

# EYEZEN™ START

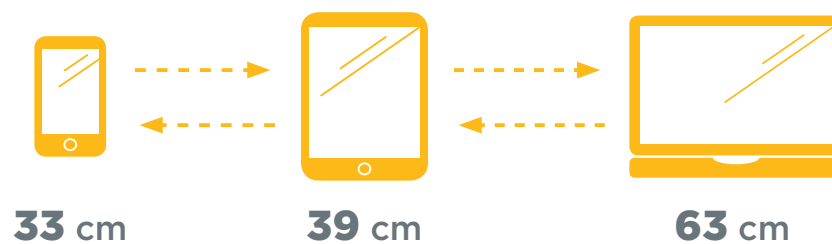
THE NEW GENERATION  
OF SINGLE VISION LENSES.



Eyezen™  
START

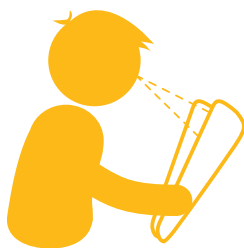
# STANDARD SINGLE VISION LENSES ARE OUTDATED

OUR CONNECTED LIFE HAS AN IMPACT ON OUR BEHAVIOURS CREATING NEW VISUAL PARAMETERS<sup>(1)</sup>



## CLOSER & VARIABLE DISTANCES OF USE

with frequent switching between digital devices



## DIFFERENT POSTURES & MORE EYE DECLINATION

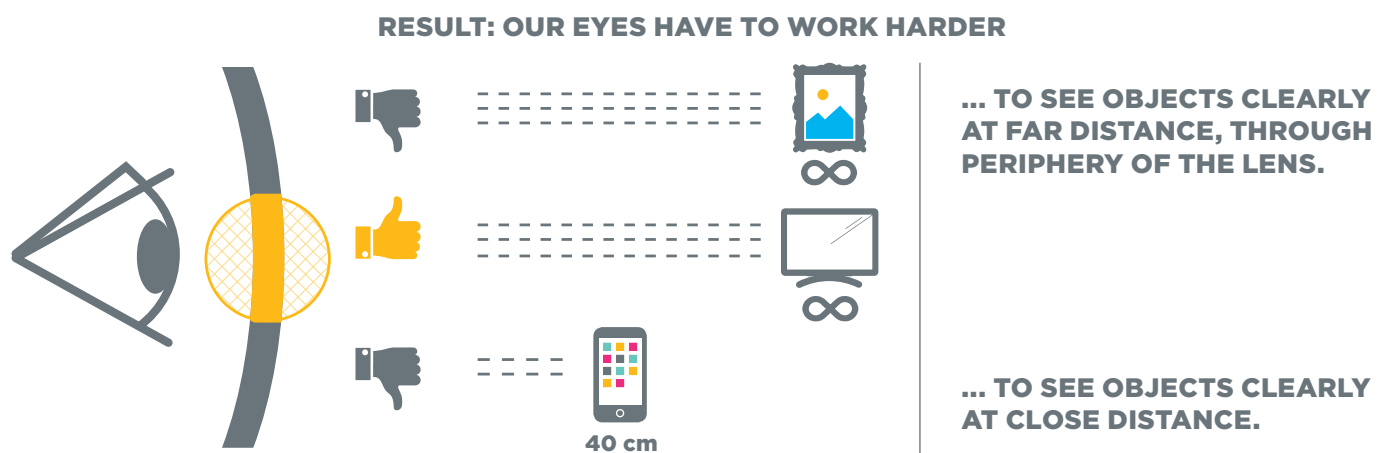
when using a tablet / smartphone



## SMALLER & PIXELATED CHARACTERS

displayed by screens

# YET STANDARD SINGLE VISION LENSES STILL DON'T TAKE INTO ACCOUNT THESE NEW PARAMETERS



## WEARERS EXPERIENCE VISUAL FATIGUE<sup>(1)</sup>

2  
OUT OF  
3

people feel that digital screens require additional efforts

3  
OUT OF  
4

suffer from tired eyes but also itching or dry eyes

70%

complain about neck and shoulder pain

**SINGLE VISION WEARERS DESERVE MORE INNOVATION AND THE BEST VISUAL SOLUTION FOR THEIR CONNECTED LIFE**

# EYEZEN™ START, THE NEW GENERATION OF SINGLE VISION LENSES

## EYEZEN™ START: A COMBINATION OF INNOVATIONS



## EYEZEN™ START LENSES:

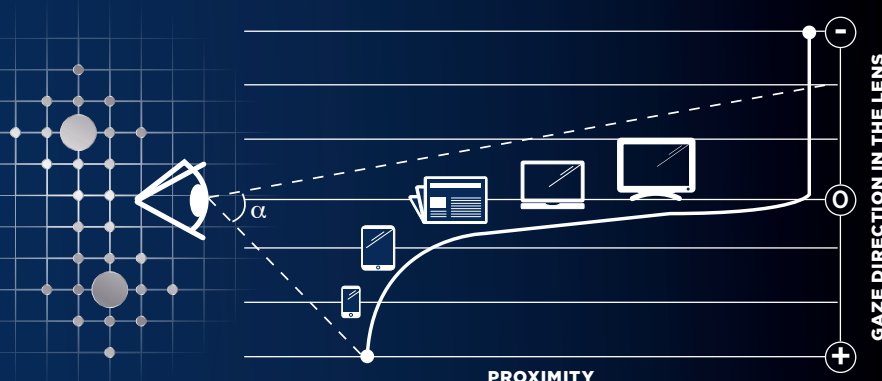
- » HELP REDUCE VISUAL FATIGUE
- » BETTER ACUITY IN NEAR VISION
- » HARMFUL LIGHT<sup>(2)</sup> PROTECTION

### NEAR VISION ZONE

A new parameter is taken into account in the lens calculation: the object's distance according to the gaze direction.

Thanks to our R&D studies on digital behaviour, we added this new parameter into our single vision lenses.

