



THE NEW GENERATION OF SUNWEAR

- **BEAUTIFUL WORLD:** NATURAL COLOUR ENHANCEMENT – UNMATCHED CLARITY OF VISION
- **SAFER WORLD:** ELIMINATES BOTHERSOME GLARE – 100% UVA/UVB PROTECTION
- **EXPERIENCE THE OUTDOORS LIKE NEVER BEFORE**

Introducing Xperio: Essilor's innovative brand of polarising lenses

Essilor has reinforced its expertise on polarising lenses.

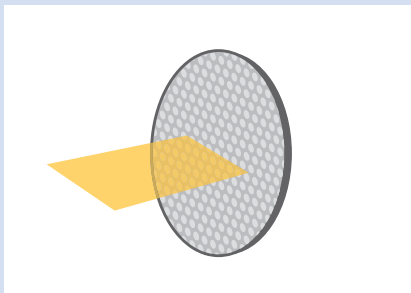
Xperio consists of a new range of polarising lenses, available in different design and material combinations.

Combined with UVA/UVB protection, Xperio will allow your patients to experience their world more beautifully and safely by providing:

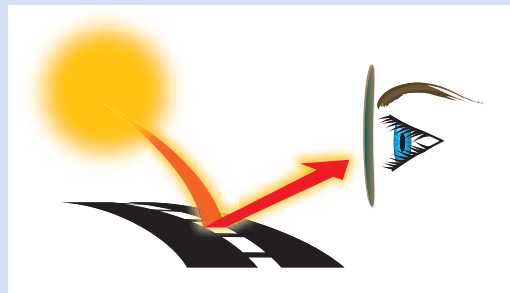
- Glare reduction
- Natural colour and contrast enhancement
- 100% UVA/UVB protection
- Superior scratch-resistance when combined with Crizal Sun



How does Xperio work?



Dazzling polarising light will be absorbed by dichroic molecules.



Thanks to Xperio polarising lenses, the polarised light is stopped and the glare is eliminated.

Essilor Innovation

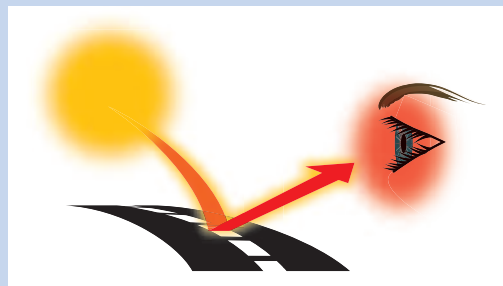
- An exclusive polarising film with new dichroic molecules combined with an optimised process.
- The result: highest optical performance ever and unequalled colour matching and stability.

Did you know that...?

- **97%** OF PEOPLE⁽¹⁾ COMPLAIN ABOUT SUNLIGHT, GLARE, AND REFLECTIONS ON THE ROAD AND ON SHINY OBJECTS.
- NUMEROUS DRIVERS ARE INJURED EACH YEAR DUE TO BLINDING GLARE.
- ALTHOUGH UV RAYS ARE BENEFICIAL AND INDISPENSABLE (HELP PROVIDE VITAMIN D), THEY CAN ALSO BE HARMFUL TO THE EYES:
 - EACH YEAR, **20%** OF CATARACT⁽²⁾ CASES ANNUALLY DIAGNOSED ARE CAUSED BY EXPOSURE TO UV RAYS.
 - **90%** OF UVA LIGHT REACHES THE INFANT RETINA AND DAMAGES IT.

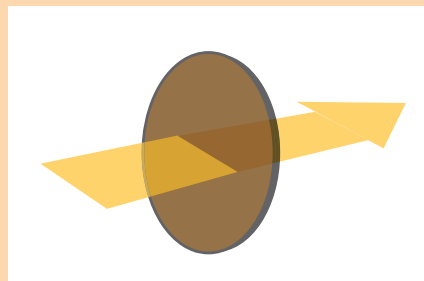


How does light polarisation work?

