



New **reality**, New **lenses**

They're in front of a screen all day long...
Help them relax their eyes



Eyezen™

DESIGNED FOR A CONNECTED LIFE



People spend a lot of time looking at screens

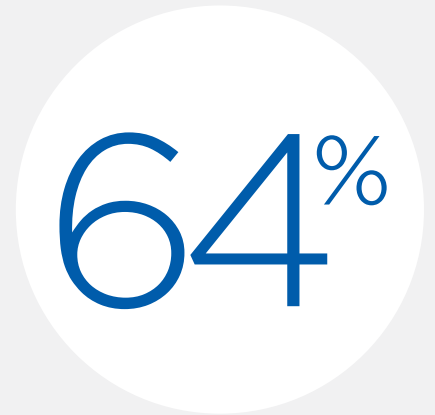
Smartphones, tablets, computers and TVs are now an indispensable part of their lives, to socialize, inform, learn, educate, work, play, relax and see the world.



4 different digital devices are used on average for work, education and leisure*.



2 out of 3 people use a smartphone every day.



64% of people spend 4 hours or more per day on a computer.

* Consumer quantitative study conducted in 2014 among 4000 individuals in France, Brazil, China and the US by Ipsos for Essilor.

EVEN WHEN PEOPLE RELAX IN FRONT OF SCREENS, THEIR EYES NEVER STOP WORKING.

Today's connected life **generates new optical needs**

Due to their new multi-screen lives, wearers' visual environments and behaviours have changed:



Eyes have to focus more intensively and repeatedly to adjust to **close and variable distances** with frequent switching between devices and increasingly **smaller and pixelated characters** displayed by screens.

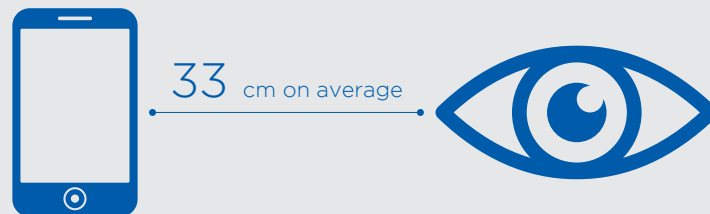
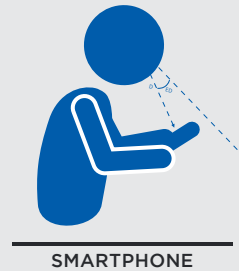


Eyes have to **put up with screen glare** and are exposed to **harmful Blue-Violet light**.

Essilor research: patient diagnosis

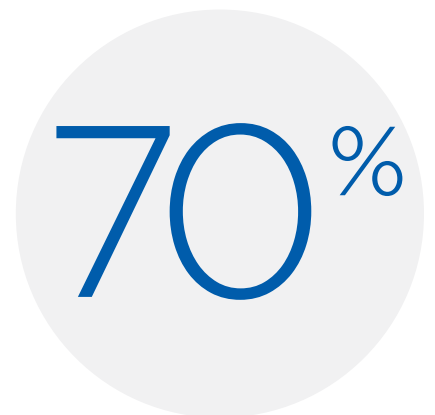
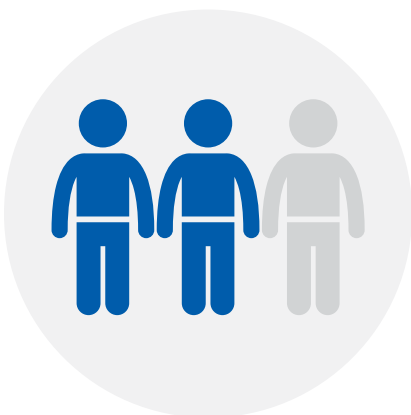
An R&D study conducted by Essilor shows the impact on eyes of digital devices vs. traditional print on paper: challenging postures, higher eye declination when using tablet or smartphone, and new distances of use.

