The World's Favourite
Range of Varifocal Lenses

VARILUX®
Natural Vision. Forever.
Since the introduction of the Varilux brand over 50 years ago, Essilor has worked in partnership with thousands of optical professionals worldwide, designing, manufacturing and perfecting leading edge lenses for the vision care of presbyopes.

At Essilor, we appreciate that your patients are more demanding than ever before. They need glasses that respond perfectly to their active lifestyles and make no excuses for having extremely high expectations regarding their own vision correction. Simply put, they want to recreate perfect vision.

Choosing the right lenses shouldn’t mean being offered a limited choice. That’s why the Varilux portfolio comes in a variety of designs suitable for all uses and lifestyles, so every patient makes the right choice.
In 1959, Bernard Maitenaz revolutionised the world of optics by creating Varilux, the world’s first varifocal lens. There are now over 500 research scientists and more than 4800 patents. Essilor’s R & D department is by far the largest in the optical industry.

Expertise is delivered by both Essilor R & D centres and multidisciplinary partnerships. The broad research programmes for Varilux lenses enable Essilor to deliver the latest lens technologies.

Varilux is the world’s best selling varifocal lens – 20 new patients start wearing Varilux lenses every minute of every day. When your patients purchase a pair of Varilux lenses, you know they are wearing the No.1 most prescribed varifocal lens in the world.

More than 400 million Varilux lenses have been sold in the world since 1959. The Varilux brand has an assisted recall rate of over 40%.

There are over 200 Essilor laboratories worldwide all offering unrivalled customer service.

Varilux lenses are made all over the world including at our centre of excellence in Thornbury, Bristol. Our mission is to offer the best quality products, great value for money and exceptional customer service, support for your business and unparalleled delivery times.

The Varilux Lens Specialist Optician programme membership recognises the ongoing support our customers give to the Varilux and Essilor brands. Members benefit from marketing support, promotions, training, events and also have access to our exclusive loyalty scheme.

All Varilux lenses are covered by the “no risk” Varilux adaptation guarantee. You have 100 days in which to return the lenses to Essilor. You will receive a Varilux Guarantee Card with every pair of Varilux. This is to assure your patients they are wearing authentic Varilux lenses.
Natural Vision
When we are young, the human eye can focus effortlessly from near to far and in between. Varilux lenses restore this effortless focus with smooth transition from one field of vision to another. Whatever your patients do, they get perfectly natural vision, regardless of their prescription.

The Varilux R&D process integrates the results of wearer testing at each stage of lens design, guaranteeing the highest level of patient satisfaction. Known as Live Optics, exclusive Varilux Virtual Reality technology allows many lens designs to be tested on actual patients prior to the production of a prototype lens. The prototype is then tested with thousands of patients before the design is launched. No other manufacturer uses this comprehensive process.

www.varilux.co.uk
Combining over 50 years of Varilux Expertise with 20 years of experience in advanced digital surfacing processes has led to a 100% digitally surfaced range.
Which Varilux?
Knowing which Varilux lenses to dispense comes naturally if you know your patient and the Varilux range. It’s key to remember that different patients have different visual needs, different lifestyles and therefore different requirements. Your patients put their trust in you and expect you to deliver the best solution. In order to give your patients the very best lenses available it’s essential not to make assumptions about them based on what you see before you. Many successful opticians will ask lifestyle based questions to get a better understanding of the wearers visual needs.

Always recommend the best option first and only present alternative solutions if the original recommendation is not accepted. Your expertise is vital to help the patient make an informed choice about Crizal UV lenses and Transitions options.

When to recommend Varilux S series:
Recommend Varilux S series for wearers who simply need and want the best possible spectacle varifocal correction. Wearers will experience all the latest Varilux benefits including enjoying the most natural vision without any compromise.

When to recommend Varilux Physio 2.0:
Recommend Varilux Physio 2.0 for more demanding customers in search of high-resolution vision, even in low lighting conditions.
When to recommend Varilux E series:
Recommend **Varilux E series** to any patients attracted to technical innovations and to patients who already wear Varilux Comfort New Edition.

When to recommend Varilux Comfort New Edition:
Recommend **Varilux Comfort New Edition** to active wearers who want lenses that go wherever they go, no matter what they do.

When to recommend Varilux Liberty New Edition:
Recommend **Varilux Liberty New Edition** to patients who want an entry level Varilux digitally surfaced lens at a reasonable cost.
Because the entire Varilux range benefits from digital surfacing, you are guaranteeing your patients a high-performance design.

When you rely on Varilux, the world leader in varifocal lenses, you will ensure that your customers receive a quality product that offers easy adaptation.

By offering your customers Varilux quality, you also highlight your quality as an eye care professional.

**Extra Personalisation**
Choose the Eyecode option for the ultimate in lens personalisation.

**Advanced Materials**
Ultra-thin, lightweight and flat, recommend Linea 1.74 or Stylo 1.67 and Ormox 1.6. Ultra thin and impact resistant – recommend Airwear 1.59.

**Crizal UV Lenses**
Deliver the most up-to-date protection against harmful UV and glare discomfort, offering wearers clear and comfortable vision. For blue light protection choose Crizal Prevencia.

**Crizal Transitions**
Highest performing adaptive lenses that adjust faster to changing light to offer your patients a clearer vision in all light conditions. With Crizal Transitions lenses, they will benefit from a better enduring clarity of vision every day.

**Advanced Sunwear**
Recommend Xperio polarising lenses.