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**ESSILOR DEBUTS NEW VARILUX BRANDING CAMPAIGN TO HIGHLIGHT  
SUPERIOR VISION FOR ALL SITUATIONS IN DAILY LIFE**

*Print Ads Convey How Varilux Lenses Work in Harmony with Wearer's Vision and Visual  
Behavior to offer Superior Vision at all Distances*

**DALLAS – Jan. 5, 2012** – Essilor of America, the nation's leading manufacturer of optical lenses, today launched a new trade print branding campaign to highlight how Varilux<sup>®</sup> progressive lenses offer solutions to presbyopia in different situations of one's daily life. The print ads communicate that Varilux improves vision at a distance, up close or in between offering a personalized solution for each wearer at any distance.

The new branding campaign, which includes print visuals and a video, will showcase how Varilux lenses respond to diverse visual needs, via four individuals portrayed in different situations of their daily lives, who depend on clear vision both up close and at a distance. The main visual presents a man who is an architect by profession and also enjoys flying glider-planes. By showcasing these different moments, the campaign tells the story of how Varilux lenses work in harmony with the wearers' vision and visual behavior.

“Varilux lenses provide patients with the most superior vision no matter what they do, at every distance and in every situation of their lives,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “Essilor is proud to continue to meet the needs of the ever-growing population of both young emerging and mature presbyopes alike.”

Presbyopia results in a natural change in vision which affects everyone, including the growing population of Americans age 40 and above. To address this need, Varilux researchers are

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constantly creating innovative ways to ensure superior vision at all distances for all situations of daily life.

As a part of Essilor's commitment to offer the best progressive lenses on the market, 500 researchers are dedicated to improving Varilux lenses, supported by more than 5,100 optical patents and pending patents in the field of ophthalmic lenses. Thanks to the unique DualOptix™ program, Varilux lenses explore the “digital world” differently from others. Rather than just using digital technology for surfacing precision, Varilux lenses use digital technology to create the highest performance designs as well. DualOptix lenses use both sides of the lens, allowing for greater precision and accuracy, an unlimited ability to customize to patients' visual demands, and an infinite ability to improve lens design.

In addition, Essilor is the only manufacturer to systematically conduct wearer tests, ensuring personalized lenses for all individuals. Whenever patients see the “Approved by Wearers” label, they can rest assured that the lens meets the highest standards of quality. Varilux is the only lens brand to offer this type of testing, which ensures objectivity and efficiency of lenses.

The video will be available for viewing later this month on [YouTube.com/VariluxLenses](https://www.youtube.com/VariluxLenses). For more information, contact your Varilux sales representative or visit [VariluxUSA.com](https://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®, Xperio®, DEFINITY®, Thin&Lite® 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 eyecare professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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