

The background of the entire image is a futuristic, metallic tunnel. A glowing blue ring is superimposed in the foreground, framing the tunnel's entrance. The floor of the tunnel is covered in light trails, suggesting high-speed movement or data flow. The overall color palette is cool, dominated by blues and greys.

Introducing  
**VARILUX COMFORT 360<sup>o</sup>™**

Innovative design through  
advanced digital technology

## Innovative design through digital technology

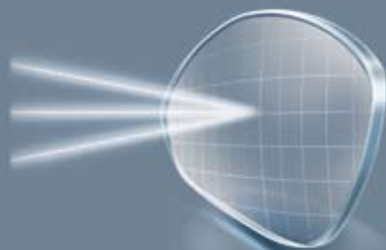
It's a fact: VARILUX Comfort® lenses are the best-selling progressive lenses in the world. Known for their **fast, easy wearer adaptation** and **ease of fitting**, they continue to be the gold standard by which other PALs are judged. Today, with an enhanced design realized through 360° Digital Surfacing<sup>sm</sup> technology, the new VARILUX Comfort 360<sup>o</sup>™ 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 on how the new VARILUX Comfort 360° lens can help your patients enjoy clear, crisp, effortless vision, call your Essilor or lab sales representative or visit [www.VARILUX.com](http://www.VARILUX.com) today.

