



Training Guide



Presbyopes Need Progressives

Progressive lenses are an improvement in comfort, safety, appearance and convenience over traditional bifocals for most presbyopes. While patients might be price-sensitive, happy with readers, or have had a bad experience with progressives in the past, there are many ways to show them a progressive lens solution that fits their lifestyle.



Better arm's-length vision

Computers, phones, menus and car GPS screens fall into the critical intermediate zone that progressive lenses can help bring into sharp focus.



No image jump

Lined bifocals cause image jump – a dramatic shift from near to far or far to near vision.



Natural vision

Progressive lenses more closely match natural vision, providing smooth transition between visual distances.

A Great Solution

Progressive lenses provide patients an incredible set of benefits, such as a more natural visual experience compared to traditional bifocals with no image jump and without awkwardly tilting their head to see items at arm's length. Plus, progressive lenses look far more youthful and attractive than traditional lined bifocals.

- Natural, seamless vision
- Stylish, youthful look
- No image jump

talk the talk



Conversations with your patients will vary. Here are a few consumer-friendly points that will help them understand the advantages of having progressive lenses.

- To help patients understand visual distances, discuss comfortable vision at arm's length rather than intermediate or middle zones.
- Promote uninterrupted vision; near and far vision without the distraction of image jump.
- Discuss comfortable vision with less head tilting when working on the computer, reading or other midrange activities.
- Discuss the smooth transition from near to far vision and everywhere in between.

A photograph of a woman with short dark hair and glasses, wearing a blue top, looking up at a product on a high shelf in a grocery store. The shelves are filled with various products, and the background is slightly blurred. A semi-transparent yellow circle is overlaid on the left side of the image, containing the text 'Discuss comfortable vision at arm's length'.

Discuss
comfortable
vision at
arm's length

Make the Recommendation

Help your patients find a perfect solution. As their trusted eyecare professional, your expert recommendation will help them choose a youthful, attractive and more comfortable visual experience.



Showing Patients the Digital Difference

Every patient can benefit from a crisper, more precise prescription that a digitally processed single vision lens design can provide over a traditionally surfaced lens design. Single vision wearers can now experience the precision and sharpness with the right digital design, including clarity in low light and sharp vision across the lens.



Exceptional sharpness

Digitally processed single vision lenses deliver sharpness and clarity.



Reduced aberrations

Designs delivered through digital processing can help reduce starbursts, halos and coma-shaped irregularities traditional surfacing techniques cannot address.



Reduced strain

Eyezen™+ lenses also reduce strain patients may experience when viewing digital devices so they can focus on what matters to them.

Eyezen™+ lenses

Patients look at every digital device differently, and Eyezen+ lenses are enhanced to help them see comfortably regardless of device size and the distances you hold them. This helps your patients continue to see clearly and can reduce their eyestrain.

- It only takes as little as two hours in front of a screen to cause digital eyestrain¹
- Small type and pixelated images force our eyes to work harder in order to focus²
- Reduced eyestrain from digital devices with Eyezen+ lenses

talk the talk



Conversations with your patients will vary. Here are a few consumer-friendly points that will help them understand the advantages of having premium single vision lenses.

- Real-world vision is a good description of digitally processed single vision lenses so that patients can better understand the benefits.
- Discuss how designs delivered through digital processing can make their visual experience more comfortable by dramatically reducing distortion.
- Discuss how Eyezen™+ lenses are an upgrade from a traditional single vision lens for comfortable vision when using digital devices and for protection from harmful blue light.



Give your patients sharpness and comfort

Make the Recommendation

Help your patients find a perfect solution. As their trusted eyecare professional, your expert recommendation will help them choose a lens tailored to their visual needs.

¹The Vision Council, "Hindsight Is 20/20/20: Protect Your Eyes from Digital Devices - 2015 Digital Eye Strain Report," 2015

²Some symptoms may be caused by a more serious condition. See your eyecare professional if you experience any of these symptoms.



Every Patient Needs No-Glare Lenses

Prescribing your patients no-glare lenses can keep your patients' vision clear and comfortable. Some may think no-glare lenses only help with night driving by reducing reflection and glare, but they can also provide improved clarity and reduce eyestrain day and night. Give your patients a comfortable and better-looking pair of glasses with no-glare lenses.



Exceptional scratch-resistance

Help your patients protect their investment by offering scratch-resistant lenses.



