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**Essilor Canada presents the new Eyezen+ lens range,
SMARTER LENSES for the connected lives of single vision wearers**

MONTREAL, QC., June 5, 2018 — Essilor Canada adds two new designs to its Eyezen+ lens range so that you can offer a complete and adapted solution to all single vision eyeglass wearers who have a connected life, from children to pre-presbyopes.

Our needs and behaviours are shaped by the hyper-connected world we live in. We know that 2 out of 3 digital device users feel that screens require more efforts to read, 3 out of 4 suffer from eyestrain and 70% complain of neck and shoulder pain¹.

Essilor's Eyezen+ lenses help relax and protect your customers' eyes since 2015 thanks to Eyezen Focus Technology that supports eye focus efforts, W.A.V.E. Technology that counteracts optical aberrations and the Smart Blue Filter innovation that filters at least 20% of harmful blue-violet light. Studies show that 92% of Eyezen+ wearers are happy with the product², that 3 out of 4 report milder headaches³, and 8 out of 10 report a dip in posture-related pain, feel less visual fatigue and are less bothered by bright screens³. The new designs complete the range so that all single vision lens wearers can enjoy these benefits.

The new Eyezen+ First design fulfil the needs of wearers that are looking for a single vision solution dedicated to their connected life without the support to their eye focus efforts. It makes it possible to offer a single vision connected-life solution to children and teenagers who do not need an additional boost power. The Eyezen+ Active+ 0.85 features Eyezen Focus technology with an exclusive power distribution of +0.85D for those who need more help to accommodate, who spend a lot of time in front of screens or are just starting to feel the effects of presbyopia.

This launch is supported by a communication campaign on social media and new POS material on the theme SMARTER LENSES. Follow Eyezen+ lenses on [Facebook](#) and [Instagram](#). Like, comment and share our posts with your customers. Invite them to participate in the contest that will take place on Facebook until October 31, 2018.

For more information about Eyezen+ lenses, the communication campaign or the POS material, contact your Essilor Business Consultant.

¹ 2014 qualitative consumer study of 4 000 individuals aged 20 to 65, conducted in France, Brazil, China, and the US by Ipsos for Essilor.

² Third-party trials, France, 2015, N=76

³ Third-party trials, France, 2016, N=51

About Essilor Canada

Canadians have visual needs that impact their lives, their ability to learn, their development, health and safety. We believe that everyone has the right to good vision. This is why our mission of *improving lives by improving sight* is the driving force behind everything we do at Essilor Canada: our products, services, technologies, trainings, philanthropic initiatives, as well as our involvement in environment, health and safety.

We are committed to be the partner of choice for eyecare professionals by offering innovative solutions that empower them to succeed and create value for them and for consumers, so that together we can make a difference and help Canadians see better and live better, every day.

Present in Canada since 1972, Essilor is proud to contribute to the growth of our country's economy with over 1,000 employees, three digital surfacing laboratories and close to 30 regional and partner laboratories. Essilor Canada is a subsidiary of Essilor International, the world leader in ophthalmic products that invests heavily in research and development to create new products always better adapted to the needs of wearers. Essilor creates, manufactures and personalizes a wide range of corrective lenses and coatings that are distributed through eyecare professionals, to correct and protect vision, as well as prevent visual health issues. Canadians can entrust their vision to Essilor brands such as Varilux[®], Eyezen[™], Crizal[®], Xperio[®] and Transitions[®].

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