

OPTICIAN LOGO AND DETAILS

**VARILUX**<sup>®</sup>  
COMFORT MAX

Dear

As an existing varifocal lens wearer you already know about the advantages of having three prescriptions within one pair of glasses; not having to swap between glasses and experiencing a more natural vision.

We continue to stock Varilux<sup>®</sup> lenses as they are the number one lens brand in the world and are continually innovating in lens designs.

**700 million Varilux<sup>®</sup> lenses sold worldwide since 1959\***  
**96% of wearers are satisfied with the quality of vision their Varilux<sup>®</sup> lenses give them\*\***

The latest innovation within the NEW Varilux<sup>®</sup> Comfort Max lens allows all-day comfort as you naturally shift positions, especially when working on screens and laptops. The lenses are tailored to your unique visual needs enabling you to get on with your day without worrying about your spectacles underperforming.

Having room and flexibility to move makes you more comfortable, just think about sitting in a cramped aeroplane. Similarly with your vision, it is all about flexibility. The more postures that allow you to see sharply, the more you will be able to change your posture and the more comfortable and natural you will feel. This is what the new Flex Optim<sup>™</sup> technology allows:

- Increased postural flexibility for all-day-long vision comfort
- Easy adaptation
- Good all-around visual performances
- Good value-for-money

**87% experience immediate comfort, all day long\*\*\***  
**89% experience instantaneously sharp vision all day long\*\*\***

We recommend that you have an eye test at least every two years to check for any changes in your prescription. It is also a time to reassess your vision requirements and match it with what is available. As with mobile phones and computers, technological advances bring new products to the market, this is the same in the world of lenses. Here at (optician name) we stay at the forefront of lens designs and are proud to offer the most innovative lenses to our customers.

\*Essilor<sup>®</sup> internal sales data

\*\*Global studies conducted between 2009 and 2017 on 1903 wearers - N = 18 studies

\*\*\* Varilux<sup>®</sup> Comfort4 Max lens- in-Life Consumer Study - Eurosyn - FRANCE - 2019 (n=53). Mandatory reference for marketing claims available in brochure.



**ALL-DAY-LONG VISION COMFORT.**

**New VARILUX<sup>®</sup> COMFORT MAX:**  
for sharp vision at all distances,  
with maximized comfort throughout the day.

SEE MORE.  
DO MORE.