After Varilux® X series™, Eyezen™ Start lens is the only other lens designed with the new Essilor® calculation software, bringing more flexibility in the lens conception. It allows a management of 2 optimisation points for the first time in our single vision lenses.



(1) Harmful Blue Light up to 455nm with the greatest toxicity between 415nm - 455nm.

(2) Harmful light = UV and Blue Violet light

# EYEZEN™ DUALOPTIM™ TECHNOLOGY

A NEW TECHNOLOGY OFFERING A SECOND ZONE OF VISION OPTIMISATION,  
ADAPTED TO WEARERS' NEW BEHAVIOUR

## » HOW DOES IT WORK?

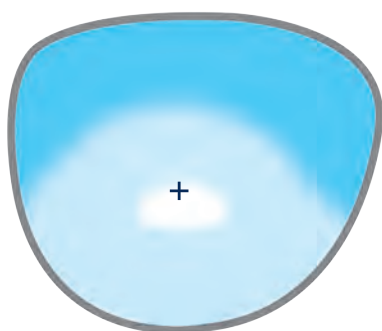
### BEFORE

#### STANDARD SINGLE VISION LENS

- Standard single vision lenses are calculated to compensate visual defects by considering prescription in distance vision only.
- They are only optimised through the optical centre of the lens.

When looking at close distance, the wearer's prescription is not maintained. It creates power error and unwanted astigmatism in near vision.

» Wearers may not identify this loss of acuity, but their eyes are working harder and this can cause visual fatigue<sup>(3)</sup>.



WITHOUT DUALOPTIM™  
TECHNOLOGY (RIGHT LENS)

DISTANCE VISION ZONE

NEAR VISION ZONE

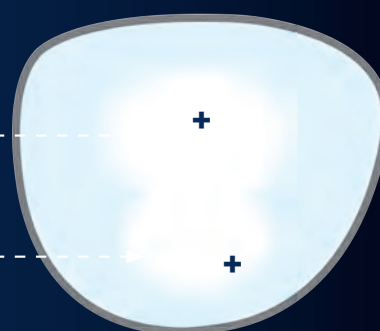
### AFTER

#### EYEZEN™ START LENS WITH DUALOPTIM™ TECHNOLOGY

For the first time in our single vision lenses:

- We optimise the whole lens surface for both distance and near vision thanks to 2 reference points.
- Eyezen™ Start brings the right power throughout the lens according to wearer's objects' location as well as gaze direction.

