

# Varilux®

Varilux®

#1 progressive lens brand

worldwide\*



essilor

# Why choose Varilux®?

# #1

progressive lens brand  
recommended by eyecare  
professionals<sup>1</sup>

# 96%

of wearers are satisfied with  
the quality of vision their Varilux®  
presbyopia lenses give them<sup>2</sup>

## Benefits of Varilux® lenses



### Sharp vision

At all distances,  
for any activity



### Seamless transitions

From near to far  
and in-between



### Wide field of vision

To enjoy your  
environment



### Stability of vision in motion

For faster adaptation  
with fewer distortions

## The Product Range

NEW

**Varilux®**  
**XR series™**

- Best overall progressive lens.<sup>3</sup>
- A greater volume of vision for all your near-to-intermediate needs, which means not having to adjust your head position to focus.
- Instant sharpness even in motion<sup>4</sup> and adaptation from the first day.

**Varilux®**  
**X series™**

- Extend your vision at arm's length.
- Instant sharp vision at any distance.
- Stable vision even while moving.
- Wide field of vision.

**Varilux®**  
**E series™**

- Effortless vision at any distance, even in low light.
- Wider fields of vision.
- Sharp details and high contrast.

**Varilux®**  
**Physio® 3.0**

- Seamless transitions from near to far and from far to near.
- Effortless vision at any distance, even in low light.
- Sharp details and high contrast.

**Varilux®**  
**Comfort Max**

- Sharp vision without the struggle to find the right posture or gaze direction.
- All-day-long visual comfort as the safe choice and good value for money.

**Varilux®**  
**Freedom 3.0**

- Easy focus in all daily situations.
- Sharp vision from near to far.
- Accessible solution for new presbyopes.

\* Euromonitor International, Optics and eyewear sector study, 2023 edition; International Enterprise, Global market value OSP (Observed Selling Price).

1 Survey conducted by CSA among a representative sample of 1041 independent ECPs, in 10 countries: Fr, Sp, Ger, It, UK, US, Canada, Brazil, India, China. Feb-Apr 2018.

2 Global Studies conducted between 2009 and 2017 on 1903 wearers (n=18 studies).

3 Disclaimer: Sources: Essilor R&D simulations - 2022 - calculation based on lenses measurements weighted by the level of importance of each criteria for progressive lenses declared by users (Quantitative Consumer study - Ipsos - Q1 2022 - BR/FR/IT/UK/US - n=4000 progressive lens wearers) - Simulations done on most relevant competitive brands : brands with good level of awareness among consumers (Consumer Lens Brand Tracking - Ipsos - Q3 2022 - BR/CA/CN/FR/IN/IT/UK/US - n=8000) & offering premium progressive lenses.

4 Disclaimer: Varilux® XR series™ - in-life consumer study - Eurosyn - 2022 - France (n=73 progressive lens wearers).