

NEW VARILUX® XR SERIES™ --POWERED BY BEHAVIORAL AI²



EssilorLuxottica announced 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 lens¹ **powered by behavioral artificial intelligence²**.

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 motion³. This breakthrough innovation makes Varilux XR series the BEST overall progressive lens⁴.

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.⁵ 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 WEARERS⁶:

*Felt adapted by
the very first day⁷*



*Felt confident or
very confident
while in motion⁸*



*Perceived instant
sharpness at all
distances, even
while in motion⁹*



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 Measurements¹⁰

**For more information on Varilux XR series, visit our Varilux folder at 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, log in and scan this QR code.**



¹Eye-responsive defined as the consideration of two parameters in the design of the progressive lens: prescription & visual behavior. ² 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. ³Varilux 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. ⁴Based 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. ⁵Objects distances defined in a 3D environment as a function of gaze direction thanks to gaze lowering and accommodation exclusive models. ⁶Essilor-Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers). ⁷Essilor-Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers). ⁸Essilor-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. ⁹Essilor-Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers; 69/73). ¹⁰Requires an Eye-Ruler™ 2 device to obtain measurement.

BACK TO SCHOOL WITH TRANSITIONS® LENSES



ALL EYES ARE ON KIDS this school season. Children today are still active at recess and sports, but are also part of the digital generation, using tablets and computers for school assignments. Yet their eyes are not fully developed to adequately filter UV rays and filter blue-violet light¹. There's a solution – offer *Transitions*® lenses to your young patients.

Transitions Optical has created a print-ready guide to help talk to parents and kids about the value of one pair of *Transitions* lenses.

Visit the *Transitions Back to School* folder in our Document Center at 21stcenturyoptics.com/document-center for this and other helpful resources.

¹*Transitions* lenses filter at least 26% of blue-violet light indoors & at least 86% outdoors. Tests performed on gray lenses with a premium anti-reflective coating. Blue-violet light is between 400 and 455nm (ISO TR 20772:2018)

LENS PRODUCTS DISCONTINUATION NOTICE

Effective August 31st, 2023, due to low demand, Essilor of America will be discontinuing the following products:

- **Definity® and Definity® 3**
- **Varilux® S Series™**
- **Crizal® Avancé™**

Definity® and Definity® 3 products were removed from Managed Vision Care plans mid August, 2023.

Varilux® S Series™ and Crizal® Avancé™ were removed from Managed Vision Care plan as of September 1, 2023.

For your customers using these lenses, we recommend replacing Definity with Varilux Comfort Max and using NEW Varilux XR series in the place of Definity 3 and Varilux S series. Crizal® Rock™ is recommended to be used in place of Crizal Avancé.