» Wearers benefit from sharper vision when using digital devices.



WITH DUALOPTIM™  
TECHNOLOGY (RIGHT LENS)

— LEVEL OF ABERRATIONS — +



REDUCTION OF POWER ERROR  
AND UNWANTED ASTIGMATISM IN THE WHOLE LENS.

» IN NEAR VISION: **60% REDUCTION**<sup>(3)</sup>

(3) Rosenfield M, Hue JE, Huang RR, Bababekova Y. (2012). Vision Council 2015

(4) Internal measurements versus an Essilor standard SV lens on a range -4.00D to +4.00D (±2.00D)

# HOW TO RECOMMEND ESSILOR EYEZEN LENSES

Eyezen™ lenses help reduce visual fatigue. Choose the right Eyezen™ lens accordingly.

## FOR WEARERS UNDER 18 YEARS OLD

### ASK PARENTS ABOUT THEIR CHILDREN'S DIGITAL USAGE & INTRODUCE EYEZEN™ START LENSES

Today, children are living in a **CONNECTED WORLD** with the increasing number of screens surrounding them: smartphones, tablets, laptops... either for **LEARNING OR FOR LEISURE**, this can have **AN IMPACT ON THEIR VISION**.

- » Tell me a bit more about their digital usage... (Why? What? When?)
- » Using screens demands **INTENSIVE EFFORTS FROM THEIR EYES** as they have to switch from variable distances and read pixelated characters.
- » Eyezen™ lenses are adapted to their daily life thanks to the **SPECIFIC STRUCTURE** of the lens and an **ADVANCED FILTER** against harmful blue-violet light<sup>(1)</sup>. Day after day, these lenses will help reduce visual fatigue from screens and provide harmful light protection indoors from modern light sources and outdoors from the sun<sup>(2)</sup>.

## FOR WEARERS 18 YEARS TO 40 YEARS OLD

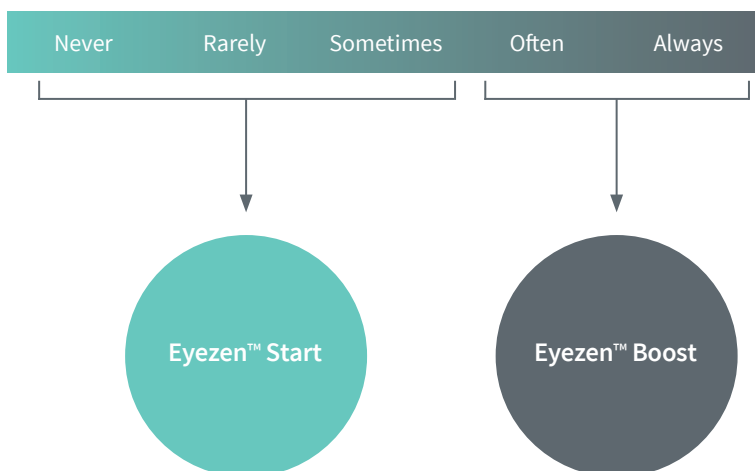
### DISCOVER THEIR DIGITAL USAGE & INTRODUCE EYEZEN™ LENSES

Today, we are **ALL CONNECTED** with the increasing number of screens surrounding us: smartphone, tablet, laptop... either for **WORK OR FOR LEISURE**, this can have an **IMPACT ON YOUR VISION**.

- » Tell me a bit more about your digital usage... (Why? What? When?)

## CHOOSE THE EYEZEN LENS BEST SUITED TO YOUR PATIENT'S NEEDS BY IDENTIFYING THEIR LEVEL OF VISUAL FATIGUE

HOW OFTEN DO YOU EXPERIENCE VISUAL FATIGUE?



