

A futuristic tunnel with a glowing blue ring in the foreground, symbolizing advanced technology.

Introducing
VARILUX COMFORT 360^o™

Innovative design through
advanced digital technology

Innovative design through digital technology

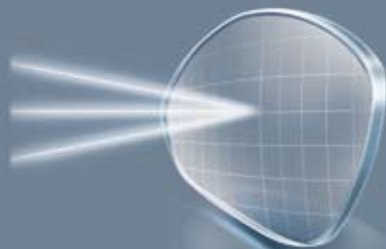
It's a fact: VARILUX Comfort® lenses are the best-selling progressive lenses in the world. Known for their **fast, easy wearer adaptation** and **ease of fitting**, they continue to be the gold standard by which other PALs are judged. Today, with an enhanced design realized through 360° Digital Surfacingsm technology, the new VARILUX Comfort 360^{o™} lenses offer everything that the VARILUX Comfort lens offers, while delivering **wider vision fields** and **less distortion**—which make for even higher levels of wearer satisfaction.

Advanced optics through innovation

When a distance prescription is added to any lens, peripheral distortion increases and vision fields decrease. Until recently, this problem could not be addressed. New VARILUX Comfort 360° lenses eliminate this effect by optimizing the performance of the VARILUX Comfort lens for every patient.

How is this accomplished? When each new VARILUX Comfort 360° lens is created, a unique back-side is designed to your patient's individual prescription. This design is then applied using patented 360° Digital Surfacing technology to ensure that the interaction between the front-side VARILUX Comfort 360° lens design and the back-side prescription provides a new level of superior vision.

Front VARILUX design is mapped



Unique back-side design is created



A unique back-side is created based on the interaction between the patient's prescription and the VARILUX Comfort lens design, resulting in wider fields of vision with less peripheral distortion.

The new VARILUX Comfort 360° lens delivers

- The gold standard patient adaptation of VARILUX Comfort lenses
- The unsurpassed ease of fitting set by VARILUX Comfort lenses
- Wider fields of vision through reduced peripheral distortion



Due to less peripheral distortion, wearers of VARILUX Comfort 360° lenses enjoy wider fields of vision

Enhanced with Crizal® anti-reflective technology

All VARILUX Comfort 360° lenses come with Crizal anti-reflective technology to reduce glare, resist scratches, and repel dust, dirt, and smudges.

VARILUX
COMFORT 360°™

The VARILUX Comfort 360°™ lens is ideal for

- Wearers who have enjoyed VARILUX Comfort lenses and want optimized optics
- Patients who have not adapted to other PALs
- New opticians who can benefit from easy-to-fit lenses while learning to dispense

Three key things to tell your patients about the new VARILUX Comfort 360° lens:

- The new VARILUX Comfort 360° lens delivers optimized vision for your patient's individual prescription
- They are easy to adapt to, providing effortless, natural vision
- They provide wider vision in all fields with less distortion

Material	Color	Power Range	Add Power	Cylinder
1.50 Index Plastic		+7.00 to -9.00	0.75 to 3.50	-4.00
1.50 Transitions®	Gray/Brown	+7.00 to -9.00	0.75 to 3.50	-4.00
Airwear®		+6.00 to -9.00	0.75 to 3.00	-4.00
Airwear® Transitions® V	Gray	+6.00 to -9.00	0.75 to 3.00	-4.00

Coming 2008: Thin&Lite® 1.60 (clear and Transitions), Thin&Lite 1.67 (clear and Transitions) and polarized materials.

For more information contact:

Luzerne Optical Laboratories LTD at 800-233-9637 or www.LuzerneOptical.com

