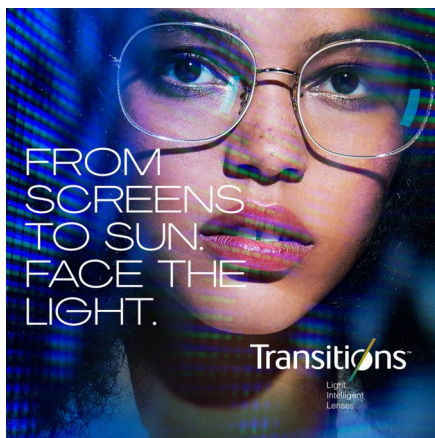


“FROM SCREENS TO SUN. FACE THE LIGHT”—FROM TRANSITIONS®



As exposure to harsh indoor and outdoor lighting and screen time continues to rise, *Transitions* Optical and Essilor of America have launched a new campaign—“From Screens to Sun. Face the Light.”—to help eyecare professionals communicate to their patients the superiority of *Transitions* lenses in enhancing the visual experience and protecting the eyes from ultraviolet rays and Harmful Blue Light.¹

A recent *Transitions* Optical study found that since the beginning of the COVID-19 pandemic:

- 66% of prescription eyeglass wearers said they spend more time in front of digital screens²
- 22% of consumers report spending more time going outside into bright sunshine²
- More than 70% of eyecare professionals agree that their patients have become more sensitive to eye care and protection since the pandemic began²

As a consequence, eyeglass wearers are becoming more aware of the important role lenses play in helping to protect and preserve their eye health—with 75% agreeing that lenses should help to protect from both ultraviolet light and Harmful Blue Light.



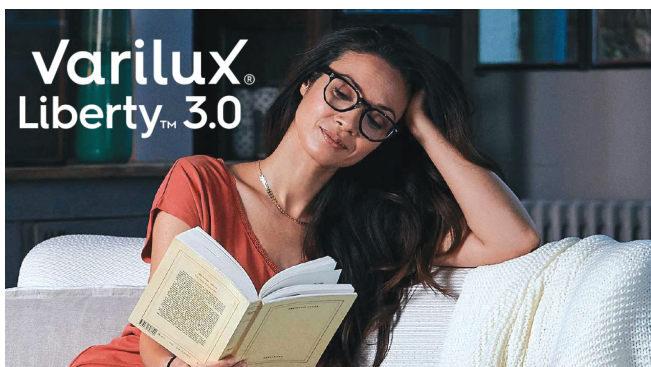
As part of the campaign, *Transitions* and Essilor have developed a FREE digital toolkit with additional resources for eyecare professionals, including static and animated visuals, videos and social media posts. These materials will communicate how the entire portfolio of *Transitions* lenses block 100 percent of UVA and UVB rays, protect against all sources of harmful blue light, from digital devices and screens indoors to bright sunlight outdoors and help reduce glare.

The FREE digital toolkit can be downloaded at essilorpro.com/resources/transitions

¹“Harmful Blue Light” is calculated between 380 nm and 460 nm, across materials and colors.

²Transitions Optical, Global Consumer Sentiment and Behavior, Multi-country survey (AR, AU, CO, FR, IT, SG, ZA, UK, US), Q4 2020, People Research, N=6,403/N=700 per country. Eyeglasses wearers agree to say Top2Boxes.

VARILUX® LIBERTY™ 3.0 NOW AVAILABLE ON VSP

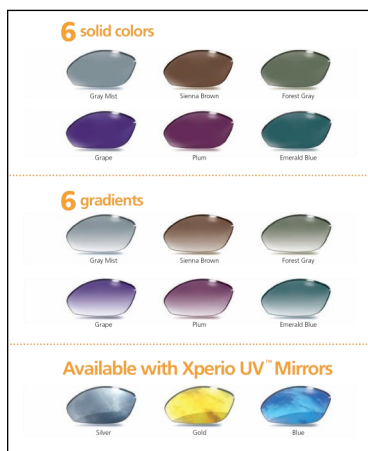


As of June 15th, **Varilux® Liberty™ 3.0 Lenses are now categorized with VSP in Category K.** This is in addition to their categorization in the Standard categories of EyeMed, Versant, and UHC.

Varilux® Liberty™ 3.0 lenses are an everyday essential Varilux® lens for patients entering presbyopia. Backed by the Exclusive Path Optimizer™ Technology, *Varilux Liberty 3.0* lenses offer a way to introduce new and young presbyopes to a solution that provides the benefit of enjoying life at all distances and in all situations.

Check out the new Presbyopia How-To Guide in the Varilux folder in our Document Center at 21stcenturyoptics.com.

ESSILOR SUNWEAR COLORS™ INSTEAD OF TINTING!



Essilor Sunwear Colors™ offers a range of colors and gradients available in standard tints and polarized lenses. *Essilor Sunwear Colors* lenses are produced with specialized lab processes to provide long lasting and more consistent colors and gradients than standard tinted lenses.

Available in six solid colors and six gradients (as shown) in standard plastic 1.50 and polycarbonate materials. Essilor Sunwear Colors are available with Xperio UV™ on polarized sun lenses and Crizal Sunshield™ no-glare coating on tinted lenses. Patients can combine it with Xperio UV mirrors and Crizal Sunshield mirrors in gold, silver, and blue to create their own custom color combination.

Essilor Sunwear Colors are available in Single Vision and Full Side Backside Designs including Varilux Physio DRx/Short, Varilux Comfort DRx/Short, Ideal, Essilor Digital PALs, and Autograph II and III among others. .

Visit our Document Center at 21stcenturyoptics.com for full range of availability

HELP YOUR PATIENTS EXPERIENCE THE POLARIZED DIFFERENCE

This is one of the best demo tools around!

Visit [XperioUV.com](https://xperiouv.com) and click on the “Technology” link in the top middle of the page to view the *Xperio UV* polarized sun lens online demonstration tool.

By moving the “slider” over the image, you can demonstrate for your patient (or have your patient bring up the site on their phone) the difference that *Xperio UV* polarized lenses make in four unique situations (Outdoors, Road, Beach and Pool). Furthermore, by switching out the colors at the bottom, your patient can experience the view through all available colors. These images are NOT simulations! They were taken through an actual *Xperio UV* polarized sun lens and have not been retouched.

This tool is a very effective way to demonstrate to your patients the benefits of *Xperio UV* polarized sun lenses.

Visit xperiouv.com for demonstrator and click on Technology link. *XperioUV* availability charts and colors accessible at 21stcenturyoptics.com/document-center