No glare

Your patients will have improved visibility day and night by cutting reflection and glare.



Easier to clean

If your patients wear glasses every day, they'll appreciate the cleanability.

Look, See and Feel Good

Give your patients less smudges, scratches and glare. Plus no-glare will make your patients' eyes clearer behind their lenses.

- Reduced unwanted reflections
- Outstanding visual comfort
- Easy to clean
- Resistance against scratches and smudges

talk the talk



Conversations with your patients will vary. Here are a few consumer-friendly points that will help them understand the advantages of having no-glare lenses.

- Show how fewer scratches and smudges on no-glare lenses will help patients see as clearly as possible.
- Remember that children will also benefit from no-glare lenses.
- Make no-glare lenses your default option. Start with a premium solution before offering a value alternative. Your recommendation will make all the difference.
- Discuss proper care of lenses to ensure maximum life. This is also a great opportunity to show the increased cleanability and scratch resistance of no-glare lenses.

See the
no-glare
difference



DRAMATIZATION

Make the Recommendation

Help your patients find a perfect solution. As their trusted eyecare professional, your expert recommendation will help them choose a lens tailored to their visual needs.



Everyday Transitions® Adaptive Lenses

Transitions® adaptive lenses are a convenient, everyday replacement for clear lenses that provide your patient with light protection by adjusting the level of tint when inside and outside. While some patients might have experienced an older, unappealing technology or may be price-sensitive, there are many ways to show how the protection and technology of Transitions® lenses fits their lifestyle.



Visual comfort

Transitions® adaptive lenses provide patients with comfortable vision, from dusk to dawn and all the time in between.



Protection

Transitions® adaptive lenses adjust quickly in changing light conditions to provide constant protection from harmful UV and reduce exposure to potentially harmful Blue-Violet light.



Convenience

Transitions® adaptive lenses save patients from the hassle of switching between glasses everytime they move from indoors-to-out and back again.

Comfort in Every Light

Transitions® adaptive lenses are clear indoors, like ordinary clear lenses, but darken outdoors to optimize the amount of light reaching your patient's eyes. They adapt to changing light conditions as patients move through their day, reducing glare, eye fatigue, and eyestrain for more effortless sight, sunrise to sunset.

- Protection and comfort indoors and outdoors
- Adjust quickly from low light to bright light
- Provides protection from harmful UV and potentially harmful Blue-Violet light

talk the talk



Conversations with your patients will vary. Here are a few consumer-friendly points that will help them understand the advantages of having Transitions® adaptive lenses.

- Promote Transitions lenses as an everyday lens that offers comfort and protection.
- Discuss Chroma7™ technology, which allows Transitions lenses to adjust quickly from clear to dark and back again.
- Update your patients' perceptions to help renew their interest in Transitions lenses and ensure that your patients are aware of all the color options available in Transitions® Signature™ and Transitions® XTRActive® lenses: gray, brown and graphite green!
- Remind patients that Transitions XTRActive lenses darken behind the car windshield.

Transitions® Signature™ lenses

Fully clear indoors. Just the right amount of tint outdoors.

- More responsive to light in more situations.
- Begin to darken as soon as you step outdoors.
- Fastest fade back to clear indoors.

Transitions® XTRActive® lenses

Extra protection from light outdoors, indoors and even in the car.

- Designed to be extra dark in the brightest sunlight and hottest conditions.
- Hint of tint indoors protects from harsh lighting.
- Darken behind the windshield to protect eyes from sunlight while driving.

Transitions® Vantage™ lenses

Crisper, sharper vision outdoors, even in the brightest glare.

- The only lens with variable polarization that adjusts to match the level of outdoors glare.
- Hint of tint indoors protects from harsh lighting.

A photograph of a woman from behind, wearing a yellow shirt, holding a large bunch of colorful balloons (yellow, blue, green, pink, purple) on a beach railing. The background shows the ocean and a clear blue sky.

Clear indoors.
Darkens
outdoors.

Make the Recommendation

Help your patients find the perfect solution. As their trusted eyecare professional, your expert recommendation will help them choose a lens tailored to their visual needs.

Photochromic performance and polarization are influenced by temperature, UV exposure, and lens material.



