



See the **VARILUX®** lenses difference.

It happens gradually. Little by little, it gets harder to read, work at the computer, or play sports. That's because over time, the focus in our eyes weakens causing most of us to need glasses.

Anywhere you look—near, far, and everywhere in between—VARILUX progressive lenses are designed to restore sharper focus and smooth transitions from one field of vision to another, so you get vision so natural, it's as if the lens and the eye are working as one.

Using your new VARILUX progressive lenses is easy.

Most people learn to use their VARILUX lenses right away. Others may take a bit longer to become completely comfortable. Below are a few tips to help you adapt quickly.

- Don't go back and forth between your old glasses and your new progressive lenses, because you're literally training yourself to see in a new way
- While you're adapting, remember to point your nose toward the object you want to look at. Pointing your nose at the object will keep your eyes in the clear visual corridor. In a short while, it'll be automatic

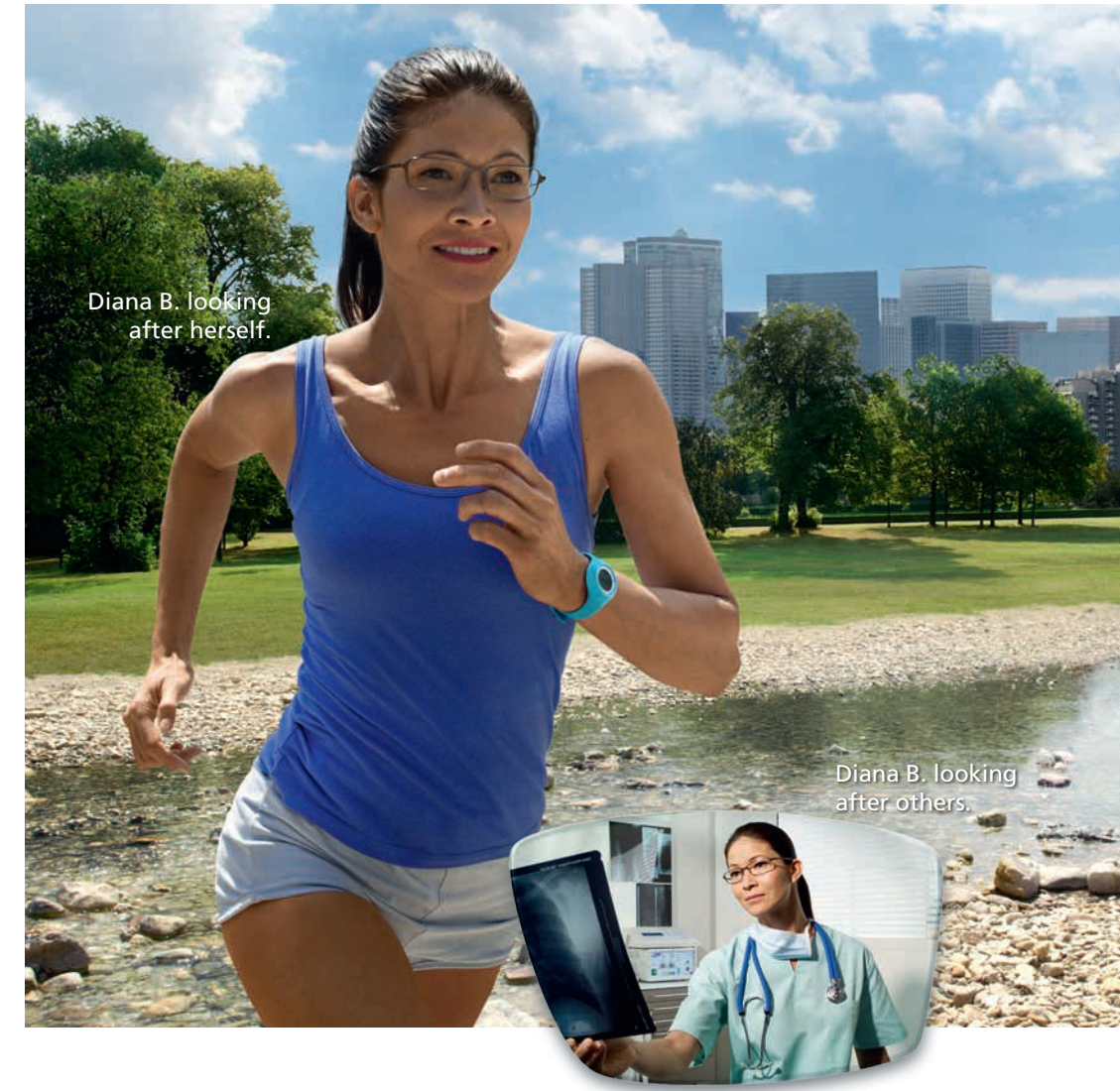
For more information, ask your independent eyecare professional

