

EYEZEN™ START

THE NEW GENERATION
OF SINGLE VISION LENSES.



Eyezen™
START



EYEZEN™ LENSES

Eyezen™ brand and lenses have been successfully welcomed offering consumers a solution adapted to new lifestyles and behaviors. The Eyezen™ Focus Technology supports eyes efforts in front of digital devices and is **PARTICULARLY BENEFICIAL** for **WEARERS EXPERIENCING HIGH VISUAL FATIGUE SYMPTOMS**.

**HOWEVER THEY ONLY REPRESENT 1 OUT OF 4 WEARERS.
WHAT ABOUT THE REST OF THEM?**

Digital life has shaped the way we live. Almost all wearers are exposed to screens either in their personal lives with smartphones, tablet or at work on laptops...

And even if they perceive low visual fatigue symptoms, their eyes are over-stimulated by digital devices. They **NEED A SOLUTION ADAPTED** to their daily life.

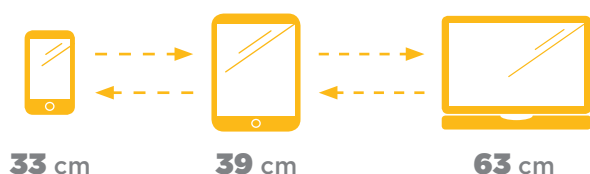
Eyezen™
START

LENSES FOR YOUR CONNECTED LIFE



STANDARD SINGLE VISION LENSES ARE OUTDATED

CONNECTED LIFE HAS IMPACTED OUR BEHAVIOR
AND CREATED NEW VISUAL PARAMETERS



CLOSER & VARIABLE DISTANCES OF USE

with frequent switch between digital devices



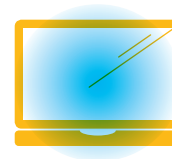
DIFFERENT POSTURES & HIGHER EYE DECLINATION

when using tablet / smartphone



SMALLER & PIXELATED CHARACTERS

displayed by screens

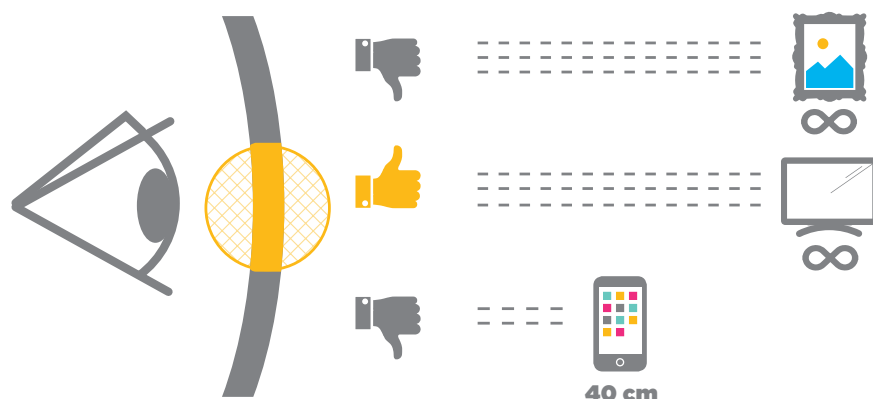


BRIGHT & HARMFUL BLUE-VIOLET LIGHT⁽¹⁾

emitted by screens

YET SINGLE VISION LENSES STILL DON'T TAKE
INTO ACCOUNT THESE NEW PARAMETERS

RESULT: OUR EYES HAVE TO STRAIN...