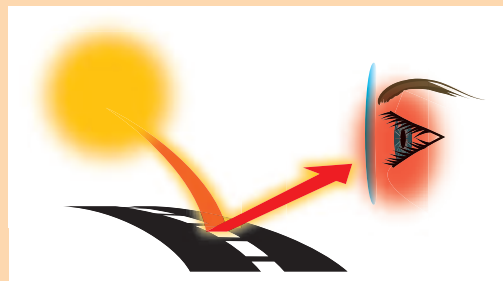


This is what happens when sunlight hits a flat surface (smooth and horizontal).

How do regular sun lenses work?



Polarising waves are not absorbed by regular sun lenses, and glare is not eliminated.



With classic sun lenses, the glare is reduced but not totally eliminated.

[1] Sunglass Omnibus Survey, 2008 Essilor of America & Lunt Associates.

[2] Muller A. Hugh R., Sun Protection in children and adolescent knowledge vs. behaviour, Point de Vue 56, (2007).

Xperio: The New Generation of Sunwear

BEAUTIFUL WORLD

Xperio polarising lenses allow your patient to see even the smallest objects with greater clarity, true colour perception and total comfort.

Standard Tinted Lenses



Regular sun lenses reduce sunlight without stopping glare.

Xperio™ The polarised experience



Xperio polarising lenses fully eliminate blinding glare while reducing the sunlight.

Clinical studies show that Xperio polarising lenses improve contrast sensitivity by **75%** allowing wearers to experience the outdoors with increased clarity of vision, compared to standard tints^[3].

70% of regular sunwear users cited “natural colour rendering” as a key motivator for choosing polarising lenses^[4].



[3] Survey conducted on 20 wearers, comparing visual performance with Polarising and non-Polarising sunglasses under reflected glare, by measuring Contrast Sensitivity - Saint-Maur R&D.

[4] Benefits of polarising lenses for sea side professionals- Study conducted by Rowena Beckenham with the Avalon Beach Surf Life Saving Club in Sydney Australia.

Combined with 100 % UVA/UVB protection, Xperio allows your patients to experience their

SAFER WORLD

Xperio polarising lenses eliminate dangerous glare, even dashboard glare, for greater driving safety.

Standard
Tinted Lenses



Driver is dazzled by dangerous glare.

Xperio™
The polarised experience



Xperio polarising lenses fully eliminate glare for enhanced safety.

A clinical study conducted in 2008 measured driver reaction times for Xperio polarising lenses vs standard tints.

Driver reaction time improved by a third of a second, allowing drivers to stop their vehicle **7 metres sooner** at 50mph (the length of a crossing)^[5].

Xperio polarising lenses provide the best solution in terms of protection while maintaining traffic light recognition^[6].

