

Dear

It is common that in your late thirties and onwards, close tasks such as looking at your smartphone or reading start to become a little more difficult and focusing on them for long amounts of time can start to become a problem. This is completely natural and the good news is that there are things you can do to help correct this.

Varifocal lenses, sometimes called multifocal lenses, are a good option for giving you natural vision. Varifocal lenses have three prescriptions in one pair of glasses; near (reading a book), middle-distance (using a computer), or far (driving) without needing to change your glasses.

The main advantages to varifocal lenses are:

- No need to swap to different glasses
- More natural vision, seamless transition between the distances
- They look like regular glasses, there are no lines on the lenses

That's why here at (optician name) we stock the most innovative varifocal lenses as we want our customers to have a good experience.

We now have available the NEW Varilux<sup>®</sup> Comfort Max lens which is a great option for new varifocal wearers as the adaptation is quick.

- Among people who have never worn varifocals before, 9/10 want to continue wearing Varilux<sup>®</sup> Comfort Max lens\*
- 83% get used to Varilux<sup>®</sup> Comfort Max lens without even thinking about it\*\*
- 89% instantaneously experienced sharp vision, all day long
- 90% of wearers agreed that no one would guess they were wearing varifocal lenses

If you are thinking about making the move to varifocal lenses, we thoroughly recommend these lenses to first time wearers. Call us today or pop into the practice to speak to one of the team who can help discuss your needs and find the perfect solution for you.

OPTICIAN LOGO AND DETAILS

\*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.

