

ADVANCE NOTICE

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BACK TO SCHOOL WITH TRANSITIONS® LENSES



ALL EYES ARE ON KIDS this school season. Children today are still active at recess and sports, but are also part of the digital generation, using tablets and computers for school assignments. Yet their eyes are not fully developed to adequately filter UV rays and filter blue-violet light¹. There's a solution – offer *Transitions*® lenses to your young patients. Transitions Optical has created a print-ready guide to help talk to parents and kids about the value of one pair of *Transitions* lenses.

Visit the *Transitions Back to School* folder in our Document Center at advanceoptical.com/library for this and other helpful resources.

¹*Transitions* lenses filter at least 26% of blue-violet light indoors & at least 86% outdoors. Tests performed on gray lenses with a premium anti-reflective coating. Blue-violet light is between 400 and 455nm (ISO TR 20772:2018)

NEW VARILUX® XR SERIES™ --POWERED BY BEHAVIORAL AI²

Varilux®
XR series™

Varilux XR series, the latest generation of Varilux® lenses, is the first eye-responsive progressive lens¹ **powered by behavioral artificial intelligence²**.

Varilux XR series lenses are designed to meet the needs of today's presbyopes, who live in an era of information overload, utilizing multiple devices and always on the go. They feature **NEW XR-motion™ technology** which, combined with the Varilux® X series™ exclusive Nanoptix® and Xtend™ technologies, provides wearers with instant sharpness, even in motion³. This breakthrough innovation makes Varilux XR series the BEST overall progressive lens⁴.

Beyond prescription and eye physiology, the design now considers **visual behavior**, a prerequisite for fast and precise eye movements. More than **1 million** data points from exclusive research, real-life wearer tests, wearer behavioral and postural measurements in store were computed and analyzed. The digital twin of the patient is created in its 3D environment, reproducing real life situations, to predict its visual behavior profile.⁵ For every single wearer prescription, the visual behavior profile is established to design a progressive lens that respects their natural eye behavior.

XR-MOTION™ TECHNOLOGY

The XR-motion technology allows the optimization of both lenses according to the visual behavior profile of the patient through two major optimizations:

- Taking binocular vision to the next level
- Precise positioning of the focus zones

9 OUT OF 10 WEARERS⁶:

Felt adapted by the very first day⁷



Felt confident or very confident while in motion⁸



Perceived instant sharpness at all distances, even while in motion⁹

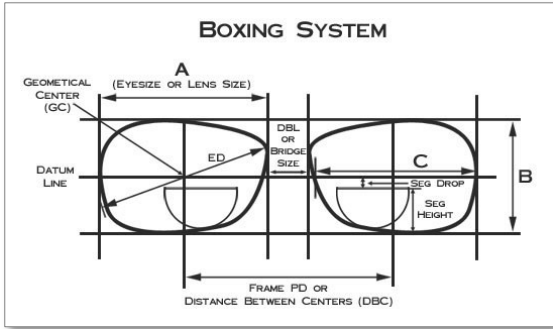


For more information on Varilux XR series, visit our Varilux folder at advanceoptical.com/library. Additionally you can take on-demand courses in our Leonardo learning center or a FREE live ABO course. Visit leonardo.essilorluxottica.com, log in and scan this QR code.

¹Eye-responsive defined as the consideration of two parameters in the design of the progressive lens: prescription & visual behavior. ² Essilor uses Artificial Intelligence to go beyond prescription and eye physiology to understand individuals' visual behavior using more than 1 million points of data from real wearers. ³Varilux XR® series™ -in-life consumer study -Eurosyn-2022-France (n=73 high-end progressive lens wearers). 66/73 perceived instant sharpness at all distances while in motion. ⁴Based on achieving the highest composite score among premium Progressive designs of leading U.S. competitors on 14 attributes identified as important by a survey of U.S. consumers. Measurements were the result of Essilor R&D state of the art avatar simulations 2022. ⁵Objects distances defined in a 3D environment as a function of gaze direction thanks to gaze lowering and accommodation exclusive models. ⁶Essilor- Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers). ⁷Essilor- Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers). ⁸Essilor- Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers; 69/73). In motion is defined as driving, walking, and biking. ⁹Essilor- Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers; 69/73). ¹⁰Requires an Eye-Ruler™ 2 device to obtain measurement.

HELP US, HELP YOU: ORDERING WITH PROPER FRAME INFORMATION

THE IMPORTANCE OF FRAME MEASUREMENTS AND FRAME TYPE



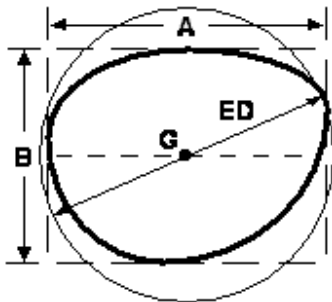
Two areas that will definitely help us help you avoid delays and redos are supplying accurate **frame measurements** and accurate **frame mounting type**.

The correct **A, B, ED, and DBL** are essential for proper cut-out on our finish jobs as well as your uncut orders. Proper box measurements also affect lens thickness. If the B and the ED are not supplied, our system uses default values. On high plus and minus jobs, the defaults will almost always add unwanted thickness. You can easily prevent this by supplying all four box measurements on every order.

In addition, indicating an incorrect frame mounting type will also cause a breakage and delay. Please remember to specify if you are sending a **hide-a-bevel, rimless groove, metal groove, drill mount, or zyl mount** when the order is placed so the correct lens thickness is ordered.

Providing complete and accurate frame information when ordering your patient's Rx "**helps us, help you**" get the job done right.

TAKING PROPER ED MEASUREMENTS



ED – Effective Diameter; twice the longest radius from the geometric center of lens to the farthest edge.

Simply taking a pd stick and measuring the **longest diagonal** of the frame is **NOT** the same thing as the ED.

If you provide the lab with the longest diagonal, you will likely have blank cut-out issues and your job will be delayed needlessly.

Example: In the lens depicted take a pd stick and measure the longest diagonal of the lens as you see it marked. If you measure 35mm across, you are correct. However, 35mm is **NOT** the ED measurement the lab requires to properly surface your lenses with the correct blank size.

Following the definition of ED (below the diagram), next measure from the center dot marked G (Geometric Center) diagonally both ways. From the GC to the left diagonal edge, the measurement is 16mm, from the GC to the right diagonal edge the value is 19mm. That 2nd radius is the longer radius that you must double to get the ED value, which in this case is 38mm.

How to properly find the G? Trace the lens on paper and draw a box around the lens as shown with A and B. Then draw the 180 line and find the center. **Optical tracers will supply you with the correct ED measurement if the frame gets traced.** If you do not have a tracer, and rely solely on your eye and your pd stick to judge the ED, you risk miscalculating, ordering a blank that is too small, and thus causing delays to your order.

LENS PRODUCTS DISCONTINUATION NOTICE

Effective August 31st, 2023, due to low demand, Essilor of America will be discontinuing the following products:

- **Definity® and Definity® 3**
- **Varilux® S Series™**
- **Crizal® Avancé™**

Definity® and Definity® 3 products were removed from Managed Vision Care plans mid August, 2023.

Varilux® S Series™ and Crizal® Avancé™ were removed from Managed Vision Care plan as of September 1, 2023.

For your customers using these lenses, we recommend replacing Definity with Varilux Comfort Max and using NEW Varilux XR series in the place of Definity 3 and Varilux S series. Crizal® Rock™ is recommended to be used in place of Crizal Avancé.