



Varilux creative

- Only be used to advertise the Varilux brand
- The image must not be cropped
- The image can be resized to fit a specific dimension but must remain the original size ratio
- The image must not be made too small that it cannot be clearly seen

Expires: 19/09/2018

- After this date all media involving this image must be replaced



Varilux X series creative

- Only be used to advertise Varilux X series lenses
- The image must not be cropped
- The image can be resized to fit a specific dimension but must remain the original size ratio
- The image must not be sized that it cannot be clearly seen

Expires: 31/12/2018

- After this date all media involving this image must be replaced



Varilux E series creative

- Only to be used to advertise Varilux E series lenses
- The image must not be cropped
- The image can be resized to fit a specific dimension but must remain the original size ratio
- The image must not be sized that it cannot be clearly seen

Expires: 31/12/2018

- After this date all media involving this image must be replaced



Varilux Digitime creative

- Only be used to advertise Varilux Digitime lenses
- The image must not be cropped
- The image can be resized to fit a specific dimension but must remain the original size ratio
- The image must not be sized that it cannot be clearly seen

Expires: 31/12/2018

- After this date all media involving this image must be replaced



Eyecode creative

- Only to be used to advertise Eyecode lenses
- The image must not be cropped
- The image can be resized to fit a specific dimension but must remain the original size ratio
- The image must not be sized that it cannot be clearly seen

Expires: 12/11/2018

- After this date all media involving this image must be replaced



Eye Protect System creative

- Only to be used to advertise Eye Protect System lenses
- The image must not be cropped
- The image can be resized to fit a specific dimension but must remain the original size ratio
- The image must not be sized that it cannot be clearly seen

Expires: 03/05/2019

- After this date all media involving this image must be replaced








Essilor Eyezen creative

- Only to be used to advertise Essilor Eyezen lenses
- The image must not be cropped
- The image can be resized to fit a specific dimension but must remain the original size ratio
- The image must not be sized that it cannot be clearly seen

Expires: 31/12/2018

- After this date all media involving this image must be replaced

	<p>Transitions Signature creative</p> <ul style="list-style-type: none"> • Only be used to advertise Transitions Signature lenses • The image must not be cropped • The image can be resized to fit a specific dimension but must remain the original size ratio • The image must not be sized that it cannot be clearly seen 	<p>Expires: 28/02/2019</p> <ul style="list-style-type: none"> • After this date all media involving this image must be replaced
	<p>Transitions XTRActive creative</p> <ul style="list-style-type: none"> • Only to be used to advertise Transitions XTRActive lenses • The image must not be cropped • The image can be resized to fit a specific dimension but must remain the original size ratio • The image must not be sized that it cannot be clearly seen 	<p>Expires: 31/12/2018</p> <ul style="list-style-type: none"> • After this date all media involving this image must be replaced
	<p>Crizal UV creative</p> <ul style="list-style-type: none"> • Only be used to advertise Crizal UV lenses • The image must not be cropped • The image can be resized to fit a specific dimension but must remain the original size ratio • The image must not be sized that it cannot be clearly seen 	<p>Expires: 10/08/2018</p> <ul style="list-style-type: none"> • After this date all media involving this image must be replaced
	<p>Crizal Prevencia creative</p> <ul style="list-style-type: none"> • Only to be used to advertise Crizal Prevencia lenses • The image must not be cropped • The image can be resized to fit a specific dimension but must remain the original size ratio • The image must not be sized that it cannot be clearly seen 	<p>Expires: 31/12/2018</p> <ul style="list-style-type: none"> • After this date all media involving this image must be replaced
	<p>Optifog UV creative</p> <ul style="list-style-type: none"> • Only to be used to advertise Optifog UV lenses • The image must not be cropped • The image can be resized to fit a specific dimension but must remain the original size ratio • The image must not be sized that it cannot be clearly seen 	<p>Expires: 31/12/2018</p> <ul style="list-style-type: none"> • After this date all media involving this image must be replaced