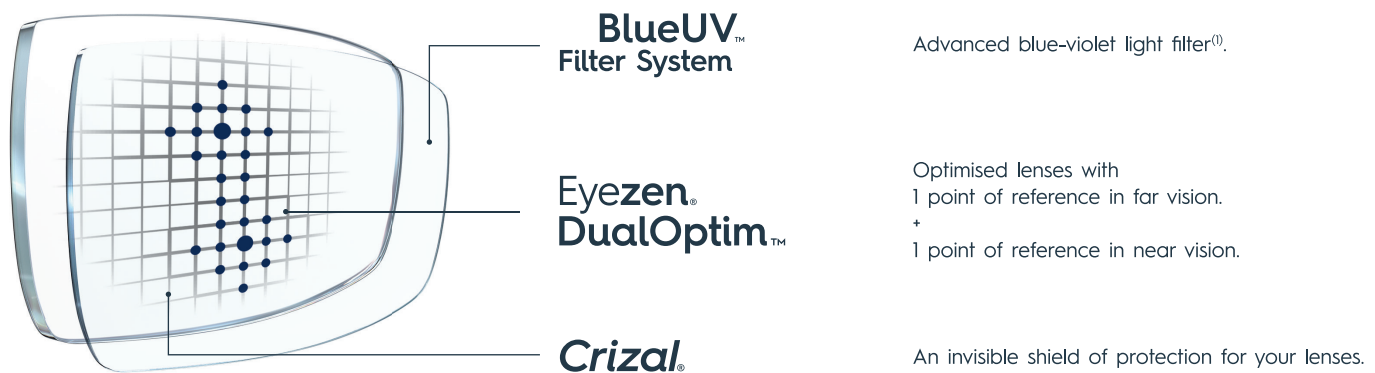


# Eyezen® Start Rx

The new generation  
of single vision lenses.

Eyezen® Start lenses are designed for all single vision wearers from 12 to 40 years old with low to moderate visual fatigue. They take into account the connected lifestyle of wearers to enhance not only far vision but also near vision, while maintaining the prescription of the wearer across the entire lens. Now available in Rx and Stock.

## What are Eyezen® Start Rx lenses?



### BENEFITS

- Better visual acuity<sup>(2)</sup>.
- Relaxed eyes day after day<sup>(3)</sup>.
- Blue-violet light filtering<sup>(1)</sup>.
- Improved contrast<sup>(4)</sup>.

## Eyezen® Start DualOptim™ technology

Eyezen® DualOptim™ technology introduces two points of reference for far vision and near vision. The lens calculation considers objects' distances and gaze directions to deliver a point by point optimised and personalised back surface. Eyezen® Start Rx lenses enlarge the area where the prescription Eyezen is maintained both in far and near points of reference, compared to standard single vision lenses.<sup>(3)(5)</sup>

**EYEZEN® START LENSES enlarge +50% the surface where an optimal correction is maintained compared to standard vision lenses.<sup>(5)(6)</sup>**

(1) Blue-violet light is between 400 and 455nm as stated by ISO TR 20772:2018.

(2) Internal Essilor R&D simulations 2022, increase of low aberration area compared to regular single vision lenses.

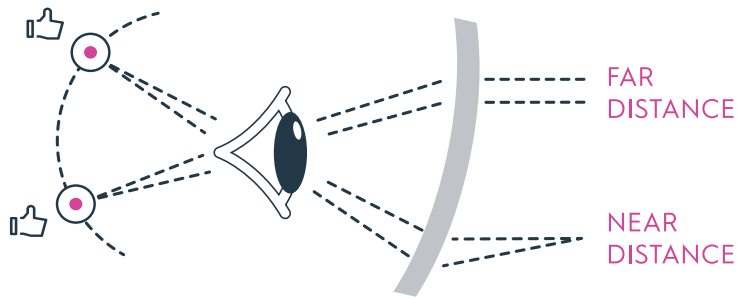
(3) Eyezen® in-Life consumer studies - 3rd Independent parties - [Eyezen® Start (Rx) - 2018 - FR - n=49 / Eyezen® Start (Stock) - 2020 - FR - n=52].

(4) Compared with regular single vision lenses Eyezen® in-Life consumer studies - 3rd Independent parties - [Eyezen® Start (Rx) - 2018 - FR - n=49 / Eyezen® Start (Stock) - 2020 - FR - n=52].

(5) Power Error of 0.18D causes an acuity loss of approximately 0.05 logMAR, which corresponds to a half-line on a logMAR acuity chart (Fauquier et al. 1995).

(6) New postural behaviors related to the use of digital devices involve new characteristics for occupational lenses / Investigative Ophthalmology & Visual Science June 2015, Vol.56, 4304.

# Eyezen® Start lenses



When the wearer looks at objects at far and close distance.



Power and astigmatism delivered by the lens.

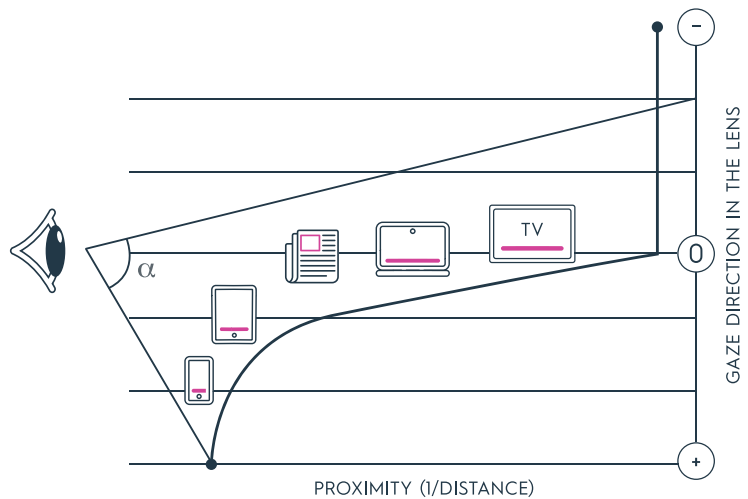


Power and astigmatism needed by the wearer.

Unlike standard single vision lenses, with Eyezen® Start lenses, less effort is required for the eyes to see objects at any distance.

## How is the near vision zone defined?

Thanks to our R&D studies, a new parameter is taken into account in the lens calculation: the object's distance according to the gaze direction.



## Wearers strongly endorse Eyezen® Start lenses

**SATISFACTION<sup>(7)</sup>**  
RX AND STOCK VERSION

**88%**

wearers

satisfied.

**3/4**

wearers

experience relaxed vision day after day.

**9/10**

wearers

are satisfied with distance vision and near vision.

(7) Eyezen® in-Life consumer studies - 3rd Independent parties - [Eyezen® Start (Rx) - 2018 - FR - n=49 / Eyezen® Start (Stock) - 2020 - FR - n=52].  
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