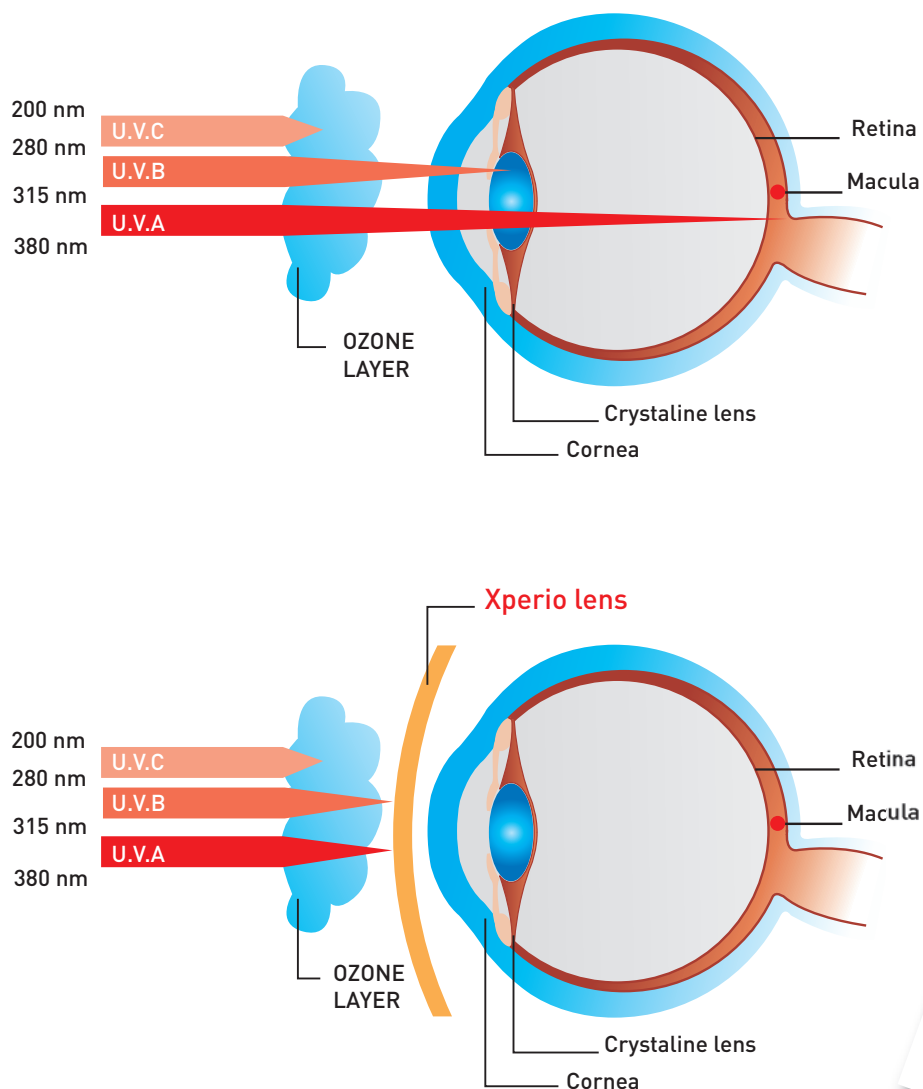
[5] Survey contrast sensitivity and reaction times with polarised and tinted lenses in a driving environment - Institute for Vision research, Manhattan Vision Associates - program # 5331 - association for research in Vision and ophthalmology 2009.

[6] Survey blue light protection versus traffic Light recognition (Xperio polarising lenses vs. 2 competitors leading the US market) - Spectral analysis made by Colts Laboratories.

world more safely and more beautifully.

SAFER EYES

Xperio polarising lenses reduce the dangers UV, providing 100% UVA/UVB protection.



The danger of UV to the eyes is real, but not visible and mostly unknown by your patients.

When the eyes are not protected, exposure to glare can cause photokeratitis or snow blindness, the equivalent of a sunburn of the skin.

Over the years, repeatedly burning the eyes can lead to serious and permanent vision damage.

How to recommend Xperio lenses to your patients

1. Ask patients how they protect their eyes from the sun's harmful UV rays

- According to a worldwide study driven by Ipsos, 86% of spectacle wearers would be interested in protecting their eyes from harmful light!

2. Let them know why it is so important to protect their eyes from harmful UV rays

- UV rays can cause serious damages to the eyes and lead to cataract and premature macular degeneration.

3. Explain why standard tints simply are not enough

- Clinical studies show that Xperio lenses improve contrast sensitivity under the sun.
- Clinical studies show that Xperio improves drivers' reaction time.

4. Have your patients try on polarising lenses so they can experience the benefits for themselves by using the Essilor Xperio demonstrator

What's not to like?

Essilor are so confident that your patients will love their new Xperio polarising lenses that we are offering a 30 day guarantee.

Should you find that your patient is not satisfied with the performance of their Xperio polarising lenses, we will replace the lenses for free with a tinted pair of lenses in the same prescription, design and index.

All you have to do is return the Xperio polarising lenses to Essilor with a claim form and we'll send you the equivalent tinted pair free of charge.

Xperio polarising Lenses

Experience the outdoors like never before.

Xperio polarising lenses offer full UV protection and allow you to see details with better colour, clarity and sharpness as well as reducing glare providing you greater comfort.