## FOR SINGLE VISION WEARERS OVER 40 YEARS OLD

### DISCOVER THEIR DIGITAL USAGE & INTRODUCE EYEZEN™ BOOST LENSES

<sup>(1)</sup> Harmful Blue Light up to 455nm with the greatest toxicity between 415nm - 455nm.  
<sup>(2)</sup> Harmful light = UV and Blue-Violet light

# TECHNICAL INFORMATION

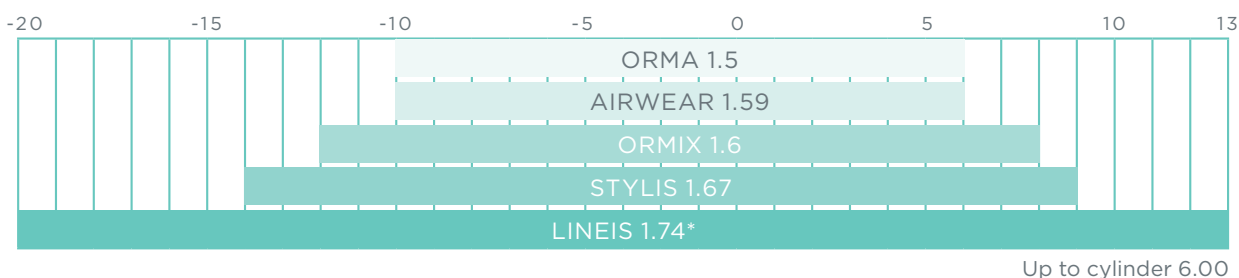
## PRODUCT INFORMATION

- Digital surfacing
- Single vision lenses with Dualoptim optimisation
- Design optimised for both near and distance vision

## RECOMMENDATION

A single vision wearer under 40 years old whose life is balanced between screens and outdoors.

## RANGE



### Coatings:

- Crizal® Previncia™, Crizal® Sapphire™ UV, Crizal Easy® UV, Optifog UV, Optifog Sun UV and Crizal® Sun UV

### Personalisation options:

- **eyecode**\*

### Transitions:

- Transitions® Signature™ VII
- Transitions® Style Colours

\*Coming soon

## ORDERING

Eyezen™ lenses are ordered with distance vision prescription, monocular PDs and fitting heights.

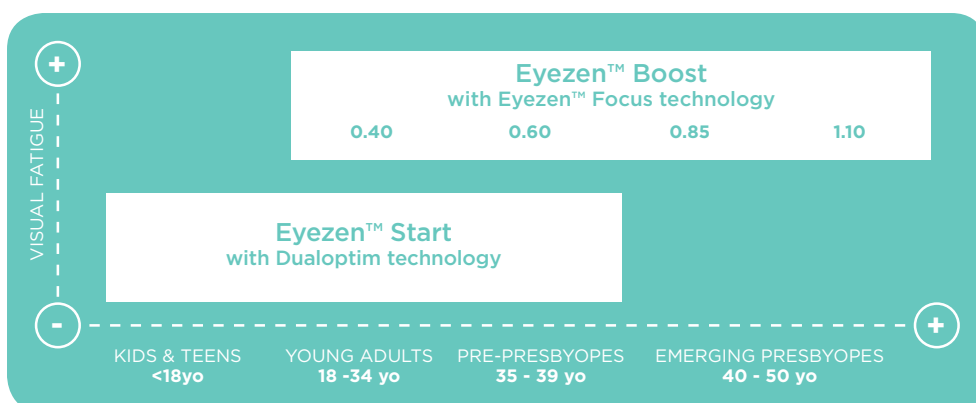
## LENS CHECKING

Eyezen™ lenses have to be checked at the distance vision point.

## FITTING

The fitting cross of the lens has to be aligned with the pupil centre when looking at distance target.

## EYEZEN RANGE





Eyezen™  
START

[ecp.essilor.co.uk](http://ecp.essilor.co.uk)