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ESSILOR INTRODUCES VARILUX PHYSIO ENHANCED LENSES
New PALs to Offer the Sharpest Vision at Every Distance and Light Condition

DALLAS – (Jan. 8, 2010) – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, announces Varilux Physio Enhanced™ lenses. Designed with W.A.V.E. Technology 2™, the next generation of Varilux® Physio® lens design, this new lens provides the sharpest vision at every distance, even in the most challenging low light conditions.

Variation in pupil size due to age, patient prescription, light conditions and viewing distance can lead to less sharpness in lower light conditions. W.A.V.E Technology 2 takes into account these four factors and manages distortions in the lens even more efficiently than current Varilux Physio, so the patient sees improved sharpness in any light, less eye strain and reduced swim.

In addition, the performance of Varilux Physio Enhanced lenses is guaranteed through systematic production utilizing the digital surfacing process.

“Patients consistently rate sharper vision as the most important factor in visual performance,” said Carl Bracy, vice president of marketing for Essilor of America. “No other competitor comes close to minimizing distortion like Varilux Physio Enhanced lenses.”

Varilux Physio Enhanced lenses are available at all fitting heights of 14 to 25 + mm. This new progressive lens design preserves 93 percent of image sharpness in low-light conditions—the best in the industry—and offers wider fields of vision at every distance compared to Varilux Physio lenses. No competitive lens can match Varilux Physio Enhanced for sharpness in daylight, and none preserves more than 85 percent of its sharpness in low-light.

Essilor Introduces Varilux Physio Enhanced/ Page 2

All Varilux Physio Enhanced lenses are dual-side digitally surfaced. AR is not mandatory on Varilux Physio Enhanced, although it is strongly recommended.

Varilux Physio Enhanced lenses are available beginning Feb. 2. For more information, contact your Varilux lab representative or visit www.variluxusa.com.

About Essilor

Essilor is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index and anti-reflective coated lenses. A pioneer in the development and production of ophthalmic lenses, Essilor employs more than 9,000 people throughout North America. Essilor manufactures optical lenses under the Varilux®, Crizal®, Thin&Lite®, Xperio™ and DEFINITY® and other Essilor brand names. Essilor Laboratories of America (ELOA) is the largest, and most trusted, optical lab network in the U.S. and offers a wide choice of services and lens brands, including Essilor premium lenses, to eye care professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, S.A., a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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