



Seeing the world better

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INCREASED DISTRIBUTION DELIVERS VARILUX S SERIES LENSES

TO MORE INDEPENDENT PRACTICES AND PATIENTS

Line Extension and Vision Care Plan Availability Delivers More

DALLAS – March 28, 2014 – Varilux S Series™ lenses revolutionized the ophthalmic lens industry with technological advances, virtually eliminating the swim effect so common in progressive lenses and for the first time allowing patients’ eyes to work better together regardless of prescription differences. To increase accessibility of these premium lenses, Essilor of America is expanding the line of lens materials, widening distribution and increasing availability through major vision care plans.

“We know patients feel better and see better —through Varilux S Series lenses, which have taken an already ground-breaking progressive lens design to a new level, setting a higher standard of performance,” said Carl Bracy, executive vice president of market & business development, Essilor of America. “Now we’re excited to extend distribution of these premium lenses to new labs across the nation so even more patients can experience the best vision through lenses that provide better adaptability without the dangers of swim.”

The expanded line of lens materials includes Xperio UV™, Transitions® Signature™ VII and Thin & Lite® 1.74 with a total of 104 different material combinations. The new lens options help eyecare professionals provide patients with the best vision possible. Essilor will continue to transfer and deploy the processing technology of Varilux S Series lenses to new labs across the nation.

“We are thrilled to be able to produce Varilux S Series lenses utilizing advanced technology now at five key Northeast facilities – 21st Century, Tri Supreme, Optogenics, Crown Optical and

Winchester Optical – and we are looking forward to expanding to other labs,” said P.J. Downes, regional vice president, Essilor Lab Group - Northeast Region. “This is great news for our customers in the Northeast, as we have received nothing but positive responses from both our patients and local production customers on the quality and speed of service using this impressive technology.”

Walman Optical also recently installed the new technology in their lab.

“Our recent installment of the new Varilux lenses processing technology has enabled us to provide better service, as we have more control on quality and turnaround time, and has also improved our margins on the work we do in-house,” said Bryan Schueler, vice president and general manager, Walman Optical. “We’re enthusiastic about the results we’ve seen including the excellent options for premium product reimbursements on managed care; and we’re looking forward to capitalizing on the benefits we’re sure to see from Essilor’s national advertising campaign promoting Varilux™ lenses.”

To broaden the awareness of Varilux S Series lenses, Essilor has also developed new sales and marketing materials to educate eyecare professionals and patients about the benefits of the lenses and brought attention to the brand through advertising, training and educational events.

For more information about Varilux S Series lenses, contact your Essilor brand sales consultant or visit Varilux.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, Inc 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](https://www.euronext.com/paris/quote/ESSI.PA)).

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