

## INTRODUCING VARILUX® XR SERIES™ --POWERED BY BEHAVIORAL AI<sup>2</sup>

**Varilux®**  
**XR series™**

EssilorLuxottica is excited to announce the recent launch of the NEW Varilux® XR series™ lenses, Varilux® XR design and Varilux® XR track, on June 27, 2023.

*Varilux XR series*, the latest generation of Varilux® lenses, is the first eye-responsive progressive lens<sup>1</sup> **powered by behavioral artificial intelligence<sup>2</sup>**.

*Varilux XR series* lenses are designed to meet the needs of today's presbyopes, who live in an era of information overload, utilizing multiple devices and always on the go. They feature **NEW XR-motion™ technology** which, combined with the Varilux® X series™ exclusive Nanoptix® and Xtend™ technologies, provides wearers with instant sharpness, even in motion<sup>3</sup>. This breakthrough innovation makes Varilux XR series the BEST overall progressive lens<sup>4</sup>.

Beyond prescription and eye physiology, the design now considers **visual behavior**, a prerequisite for fast and precise eye movements. More than **1 million** data points from exclusive research, real-life wearer tests, wearer behavioral and postural measurements in store were computed and analyzed. The digital twin of the patient is created in its 3D environment, reproducing real life situations, to predict its visual behavior profile.<sup>5</sup> For every single wearer prescription, the visual behavior profile is established to design a progressive lens that respects their natural eye behavior.

### 9 OUT OF 10 WEARERS<sup>6</sup>:

*Felt adapted by  
the very first day<sup>7</sup>*



*Felt confident or  
very confident  
while in motion<sup>8</sup>*



*Perceived instant  
sharpness at all  
distances, even  
while in motion<sup>9</sup>*



### XR-MOTION™ TECHNOLOGY

The XR-motion technology allows the optimization of both lenses according to the visual behavior profile of the patient through two major optimizations:

- Taking binocular vision to the next level
- Precise positioning of the focus zones

**Varilux XR series comes  
in a comprehensive  
personalized range:**

- **Varilux XR design**
  - ◊ PD and Fitting Height
  - ◊ Position of Wear measurements optional (vertex, panto, wrap)

- **Varilux XR track**
  - ◊ PD and Fitting Height
  - ◊ Position of Wear measurements
  - ◊ Near Vision Behavior Measurements<sup>10</sup>

**For more information on Varilux XR series, visit our Varilux folder at [21stcenturyoptics.com/document-center](https://21stcenturyoptics.com/document-center).  
Additionally you can take on-demand courses in our Leonardo learning center or a FREE live ABO course.  
Visit [Leonardo.essilorluxottica.com](https://leonardo.essilorluxottica.com), log in and scan this QR code.**



<sup>1</sup>Eye-responsive defined as the consideration of two parameters in the design of the progressive lens: prescription & visual behavior. <sup>2</sup> Essilor uses Artificial Intelligence to go beyond prescription and eye physiology to understand individuals' visual behavior using more than 1 million points of data from real wearers. <sup>3</sup>Varilux XR® series™ -in-life consumer study -Eurosyn-2022-France (n=73 high-end progressive lens wearers). 66/73 perceived instant sharpness at all distances while in motion. <sup>4</sup>Based on achieving the highest composite score among premium Progressive designs of leading U.S. competitors on 14 attributes identified as important by a survey of U.S. consumers. Measurements were the result of Essilor R&D state of the art avatar simulations 2022. <sup>5</sup>Objects distances defined in a 3D environment as a function of gaze direction thanks to gaze lowering and accommodation exclusive models. <sup>6</sup>Essilor-Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers). <sup>7</sup>Essilor-Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers). <sup>8</sup>Essilor-Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers; 69/73). In motion is defined as driving, walking, and biking. <sup>9</sup>Essilor-Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers; 69/73). <sup>10</sup>Requires an Eye-Ruler™ 2 device to obtain measurement.

## ADOPT A LOCAL SCHOOL AND HELP MORE KIDS SEE CLEARLY



"Sometimes when things were just a little bit far they were kind of blurry. When things were really far away, they were very blurry," 10-year-old Kenneth explained before getting glasses. "Sometimes I couldn't read the board that the teacher wrote on."

Stories like Kenneth's are happening all over the country. In fact, one in four schoolchildren in the U.S. has an undetected and untreated vision problem that can affect learning. School-age kids with an uncorrected vision issue can do worse in school and have lower self-esteem than their peers who don't have vision impairments.

You can help.

The OneSight EssilorLuxottica Foundation partners with eye doctors to help children in need get clear vision so they can succeed in school and in life. To reach more students, this year the Foundation is encouraging eye doctors to adopt a local school and enroll in Changing Life through Lenses® (CLTL). This program provides a complete pair of glasses including lenses, frames and lab services for patients in need at no cost to the practice or the patient.

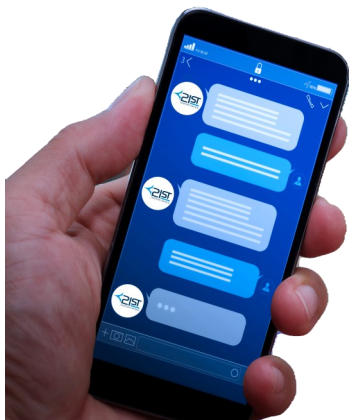
Contacting Title 1 schools in your community is a good place to start. These schools have a high number of low-income students who may not be able to get vision care. The CLTL website has resources you can use to find and contact schools in your area. You can also rent portable exam equipment through CLTL if needed.

Eye doctors in the U.S. who pledge to provide vision care through the CLTL 'Adopt-A-School' program may also be invited to participate in a Foundation-led vision clinic.

As for Kevin, he was thrilled to get glasses. "This is the first time I've had glasses," he said. "Glasses will help me read stuff better and I can see far distances and closer distances. I'm excited!"

Visit [www.changinglifethroughlenses.org](http://www.changinglifethroughlenses.org) to learn more.

## DON'T FORGET TO TEXT!



Don't forget that you can text the 21st Century Optics Customer Service Department directly to our phone number at 800-221-4170!

Texting us provides a faster response time than calling in, **with no time on hold** and all conversations easily able to be reviewed right in your texting app! Text us for **job status checks, doctors changes, scratch warranties**, and any **general questions**.

We are available to respond to you via text from Mon-Fri 9:00 am—6:00 pm.