**... TO SEE CLEARLY OBJECTS
AT FAR DISTANCE,
IN PERIPHERY OF THE LENS.**

**... TO SEE CLEARLY OBJECTS
AT CLOSE DISTANCE.**



WEARERS DECLARE HAVING EYE FATIGUE SYMPTOMS⁽²⁾

2
OUT OF
3

people feel that **digital screens**
require additional efforts

3
OUT OF
4

suffer from **tired eyes**
but also itching or dry eyes

70%

complain about
neck and shoulder pain

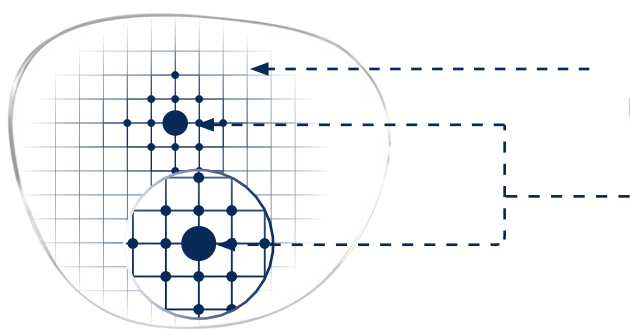
**AT ESSILOR, WE DO BELIEVE THAT PEOPLE DESERVE MORE INNOVATION
AND A PROPER LENS FOR THEIR CONNECTED LIFE.**

(2) Consumer quantitative study - 4000 individuals - US, Fr, Br, CH (Br & CH: online representative) - Independent Institute - 2014.



EYEZEN[™] START, THE NEW GENERATION OF SINGLE VISION LENSES

EYEZEN[™] START LENS:
A COMBINATION OF INNOVATIONS



eyeprotect[™]
SYSTEM
BLUE | CAPTURE[™]



ADVANCED HARMFUL
BLUE-VIOLET LIGHT⁽¹⁾
FILTER

NEW DESIGN
OPTIMIZATION

**EYEZEN[™] START
LENSES RELAX THE EYES
FROM SCREENS**

**BETTER ACUITY IN NEAR VISION
HARMFUL BLUE-VIOLET LIGHT⁽¹⁾
PROTECTION**

EYEZEN™ DUALOPTIM™ TECHNOLOGY

A NEW TECHNOLOGY OFFERING A SECOND ZONE OF VISION OPTIMIZATION,
ADAPTED TO WEARERS' NEW BEHAVIOR.

» HOW DOES IT WORK?

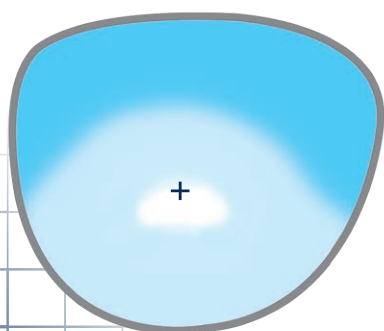
BEFORE

REGULAR SINGLE VISION LENS

- Regular lenses are calculated to compensate visual defects by considering prescription in far vision.
- They are only optimized through the optical center of the lens.

When looking at close distance, the wearer prescription is not maintained. It creates power error and unwanted astigmatism in near vision.

» Wearers may not identify this loss of acuity, but their eyes are working harder and this can cause eye fatigue⁽²⁾.



WITHOUT DUALOPTIM™
TECHNOLOGY (RIGHT LENS)

FAR VISION

NEAR VISION ZONE

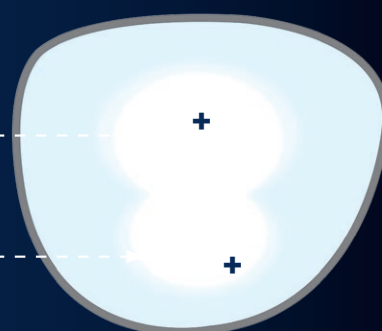
AFTER

EYEZEN™ START LENS WITH DUALOPTIM™ TECHNOLOGY

For the first time in our single vision lenses:

- We optimize the whole lens surface for both far and near vision thanks to 2 reference points.
- Eyezen™ Start lens brings the right power throughout the lens according to objects' location as well as gaze direction.

» Wearers benefit from a relaxed vision especially while using digital devices.



WITH DUALOPTIM™
TECHNOLOGY (RIGHT LENS)



LEVEL OF ABERRATIONS



REDUCTION OF POWER ERROR
AND UNWANTED ASTIGMATISM IN THE WHOLE LENS.