DISTANCE AND POSTURE



95% of people use a smartphone between 23 and 43 cm. This creates the need to take into account a new viewing zone: **ultra near vision**.

Consumer research of 4000 individuals aged between 20 and 65 years old in France, Brazil, China, and the US reveals that:



2 main profiles of digital users identified



YOUNG ADULTS 18 - 34 YEARS OLD

Heavy e-switchers

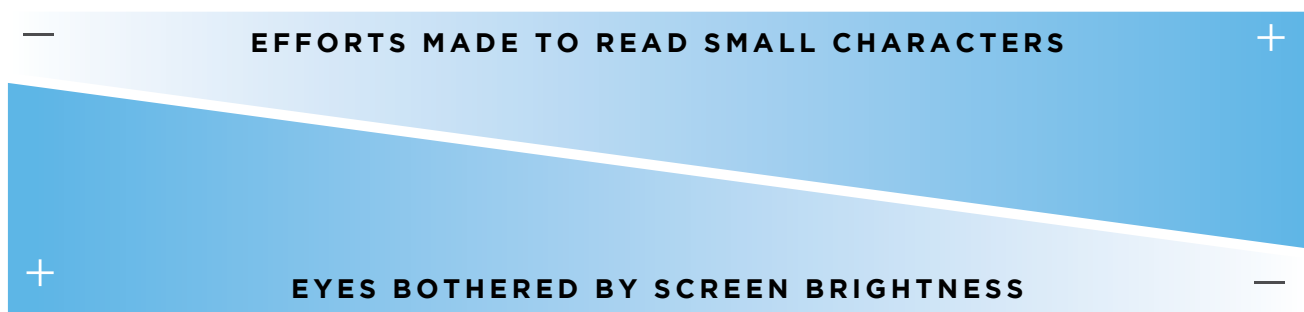
Digital natives, they frequently use several digital devices simultaneously and like to stay connected in real time with their peers.

PRE-PRESBYOPES 35 - 44 YEARS OLD

Intensive e-workers

Mobile devices like laptops, smartphones and tablets are their #1 working tools and they use them before, during and after working hours.

They experience the same major discomforts but at different levels.

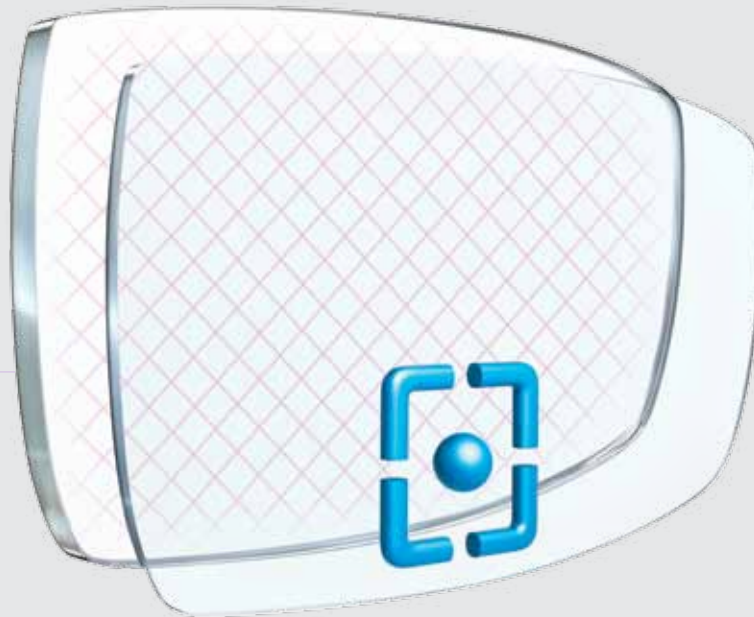


Essilor innovates and introduces

Eyezen™

A complete range of digital lenses designed for a connected life.

