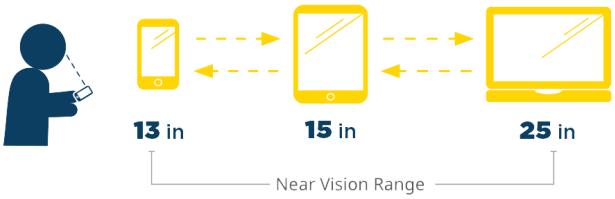
MAY 2022

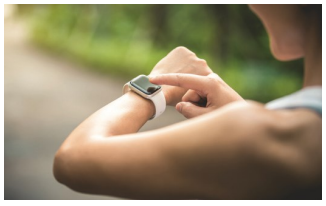
NEW VARILUX® LIBERTY™ 3.0—LAUNCHING MAY 10TH

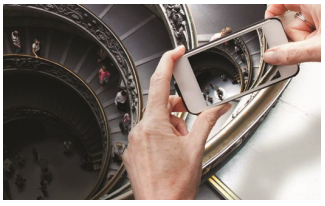


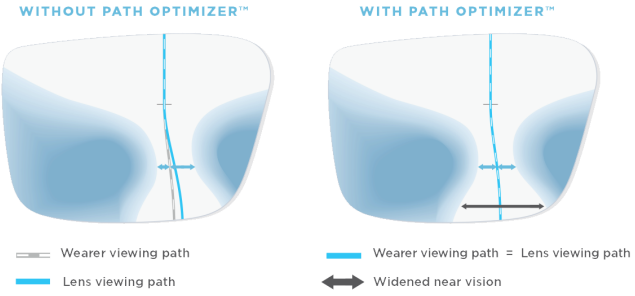
New Varilux® Liberty™ 3.0 lenses are an everyday essential Varilux® lens for patients entering presbyopia. Backed by the **Exclusive Path Optimizer™ Technology**, *Varilux Liberty 3.0* lenses offer a way to introduce new and young presbyopes to a solution that provides the benefit of enjoying life at all distances and in all situations.

Today's new and young presbyopes lead very busy lives, viewing a variety of digital devices at distances much closer than the 16" distance of the past. They require a complete solution so that they can remain active and on the go. *Varilux* progressive lenses are the optimal solution, providing a natural visual experience.









The *Path Optimizer* technology is customized to the patient's Rx and PD to generate a precise and optimal viewing path that's aligned to match the wearer's eyesight or gaze. This ensures that the wearer's gaze is precisely centered in the middle of the viewing fields and gives the wearer an expanded near vision zone.

While Varilux® X Series™ and Varilux® Comfort Max lenses are the premium designs in the core *Varilux* portfolio, *Varilux Liberty 3.0* gives you an accessible option to trade up younger presbyopes from single vision lenses to progressive lenses. The launch of *Varilux Liberty 3.0* creates a unique introductory offer, with a **limited ADD power range from +0.75 D up to +1.50 D**, to help you recommend progressive lenses earlier in your patients' presbyopic journey.

Varilux Liberty 3.0 is launching on May 10th in plastic, polycarbonate, 1.67 Index. It will be offered in clear, Essential Blue Series® and Transitions® Signature® Gen 8™(Gray and Brown). Sales Aid will be available soon in the *Varilux* folder in our Document Center at advanceoptical.com.

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ADVANCE NOTICE

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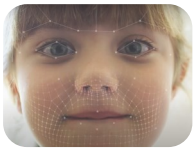
VOLUME 41—NUMBER 5, MAY 2022

NEW EYEZEN®KIDS—UNIQUELY OPTIMIZED FOR HOW CHILDREN SEE THE WORLD

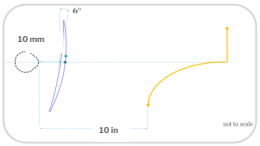
Eyezen Kids

New **Eyezen® Kids** lenses are designed for children between the ages of 6-12 years old and are uniquely optimized for how children see the world. Unlike adults, children tend to be "eye movers" and subsequently use a larger surface of the lens. With Standard Single Vision lenses, aberrations occur in the periphery of the lens, a zone highly favored by children. *Eyezen Kids* lenses take into account 3 children's parameters: their **morphology, object distance** and **gaze directions**, to provide them with a better all-around visual experience[1]. Eyezen Kids lenses also help reduce exposure to Harmful Blue Light by at least 20%[2].