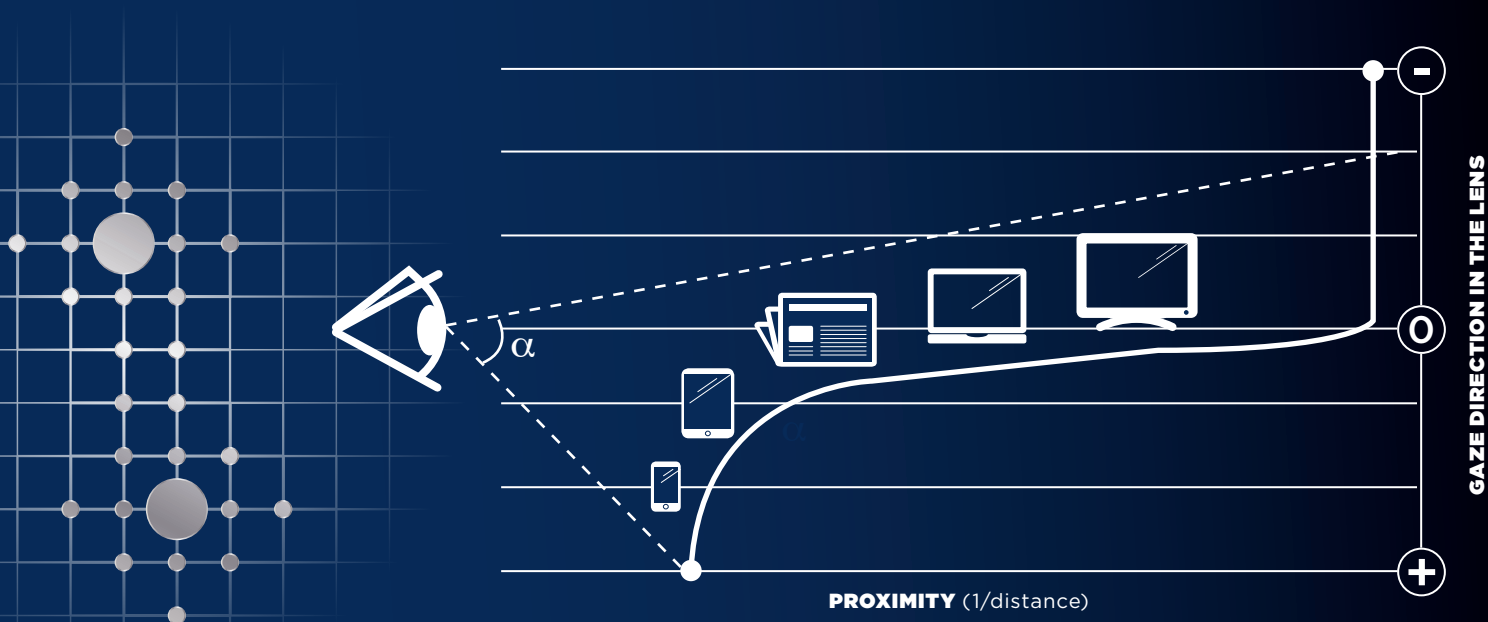
» IN NEAR VISION: **60% REDUCTION**⁽³⁾

⁽²⁾ Rosenfield M, Hue JE, Huang RR, Bababekova Y. (2012). Vision Council 2015

⁽³⁾ Internal measurements versus an Essilor standard SV lens on a range -4.00D to +4.00D (≤2.00D)

» HOW IS THE NEAR VISION ZONE DEFINED?

A new parameter is taken into account in the lens calculation: the object's distance according to the gaze direction. Thanks to our R&D studies on digital behavior, we added this new parameter for the first time in our single vision lenses.



» HOW IS THE LENS CALCULATED?

After Varilux® X series™, Eyezen™ Start lens is the only other lens designed with the new Essilor® calculation software, bringing more flexibility in the lens conception. It allows a management of 2 optimization points for the first time in our single vision lenses.

+ AN ADVANCED HARMFUL BLUE-VIOLET LIGHT FILTER⁽¹⁾



From **CRIZAL® PREVENCIA®** coating, filtering selectively annoying and harmful Blue-violet light⁽¹⁾ but letting essential light pass through.