TWO TECHNOLOGICAL COMPONENTS



EYEZEN™ FOCUS TECHNOLOGY:
SUPPORTS EYE FOCUS EFFORTS



LIGHT SCAN™ TECHNOLOGY:
PROTECTS AGAINST HARMFUL BLUE-VIOLET LIGHT

Relax your patients' eyes from their connected lives today while protecting their visual health for tomorrow

AN EXCLUSIVE POWER DISTRIBUTION TECHNOLOGY

With a specific extra power compensation for **each consumer profile** in the specially designed bottom part of the lenses.

BENEFITS FOR WEARERS

VISUAL FATIGUE REDUCTION EVEN
FOR PROLONGED USE OF A SMARTPHONE
BETTER READABILITY OF SMALL CHARACTERS



A UNIQUE LIGHT FILTERING TECHNOLOGY

With Crizal® Previncia™, selectively filtering bothersome and harmful blue-violet light emitted in particular by screens, but letting essential light pass through.

BENEFITS FOR WEARERS

REDUCES GLARE
IMPROVES CONTRASTS
CONTRIBUTES TO REDUCTION OF PREMATURE AGING OF THE EYES

Eyezen™

A complete range of digital lenses designed for a connected life.



ESSILOR®

Eyezen™

The new primary single vision lenses for ametropes, or task specific pair for emmetropes. With 2 optimizations depending on profile:

YOUNG ADULTS
18 - 34 YEARS OLD

PRE-PRESBYOPES
35 - 44 YEARS OLD

ESSILOR EYEZEN INITIAL 0.4

ESSILOR EYEZEN ACTIVE 0.6



STANDARD CORRECTION



+0.4D
TO RELAX EYES OF
18-34 YEAR OLDS
FROM DIGITAL STRESS

STANDARD CORRECTION



+0.6D
TO RELAX EYES OF
35-44 YEAR OLDS
FROM DIGITAL STRESS



Light scan™


PROTECTION FROM UV & HARMFUL BLUE-VIOLET LIGHT EMITTED BY SCREENS. REDUCED SCREEN GLARE & IMPROVED CONTRASTS.

THANKS TO CRIZAL® PREVENCIA™

Eyezen™ focus relieves patients' eye fatigue created by digital usage:

Natural eye focus decreasing with age is mostly sufficient to see clearly at near distances but digital usage requires stronger eye focus efforts.

The **extra power** of Eyezen Focus is distributed in the **bottom zone** of the Essilor® Eyezen™ lens and calculated **to support eye focus efforts** when using **digital devices** according to the physiological needs of each age group.

High Resolution Vision™  Sharpness and contrast in all gaze directions

Eyezen approved by wearers



ESSILOR® | Eyezen™

“Good comfort and sharp vision in all circumstances: face to my computer or when I walk in the street.”

“Very pleasantly surprised by these eyeglasses, they are extremely comfortable to wear, particularly while moving.”

“Perfect from the beginning and great visual comfort.”

Technical information

ESSILOR® | Eyezen™

EYEZEN AVAILABLE RANGE

ESSILOR EYEZEN INITIAL 0.4
ESSILOR EYEZEN ACTIVE 0.6

Materials		Spheres
Orma®	1.5	+6D; -10D
Airwear®	1.59	+6D; -10D
TL16™	1.6	+8D; -12D
TL1.67™	1.67	+9D; -12D

Up to cylinder 6D

Crizal Previncia (highly recommended)

Crizal Sapphire UV

Crizal Forte UV

Transitions® Signature™ VII

Transitions® XTRActive®

Xperio®



Light scan

ORDERING

Lenses are ordered with Far Vision prescription like every single vision lens.

CONTROLLING

Lenses have to be controlled at far vision point.

FITTING

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



Minimum fitting height highly recommended: 15 mm.

Eyezen™

DESIGNED FOR A CONNECTED LIFE



eyezen.info

Essilor International is the world leader in the design, manufacture and customization of ophthalmic lenses. Active on five continents, Essilor offers a wide range of lenses under the flagship Varilux®, Crizal®, Optifog®, Xperio® and Essilor® brands to correct myopia, hyperopia, presbyopia and astigmatism.