POWERED BY LIVEOPTICS™, TESTED BY REAL WEARERS

APPROVED BY WEARERS WHO HAVE NEVER TRIED PROGRESSIVE LENSES BEFORE.

9/10 WANT TO CONTINUE WEARING IT**

83% GOT USED TO IT WITHOUT EVEN THINKING ABOUT IT**

91% SATISFIED IN DAILY SITUATIONS**

WHY VARILUX® COMFORT MAX LENSES

EASY TO PRESENT TO ALL PATIENTS

A comfort lens at an attractive price that is competitively priced based on traditional progressive lenses.

RECOMMEND CONFIDENTLY TO FIRST TIME WEARERS

In pilot test, 94% of wearers would be confident in recommending Varilux Comfort Max lenses, which is the highest in our test.

EASY TO DISPENSE AND FIT

No additional recommendation required with broad availability across materials.

A WELL-BALANCED LENS DESIGN THAT ACHIEVES ALL-AROUND PERFORMANCE ACROSS VISION ZONES.

8/10 RATING

EXCEPTIONAL IN NEAR, INTERMEDIATE AND FAR VISION**

8/10 WEARERS

EXPERIENCED EASIER ADAPTATION**

Visit EssilorPRO.com/Varilux for more information

INTRODUCING

VARILUX® COMFORT MAX

OUR LATEST GENERATION OF VARILUX® LENSES FOR ALL DAY LONG VISION COMFORT

*Varilux Comfort Max lenses utilize a new design approach that focuses on maximizing the patient’s useful vision zone, not just providing the largest area of 20/20 vision (e.g., normal resolution).

**This approach – often called 20/Happy vision – goes beyond normal resolution to take into account factors like contrast, binocularity and distortion.

By maximizing 20/Happy vision, wearers can use a greater area of the lens, experiencing postural flexibility for all day long vision comfort.
ESSILOR INNOVATES, BRINGING YOU A NEW DESIGN

GIVE YOUR PATIENTS A PROGRESSIVE LENS DESIGNED FOR POSTURAL FLEXIBILITY SO THAT THEIR LENS ADJUSTS TO THEIR UNIQUE NATURAL POSTURES, NOT THE OTHER WAY AROUND.

NEW

VARILUX® COMFORT MAX

OUR LATEST GENERATION OF PROGRESSIVE LENSES FOR ALL-DAY-LONG VISION COMFORT

62%

OF OFFICE WORKERS present neck and shoulder musculoskeletal disorders (MSDs)\(^6\)

5 HRS 10 MIN On average are spent on screens daily\(^3\)

We are reading at closer distances 13.3 INCHES while using a smartphone\(^2\)

Screens are positioned at MANY DISTANCES

FLEX OPTIM™ TECHNOLOGY

A DESIGN THAT ADJUSTS TO YOUR PATIENT’S VISION PROFILE.

Keeping the wearer at heart, Essilor’s design calculator automatically determines the optimal vision profile based on the Rx and ADD of the wearer.

Flex OptiMax™ technology ensures that the progression profile is customized to the wearer in order to reduce the power where it provides the most useful vision.

THE UNIQUE OPTICAL RESULT

A UNIQUE USEFUL VISION ZONE, STRETCHES YOUR PATIENT’S FIELD OF VISION.

THE KEY BENEFIT

INCREASED POSTURAL FLEXIBILITY: UP TO 227 MORE POSTURES TO SEE SAMPLE\(^7\)

STRETCHED USEFUL VISION ZONE +46%\(^5\)

1) Data derived from Essilor’s “Where the Eyes Go” study. The percentages are based on the number of recorded patient’s eye movements. 2) Data from the Porttail online survey of 500 participants conducted by the Essilor Institute of Vision Research, April 2013. 3) 15 minute posture change. 4) Data from the Hemmelink study. 5) Data from the Hemmelink study. 6) Data derived from the National Institute of Health (NIH) - The Back Pain Guidelines 2013. 7) Data derived from Essilor’s “Where the Eyes Go” study.