OR

BLUE | CAPTURE™

From **EYE PROTECT SYSTEM™**, the first embedded protection against harmful blue-violet light⁽¹⁾ in an aesthetically clear lens whatever the prescription.
From **BLUE CAPTURE™**, an everyday harmful blue-violet light⁽¹⁾ in an optimal clear lens⁽²⁾.

⁽¹⁾ Harmful Blue light: up to 455nm with the greatest toxicity between 415-455nm.

⁽²⁾ Blue Capture™ lens feature blocks at least 20% of harmful blue-violet light. For Polycarbonate concave lenses, the harmful blue light blocking percentage might be slightly lower. Extremely low residual tint resulting from absorbing blue-violet light.



HOW TO SELL IT?

Eyezen™ lenses relax the eyes of your patients in front of screens according to their needs. Choose the right Eyezen™ lens accordingly. For wearers under 18 yo, Eyezen™ lenses with

FOR WEARERS UNDER 18 YO

ASK PARENTS ABOUT THEIR CHILDREN'S DIGITAL USAGE & INTRODUCE EYEZEN™ START LENSES

“ » Today, children are living in a **CONNECTED WORLD** with the increasing number of screens surrounding them: smartphone, tablet, laptop... either if it's for **LEARNING OR FOR LEASURE**. And this can have **AN IMPACT ON THEIR VISION**.

» Tell me a bit more about their digital usage... (Why? What? When?) ”

“ » Using screens demands **INTENSIVE EFFORTS FROM THEIR EYES** to switch from variable distances and read pixelated characters. They can also be **BOTHERED BY BLUE LIGHT**.

» Eyezen™ lenses are adapted to their daily life thanks to their **SPECIFIC STRUCTURE** and an **ADVANCED FILTER** against harmful blue-violet light⁽¹⁾. Day after day, these lenses will **RELAX AND PROTECT** their eyes from screens. ”



EYEZEN™ START

(1) Harmful Blue light: up to 455nm with the greatest toxicity between 415-455nm.



Discover more about their digital usage before assessing the level of visual fatigue.
boost lenses are not recommended.

FOR WEARERS FROM 18 YO TO 40 YO

DISCOVER THEIR DIGITAL USAGE & INTRODUCE EYEZEN™ LENSES

» Today, we are **ALL CONNECTED** with the increasing number of screens surrounding us: smartphone, tablet, laptop... either for **WORK OR FOR LEASURE**. And this can have an **IMPACT ON YOUR VISION**.
Tell me a bit more about your **DIGITAL USAGE**... (Why? What? When?)

» Using screens demands **INTENSIVE EFFORTS FROM YOUR EYES** to switch from variable distances and read pixelated characters. They can also be bothered by blue light. Eyezen™ is a range of lenses adapted to your daily life.

ASK THEM ABOUT THEIR VISUAL FATIGUE SYMPTOMS TO CHOOSE THE BEST EYEZEN™ SOLUTION

Depending on your needs, we will select in the range the best Eyezen™ lens for you.

- » HOW OFTEN DO YOU FEEL THE NEED TO REST YOUR EYES IN FRONT OF SCREENS?
- » HOW OFTEN DO YOU HAVE TIRED EYES, ITCHING OR DRY EYES AT THE END OF THE DAY?
- » HOW OFTEN DO YOU EXPERIENCE BLURRED VISION WHEN SWITCHING DISTANCES AFTER WATCHING SCREENS?

NEVER

RARELY

SOMETIMES

OFTEN

ALWAYS

IF THERE IS NO ANSWER WITH **OFTEN** OR **ALWAYS**, CHOOSE

EYEZEN™ START

Your level of visual fatigue is low. To keep it low, you need eyeglasses that will **HELP YOUR EYES TO STAY RELAXED FROM SCREENS DAY AFTER DAY**. The Eyezen™ lenses have a **SPECIFIC STRUCTURE** adapted to your connected life and an advanced blue light filter.

IF THERE IS AT LEAST ONE ANSWER WITH **OFTEN** OR **ALWAYS**, CHOOSE

EYEZEN™ BOOST
(ACCORDING TO AGE)
"0.4 / 0.6 / 0.85 / 1.1"

The symptoms of visual fatigue you declare are linked to your digital usage and the efforts it causes to your eyes. Eyezen™ lenses will **RELAX AND PROTECT YOUR EYES** from screens thanks to their **EXTRA HELP IN THE BOTTOM** and their advanced blue light filter.