To learn more visit VariluxUSA.com

©2012 Essilor of America, Inc. All Rights Reserved.
Essilor and Varilux are registered trademarks of Essilor International.
LVAR200967 SHK/ECST 9/12

VARILUX®
Natural Vision. Forever.

**SUPERIOR VISION WHATEVER THE DISTANCE.
WHATEVER THE SITUATION.**



Diana B. looking
after herself.

Diana B. looking
after others.

VARILUX®
Natural Vision. Forever.



Hold this card at a comfortable distance
(about 16 inches from your face)

1 20/40 J7 (20/20 at 32 inches)

Hold this card at a comfortable reading distance (about 16 inches from your face). Now look up into the distance. This is your far distance vision.

2 20/30 J6 (20/20 at 24 inches)

Extend the card out from you and move your chin up and down. Notice the smooth transition and your ability to read at all distances. Even trifocals won't give you this vision.

3 20/25 J3 (20/20 at 20 inches)

Now move the card to the sides without turning your head. You may see the print become less sharp. Point your nose at it and adjust your chin. See how the print glides into focus! Just remember that the proper use of Varilux® lenses involves nose and chin movement. To view an object, simply point your nose at it and adjust your chin until the object comes into clear focus. In a short time, this will become second nature.

4 20/20 J1 (20/20 at 16 inches)

Wear your Varilux® lenses continuously to attain maximum comfort. This is especially true if you previously wore bifocal designs. Varilux lenses are truly superior, but as with all lenses, you must learn to use them.

Presbyopia Times

VOL. CL1...No. 52,014

FRIDAY, FEBRUARY 2, 2008

PRESBYOPIA SOLUTION

A REVOLUTIONARY WAY TO DEAL WITH THE AGING VISION CONDITION

We all miss out on things. Your child walks for the very first time the night you and your spouse are out on a dinner date. The climax of the movie happens during your dash for the bathroom. That's just the way life is. But, it becomes a real problem when you're missing out on things because they look out of focus.

Millions of people suffer from a common vision problem called presbyopia: a natural eye condition that causes your close-up vision to deteriorate. And it usually occurs after the age of 40. Many people deal with it by carrying around two pairs of glasses—one for reading and one for seeing distance. Others choose to wear bifocals (yes, just like your old high school English teacher's). But there is a better solution. It's called Varilux® progressive lenses.

Varilux combines near, intermediate and far vision into one bifocal-free lens. So, your eyes can easily adjust from the newsletter you're reading to the sign on the wall to the man outside towing your car away—just checking to see if you're paying attention. Varilux lenses put it all into clear view. Which means if you miss it, it's not your eyesight's fault.

WHAT IS PRESBYOPIA?

When most people reach their forties, they have to hold printed materials at arm's length in order to read them. This is a result of a condition called presbyopia. Presbyopia is a natural

condition that develops over time. The crystalline lens in the eye hardens. When this happens, the eye is no longer able to focus clearly on objects up close. Many people first realize they have presbyopia when they are trying to read a menu in the restaurant or when the fine print in a newspaper or magazine appears blurry.

WHAT CAN I DO IF I HAVE PRESBYOPIA?

People with presbyopia have several options. Varilux progressive lenses are the most technologically advanced option available. Varilux lenses are a natural option for people with presbyopia because they allow you to see near, far and everything in between without any distracting lines. Another option is bifocals, which are split into two segments — the top is for distance and the bottom is for close work. There's a distracting line separating the two segments that leads to an annoying image jump when you look up and down. Trifocals are basically the same as bifocals, but they have three vision zones creating two image jumps. Bifocals and trifocals are outdated technology. Reading glasses are another alternative, but they only help you to see things up close and they are a hassle because you have to take them off to switch from near to far vision. Unfortunately, bifocals and reading glasses don't help improve vision at the intermediate range — such as when you are looking at a computer screen. Varilux lenses provide more comfortable, natural vision by giving your eyes the ability to focus everywhere you look.