

NEW VARILUX COMFORT FAQs

The below questions relate to the launch of New Varilux Comfort lenses.

New Varilux Comfort® Lenses- Technical Specifications

How many unique semi-finished products are launching?

Just one – New Varilux Comfort lenses. From this one blank we create 3 products: New Varilux Comfort, New Varilux Comfort Short™ lenses, and New Varilux Comfort Enhanced™ lenses.

Why do we only widen the distance and near and not the intermediate in New Varilux Comfort?

Based on R&D analysis Essilor only updated the Varilux Comfort design based on targeted improvements resulting from the visual demands of today's presbyopes. If certain elements of the initial design did not need to be changed, Essilor retained that portion of the original design.

What is the minimum fitting height for New Varilux Comfort?

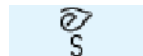
The minimum fitting height of New Varilux Comfort lenses is 17mm.

What will be the difference in the engravings between New Varilux Comfort , New Varilux Comfort Short and New Varilux Comfort Enhanced versions?

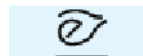
Each new product will have a new engraving.



New Varilux Comfort



New Varilux Comfort Short



New Varilux Comfort Enhanced

Does the new shorter progression in New Varilux Comfort mean less intermediate?

Any time the progression is shortened, the intermediate area will be reduced. However, even with the reduction in progression length, New Varilux Comfort will be close to the same progression length of Varilux® Physio® - which has proven performance in the intermediate area.

Does reducing the astigmatism widen the intermediate? How do we decrease astigmatism in the intermediate? What is the quantity of Astigmatism reduction?
Is the intermediate narrower?

Why a shorter progression length for New Varilux Comfort?

Essilor R&D analysis through the Live Optics process has shown patients need to be able to access the reading zone easier and faster than they had previously due to the technological devices that we interact with every day. i.e. cell phones, MP3 player, GPS, etc..

Where does the progression of New Varilux Comfort begin relative to the fitting cross?

At the fitting cross.

How quickly does the wearer get to 85% of the add in New Varilux Comfort?

At 11.4mm (down from 12.4mm in Varilux Comfort).

How does New Varilux Comfort compare to Varilux® Panamic®?

Varilux Comfort and Varilux Panamic were designed based on separate calculation criteria, and thus each one was better than the other in certain areas:

- Varilux Comfort had a wider near zone than Varilux Panamic
- Varilux Panamic had less astigmatism and controlled peripheral distortion
- Varilux Panamic had a wider distance zone than Varilux Comfort

Now:

- With a 25% wider near zone, New Varilux Comfort is even wider in the reading area than Varilux Panamic
- With reduced astigmatism in the intermediate New Varilux Comfort controls peripheral distortion at the same level as or better than Varilux Panamic depending on Rx
- With a 25% wider distance zone, New Varilux Comfort is now comparable in far vision to Varilux Panamic

Therefore, New Varilux Comfort lenses are an excellent choice for patients currently wearing Varilux Panamic lenses.

New Varilux Comfort Short

Is the New Varilux Comfort Short available in a semi-finished lens like Varilux Physio Short?

No, there is no unique New Varilux Comfort Short blank.

Is New Varilux Comfort Short traditionally surfaced or digitally surfaced?

New Varilux Comfort Short is produced from a New Varilux Comfort blank through digital surfacing. There is no incremental benefit delivered by this digital surfacing, we are just using DS to shorten the progression length for small frames. Thus it is marketed as a traditionally surfaced product.

Is New Varilux Comfort Short DDV, FBS, or DualOptics™?

None of the above. There is no optimization, customization or design elements placed on the back surface of the lens, we simply use DS to alter the progression length. This is why it is considered a traditional product.

How is New Varilux Comfort Short 1° wider than Varilux® Ellipse®, but has 24% more distance area?

When measured from the apex of the distance area (just below the fitting cross) to the upper edges of the design- the angular width of New Varilux Comfort is 1° wider than Varilux Ellipse. However, the distance area is 24% larger, because the distance area is not the same as angular width (imagine Varilux Ellipse has an inverted triangle in the top of the design representing distance area... New Varilux Comfort Short as an inverted triangle in which the end points are ° wider- but the two sides "bow out" more than in Varilux Ellipse- making the total distance area considerably larger).

New Varilux Comfort Enhanced

What is the difference between New Varilux Comfort Enhanced and Varilux Comfort 360?

