



Better Sight.
Better Life.



ESSENTIAL **BLUE** SERIES™

BLUE LIGHT PROTECTION
FOR EVERY PATIENT, EVERY DAY

ANSWERING THE NEED FOR PROTECTION

Harmful Blue Light¹ comes from all around us. While the largest source of it remains the sun, our increased use of digital devices and reliance on artificial light means more opportunity for Harmful Blue Light exposure every moment of the day.

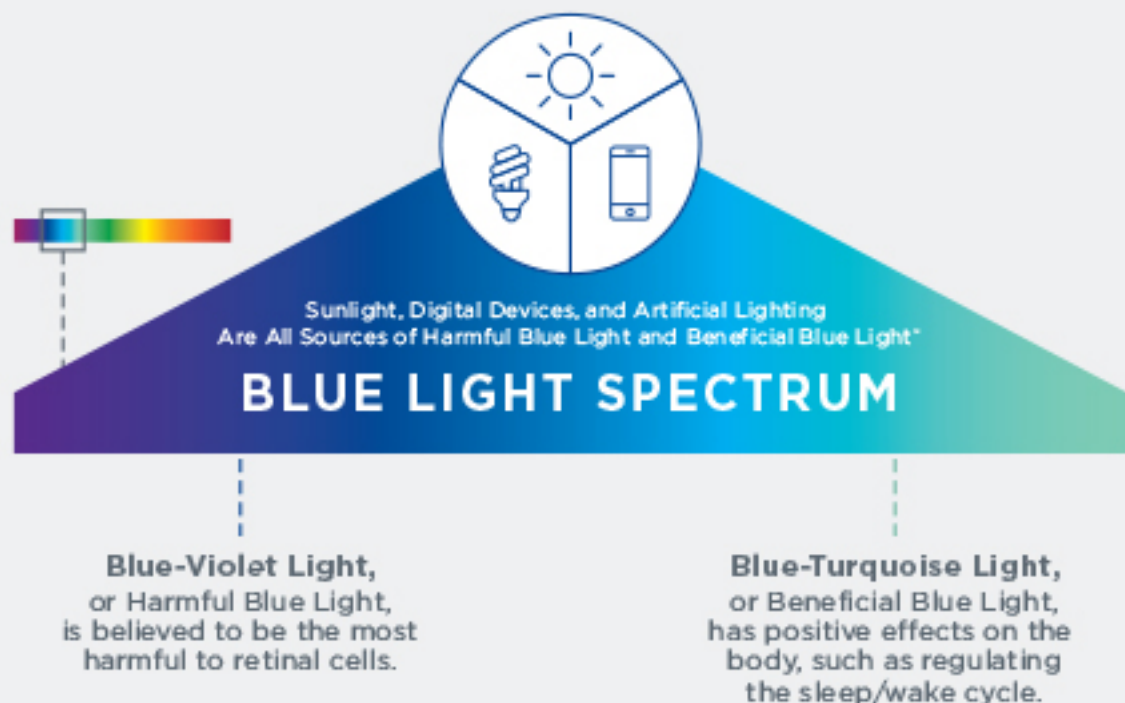
While approximately 35% of patients are already aware of the potential dangers of Harmful Blue Light, every one of your patients deserves protection.

As your valued partner, we are launching Essential Blue Series™ to expand the availability of Harmful Blue Light protection to include a full suite of clear lens products. Essential Blue Series will not only drive additional value for your practice, it will also let you offer a choice of clear lenses that protects patients from Harmful Blue Light without compromising aesthetics.

¹Arasu H, Barua C, Nantaw C, Gondoun R, Sigot K, et al. (2013). Phototoxic Action Spectrum on a Retinal Pigment Epithelium Model of Age-Related Macular Degeneration Exposed to Sunlight Normalized Conditions. *PLoS ONE* 8(8): e71339. doi:10.1371/journal.pone.0071339 (August 23, 2013). Identified Harmful Blue Light through in vitro experiment on zebrafish retinal cells, where the most toxic wavelengths are high energy visible light falling between 415-455nm on the light spectrum (blue-violet light).