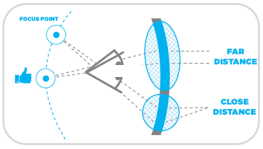
Morphology

Children have different facial features than adults as they continue to grow that are not addressed with standard single vision lenses. *Eyezen Kids* lenses take into account children's distinct facial features by adapting the lens calculation to include children's standard measurements for Vertex, Pantoscopic Tilt, and Wrap Angle[3].



Object Distance

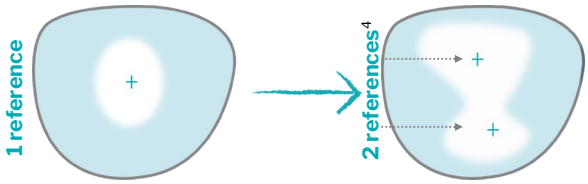
Children's stature and their arms are shorter than adults and therefore they look at objects at a closer distance. *Eyezen Kids* lenses optimize design calculation to include a near vision distance of 10 inches vs. 16 inches for adults.



Gaze Directions

Eyezen Kids lenses take into account that children are eye movers and use the upper part of the lens and the periphery more than adults. *Eyezen Kids* lenses are optimized in all gaze directions to provide the wearer the right power in all parts of the lens, not just at one central point.

Eyezen® Kids lenses optimize the periphery of the lens that is often used by children



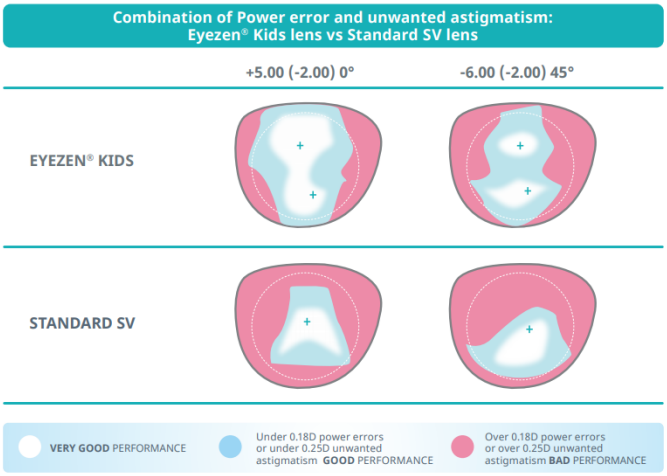
Standard SV lens
Not adapted for children

The design only considers the center of the lens so aberrations can occur in the periphery (a zone widely used by children)

Eyezen Kids lenses
Adapted for children

Eyezen Kids lenses use two reference points to optimize the surface of the lens for children's gaze directions (not just center of lens), maintaining prescription across a larger area of the lens.

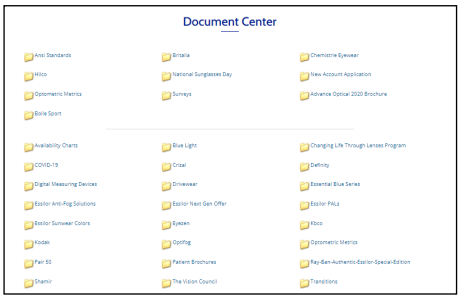
Eyezen® Kids lenses provide 60% more optimal lens area and 60% less aberrations in the near vision area[5]



Eyezen Kids is available in Polycarbonate Clear and Transitions® Signature® Gen8™ in Gray, Brown, and Graphite Green. Visit the Eyezen folder in our Document Center for sales aid.

[1]Compared to standard single vision lenses. [2]Eyezen Kids lenses filter at least 20% of blue light, which is the high energy wavelengths found between 415- 455 nm on the light spectrum (blue-violet light).[3]Based on Essilor examination and measurement of the eye head coordination in 169 children aged between 6-14 years old. [4]For illustration purposes only. Eyezen Kids optimization point placement vary for every patient and is based on R&D wearer data as well as patient prescription. [5]Internal simulations versus an Essilor standard SV lens on a range -6.00D to +5.00D (≤2.00D).

HELP US, HELP *YOU—DOCUMENT CENTER*



Did you Know?

We have a very helpful resource available at advanceoptical.com. Navigate to our Document Center and you'll find our library of product information at your fingertips 24/7, including lens availability charts, sales aids, patient brochures, cut out charts and white papers.

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