EYEZEN™ START LENSES: SUMMARY SHEET

PRODUCT INFORMATION:

- single vision lenses without addition
- full back side digital surfacing
- optimized for both near and far vision

RECOMMENDATION:

Any single vision wearer under 40 yo whose life is balanced between screens and outdoors, sports or social activities.

RANGE:

	1.5	1.56	1.59	1.6	1.67	1.74
Sphere	+6D;-10D	+6D;-10D	+6D;-10D	+8D;-12D	+9D;-14D	+13D;-18D
Cylinder	Up to 6D					

COATINGS:

All CRIZAL® coatings.

BLUE LIGHT FILTER
MANDATORY

VERSIONS:

Clear, Eye Protect System™, Blue Capture™, Transitions® Signature® VII: Brown, Green, Grey, Style colors.

ORDERINGS:

Eyezen™ Start lenses are ordered with far vision prescription.

CONTROLLING:

Eyezen™ Start lenses have to be controlled at far vision point.

FITTING:

The fitting cross of the lens has to be aligned with the pupil center when looking far away.



EYEZEN™ START LENSES IN A NUTSHELL

Living connected has modified our behavior, postures and reading distances.

Standard single vision lenses which don't take into account new distances may cause visual fatigue that wearers experience at different levels.

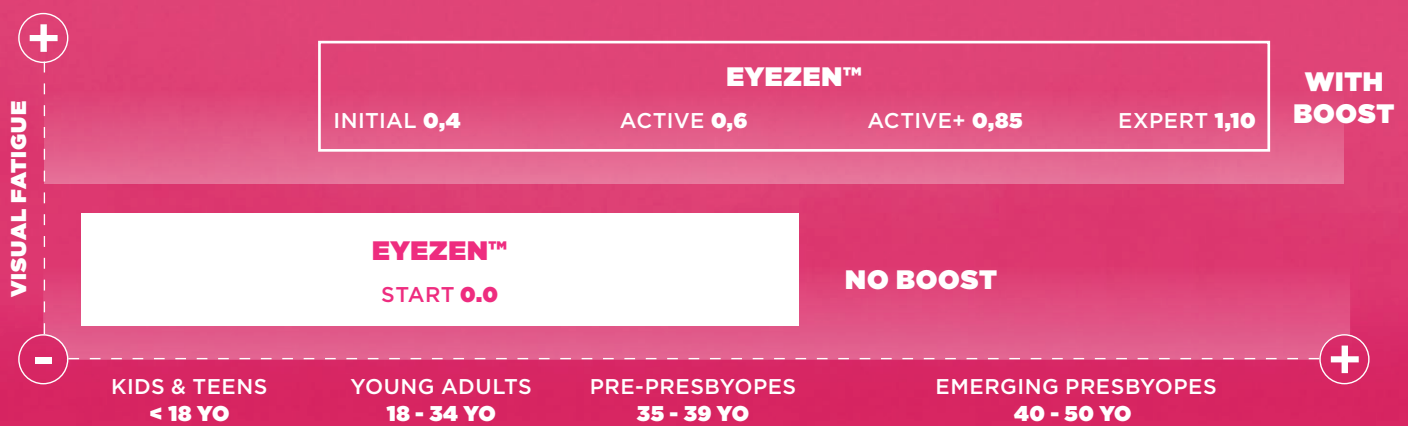
Essilor® reinvents the single vision lens with Eyezen™ Start, the new lens designed for connected life.

For the first time in our single vision lenses we optimize the whole surface thanks to two reference points for far and near vision.

Eyezen™ Start lens relaxes and helps protect the eyes from screens, thanks to:

- Eyezen™ DualOptim™ Technology
- Advanced Essilor® harmful blue-violet light filter⁽¹⁾.

EYEZEN™ NEW RANGE FOR EVERYONE'S CONNECTED LIFE



Eyezen™
START