A CLEARER UNDERSTANDING

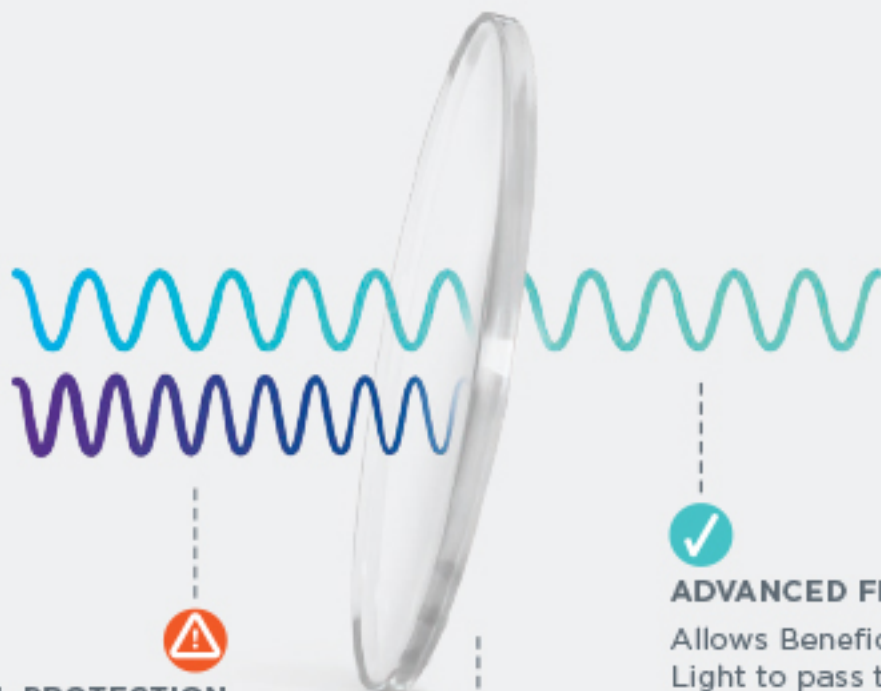
Many of your patients may already be aware of Harmful Blue Light, but they may not realize just how much of it they're exposed to every day. By educating them on the types and sources of blue light, you can help guide them to the right choice to protect their vision.



*Beneficial Blue Light is the blue-turquoise wavelengths from 465-495nm on the light spectrum.

ADVANCED TECHNOLOGY FOR GREATER PROTECTION AND CLARITY

Essential Blue Series lenses let you offer a wider range of lens solutions with the superior protection of Essilor technology.



ESSENTIAL PROTECTION

Filters up to 20% of Harmful Blue Light.

ADVANCED FILTERING

Allows Beneficial Blue Light to pass through.

SUPERIOR CLARITY

Specific color-neutralizing molecules ensure clarity without any visible residual color resulting from the absorption of blue-violet light.