XPARIO Guarantee Terms and Conditions

- You can offer your patients the option to exchange their Xperio polarising lenses for a tinted pair of lenses in the same prescription, design and index if they are not entirely satisfied with the performance of their Xperio lenses.
- The Xperio polarising lenses-Try It Risk-Free Guarantee is applicable to the Xperio component only.
- The guarantee does not cover progressive lens adaptation issues, frames, incorrect prescription or ordering or patient refunds.
- The Xperio polarising lenses - Try It Risk-Free Guarantee is not a refund. Patients must return lenses within 30 days of the order invoice date if not satisfied. Lenses returned after the 30-day period are ineligible.
- In order to make a claim under the new Xperio polarising lenses - Try It Risk-Free Guarantee, all you have to do is return the Xperio polarising lenses to Essilor with a Claim Form and we will send you replacement tinted lenses in the normal processing time.
- Essilor will provide the replacement tinted lenses free of charge.

Xperio: The Range

DESIGN	COLOUR	RANGE	CYLINDER	ADD POWER
Single Vision Xperio™ Lenses				
Orma 1.5	Grey, Brown, Grey-Green	+6.00 D to -8.00 D	4	
Airwear 1.59	Grey, Brown, Grey-Green	+6.00 D to -10.00 D	4	
Ormix 1.6	Grey & Brown	+8.00 D to -10.00 D	4	
Airwear 1.59 Sport Sol-utions	Inuit-2 (Yellow), Mistral-3 (Brown)	+6.00 D to -8.00 D	4	
Stylis 1.67	Grey, Brown, Grey-Green	+8.00 D to -13.00 D	4	
Varilux® Xperio™ Lenses				
Varilux Physio 2.0 Stylis 1.67	Grey, Brown, Grey-Green	+9.00 D to -12.00 D	4	+0.75 D to +3.50 D
Varilux Physio 2.0 Ormix 1.6	Grey, Brown, Grey-Green	+8.00 D to -12.00 D	4	+0.75 D to +3.50 D
Varilux Physio 2.0 Airwear 1.59	Grey & Brown	+6.00 D to -10.00 D	6	+0.75 D to +3.50 D
Varilux Physio 2.0 Orma 1.5	Grey & Brown	+6.00 D to -10.00 D	6	+0.75 D to +3.50 D
Varilux Comfort New Edition Stylis 1.67	Grey, Brown, Grey-Green	+9.00 D to -12.00 D	4	+0.75 D to +3.50 D
Varilux Comfort New Edition Ormix 1.6	Grey, Brown, Grey-Green	+8.00 D to -12.00 D	4	+0.75 D to +3.50 D
Varilux Comfort New Edition Airwear 1.59	Grey & Brown	+6.00 D to -9.00 D	4	+0.75 D to +3.50 D
Varilux Comfort New Edition Orma 1.5	Grey & Brown	+6.00 D to -6.00 D	4	+0.75 D to +3.50 D
Varilux Sport Airwear 1.59	Grey	+6.00 D to -8.00 D	4	+0.75 D to +3.00 D
Varilux Sport Airwear 1.59 Sports Sol-utions	Inuit-2 (Yellow), Mistral-3 (Brown)	+6.00 D to -8.00 D	4	+0.75 D to +3.50 D
Varilux Ultra Ormix 1.6	Grey, Brown, Grey-Green	+8.00 D to -12.00 D	4	+0.75 D to +3.50 D
Varilux Ultra Airwear 1.59	Grey, Brown, Grey-Green	+6.00 D to -10.00 D	4	+0.75 D to +3.50 D
Varilux Ultra Orma 1.5	Grey, Brown, Grey-Green	+6.00 D to -10.00 D	4	+0.75 D to +3.50 D
Varilux Liberty Ormix 1.6	Grey & Brown	+6.00 D to -5.00 D	4	+0.75 D to +3.50 D
Varilux Liberty Orma 1.5	Grey, Brown & Grey-Green	+6.00 D to -4.00 D	4	+0.75 D to +3.50 D

All Xperio polarising lenses are available with Supra or Crizal Sun.
Xperio Crizal Sun lenses are also available with Silver Shadow Clean Touch, Essilor's Flash Mirror

	STANDARD TINTS	Xperio™ The polarised experience
BRIGHTNESS REDUCTION	●	●
UV PROTECTION	●	●
NO GLARE		●
CLARITY OF VISION		●
TRUE COLOUR PERCEPTION		●
DOES NOT FADE		●

Xperio is a trademark owned by Essilor International. Crizal is a registered trademark of Essilor International