- New Varilux Comfort Enhanced is a DualOptics™ design, Varilux Comfort 360 is not.
- DualOptics means that New Varilux Comfort Enhanced is customized to the wearer and that it has design elements on both sides of the lens.
- Varilux Comfort 360 is NOT customized to the wearer and only has design elements on the front surface, with some slight optimization on the back surface.

How much wider are the fields of vision in New Varilux Comfort Enhanced vs. New Varilux Comfort?

At least 1/3 wider at every distance

How is New Varilux Comfort Enhanced customized to the patient?

There are a number of things we do through Essilor's DualOptics, such as:

- Customize the distribution of the zones based on the frame size
- Customize the way that we use atoricity to widen zones.
- Customize the power profile.
- Customize the inset depending on the patient's Rx

Is New Varilux Comfort Enhanced a variable corridor?

No. The design of New Varilux Comfort Enhanced will be customized for the visual needs of the wearer at the specified fitting height.

- Our competitors offer a "variable progression length" for each fitting height, but the design itself does not actually change- it merely gets longer and shorter. This sounds like a cool "design feature," but it really amounts to the same old design strategy that is not optimized for short frames and does nothing to combat unnatural posture in higher fits.

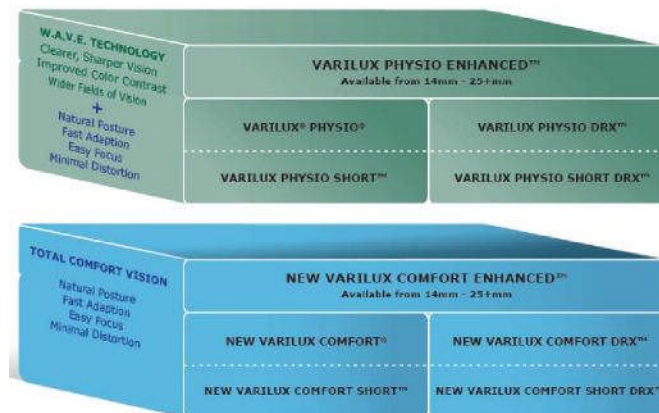
In the New Varilux Comfort Enhanced, is the progression varied by add power or by frame size?

The rate of progression is customized to the wearer (through the Rx) and the frame they choose (through the seg height).

Varilux Portfolio and Positioning

Do New Varilux Comfort Enhanced lenses provide any benefits that are not available in Varilux Physio?

No. The W.A.V.E. Technology Platform has all the benefits of the Total Comfort Vision Platform AND the benefits of W.A.V.E. Technology – sharper vision, improved color contrast, and wider fields of vision. Even though New Varilux Comfort Enhanced is a DualOptics product, it still does not have the optical performance of Varilux Physio because it does not have W.A.V.E. Technology.



Material Availability and Timing

Does New Varilux Comfort Enhanced launch at the same time and in the same materials as New Varilux Comfort?

Yes. New Varilux Comfort, New Varilux Comfort Short, and New Varilux Comfort Enhanced launch July 6, 2010 in:

- 1.50 Index Plastic
- 1.50 Transitions® VI (Gray/Brown)
- Airwear®
- Airwear® Transitions® VI (Gray/Brown)

New Varilux Comfort, New Varilux Comfort Short, and New Varilux Comfort Enhanced launch September 7, 2010 in:

- Thin&Lite® 1.60
- Thin&Lite® 1.60 Transitions® VI (Gray/Brown)
- Thin&Lite® 1.67
- Thin&Lite® 1.67 Transitions® VI (Gray/Brown)

So between July and September, ECPs that need a Thin&Lite material will still order current Varilux Comfort lenses.

When will New Varilux Comfort Xperio™ be available?

New Varilux Comfort in Xperio lenses will be available some time in the first half of 2011. Until that time we will continue to sell Varilux Comfort in 1.50 Xperio and Airwear Xperio.

OTHER

How will warranty work be handled by the lab on Varilux Comfort jobs sold?

We will continue to provide the current Varilux Comfort lenses when available to fulfill warranty jobs at the labs. We cannot guarantee every lens for every Rx will be available after July 6, 2010.

Older patients are not using the new technology. How is this New Varilux Comfort going to help them?

Some older patients might not use the computer or a mobile phone as much as younger presbyopes, but everyone, whether they like it or not, is affected by ATMs, credit card machines at gas stations and supermarkets, etc. Additionally, even if someone does not interact with technology throughout their day, everyone can benefit from the up to 25% wider distance and near zones as well as the easy access to the reading area.