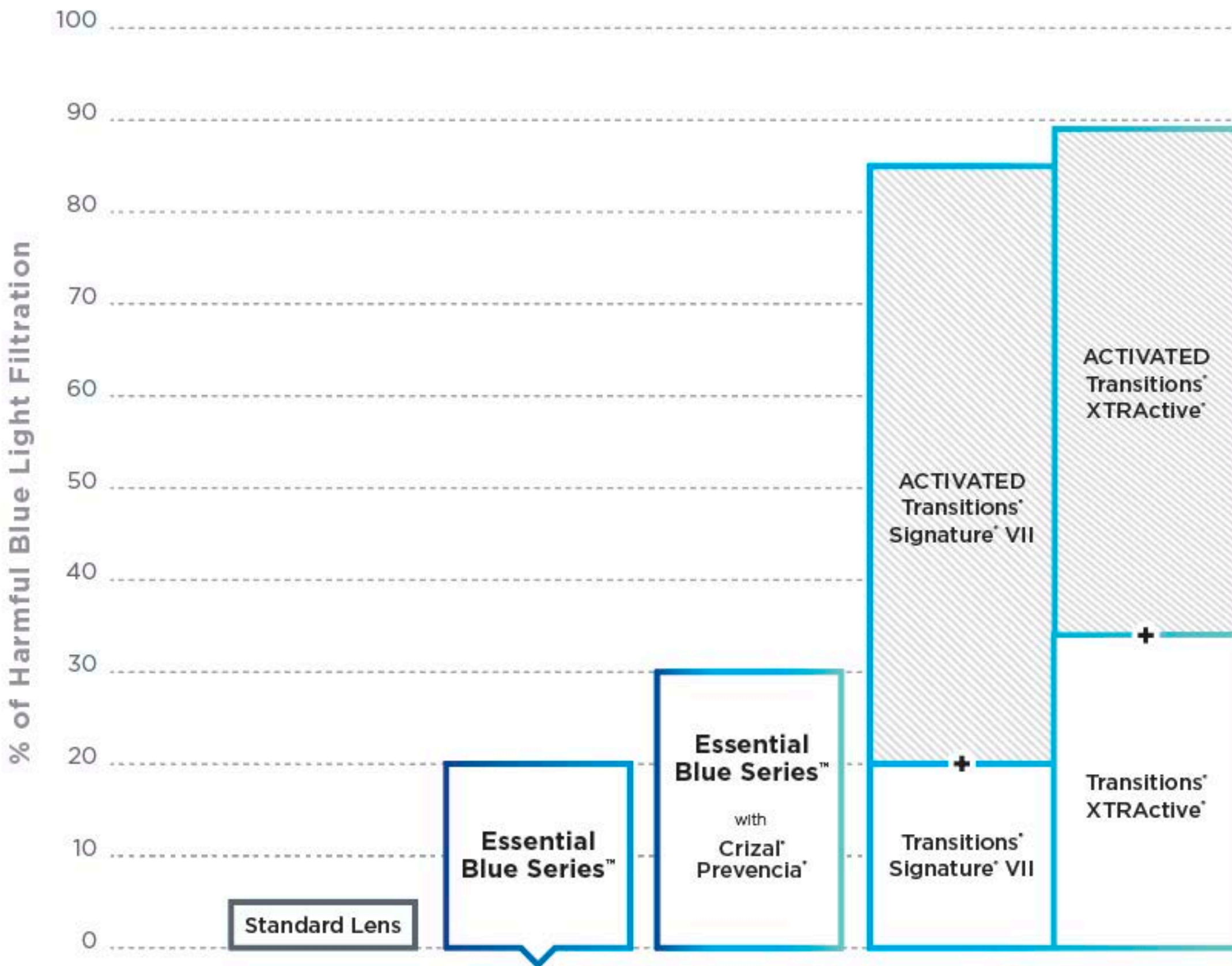
ESSENTIAL BLUE SERIES™

Now you have the option to offer *Essential Blue Series* lenses with the following products.

	PRODUCTS	ESSENTIAL BLUE SERIES	Standard Lens
SINGLE VISION LENSES	Traditional Single Vision	●	●
VARILUX LENSES	Varilux® X Series™	●	●
	Varilux® S Series™	●	●
	Varilux® Physio® W3+	●	●
	Varilux Comfort® W2+	●	●
	Varilux Physio DRx™	●	●
	Varilux Comfort DRx™	●	●
	Varilux Physio®	●	●
	Varilux Comfort®	●	●
ESSILOR PROGRESSIVE LENSES	Essilor Ideal®	●	●
	Essilor Ideal® Short	●	●
	Essilor Ideal® Fit	●	●
	Essilor Ideal® Advanced	●	●
	Essilor Ideal® Advanced Wrap	●	●
	Essilor Ideal® Advanced Fit	●	●
	Essilor Ideal® Sport	●	●
	Essilor Ideal® Computer	●	●
	Essilor Ideal® Driving	●	●
	Essilor Ovation® Digital	●	●
	Essilor Natural® Digital	●	●
	Essilor SmallFit® Digital	●	●
	Essilor Adaptar® Digital	●	●
	Essilor Adaptar® Short Digital	●	●
	Essilor Brillenz™	●	●
	Essilor Brillenz™ Short	●	●

ESSILOR'S EXPANDED PORTFOLIO OF HARMFUL BLUE LIGHT PROTECTION

Patients who upgrade from a standard lens enjoy greater protection.



**SUPERIOR
CLARITY**

Better Sight.
Better Life.



GIVE YOUR PATIENTS SUPERIOR
PROTECTION FROM HARMFUL BLUE LIGHT
IN A CLEAR LENS.



ESSENTIAL BLUE SERIES™

UP TO **3X** MORE PROTECTION
AGAINST HARMFUL BLUE LIGHT THAN
A STANDARD CLEAR LENS*

*Standard clear lenses filter approximately 5% of Harmful Blue Light.



Better Sight. Better Life.

For more information, contact
your Essilor Sales Consultant.