Reduce Patients' Exposure to Harmful Blue-Violet Light

We continue to face increasing blue light exposure. Lenses in the Blue Light filtering category help to reduce your patients' exposure to harmful Blue-Violet light. Sunlight is but one source of blue light. Artificial lighting and digital screens also emit blue light, which includes Blue-Violet light, the narrow band of high-energy visible light believed to be most harmful to retinal cells.¹

¹Select premium Essilor lenses deflect up to 20% of the harmful Blue-Violet light.



Reduce Blue-Violet light exposure

Protect your patient's eyes from Blue-Violet light, which may be a contributing factor in long-term damage to the retina.



Increased exposure

Your patient's environment is filled with Blue-Violet light from computers, smartphones, LEDs, fluorescent light and the sun.

Seeing the Light

Long-term exposure to Blue-Violet light presents a risk factor for the onset of age-related macular degeneration (AMD). AMD is a leading cause of severe vision loss and blindness in adults over the age of 60.

- Blue light is present in most environments: naturally produced by the sun, fluorescent light bulbs, computer screens, tablets and smartphones
- 72% of adults are unaware of the dangers of blue light²
- 1 in 4 kids spend more than 3 hours each day on digital devices²

talk the talk



Conversations with your patients will vary. Here are a few consumer-friendly points that will help them understand the advantages of having lenses in the Blue Light filtering category.

- Discuss the level of your patients' digital device use.
- Explain the potential connection between harmful Blue-Violet light and long-term damage to the retina.
- Identify and discuss with patients at risk for developing age-related macular degeneration.



Reduce your patients' exposure

Make the Recommendation

Help your patients find the perfect solution. As their trusted eyecare professional, your expert recommendation will help them choose a lens tailored to their visual needs.



Polycarbonate – Comfort and Safety

Keep your patients' eyes protected. Polycarbonate lenses' safety, lightweight material and frontside UV protection make them a preferred lens option for most patients.



Impact protection

Polycarbonate provides safety for adults and children in any lifestyle situation.



Sun safety

Protect patients' eyes from UVA and UVB, especially when bundled with back side UV coating.



Lightweight

Polycarbonate lenses are lighter than many high-index lenses, so wearers experience exceptional comfort day after day.

Peace of Mind and Comfort

Polycarbonate lenses have multiple benefits that provide your patients the comfort and protection they deserve. They will enjoy the benefits of a thin, light lens with frontside UV protection.

- Thinner than plastic lenses
- Lightweight and more comfortable
- Superior impact resistance
- Frontside UVA and UVB protection

talk the talk



Conversations with your patients will vary. Here are a few consumer-friendly points that will help them understand the advantages of having polycarbonate lenses.

- Explain that your patient's eyes will be protected with an impact-resistance lens.
- Focus on how polycarbonate lenses provide a medical benefit with frontside UVA and UVB protection.
- Promote the lighter weight of polycarbonate lenses and how it makes them more comfortable than standard plastic lenses.
- Discuss visually how polycarbonate lenses are thinner, making them a great fit for fashion-conscious patients.

Lighter for
exceptional
comfort

A close-up photograph comparing the thickness of two lenses. On the left, a thicker white plastic lens is shown against a person's eye. On the right, a much thinner clear polycarbonate lens is shown against the same person's eye. A white arrow points from the text 'Lighter for exceptional comfort' towards the thinner lens.

Plastic 1.5

Polycarbonate

Make the Recommendation

Help your patients find the perfect solution. As their trusted eyecare professional, your expert recommendation will help them choose a lens tailored to their visual needs.



Sun Lenses Should Be Polarized

Polarized lenses provide rich texture and crisp colors, all while providing frontside UV protection. Some patients may think all sun lenses are the same, so help them understand that polarized lenses do not fade like traditional tinted lenses and offer protection from blinding glare for the best outdoor vision experience.



Reduce glare

Polarized lenses provide exceptional protection from harsh, blinding glare.



Enhance contrast

Patients can better distinguish between an object and the background with polarized lenses.



Better color perception

Enriched color makes the overall visual experience superior for most patients.

Vibrant Color, Excellent Protection

Polarized lenses offer your patients many benefits, such as frontside UV protection, better color perception, and blinding glare reduction for a better vision experience outdoors.

- Fights harsh, blinding glare
- Provides protection from harmful frontside UV rays
- Enhances contrast sensitivity
- Available in several color choices
- Never fades from exposure to the sun
- Ideal for low-vision patients

talk the talk

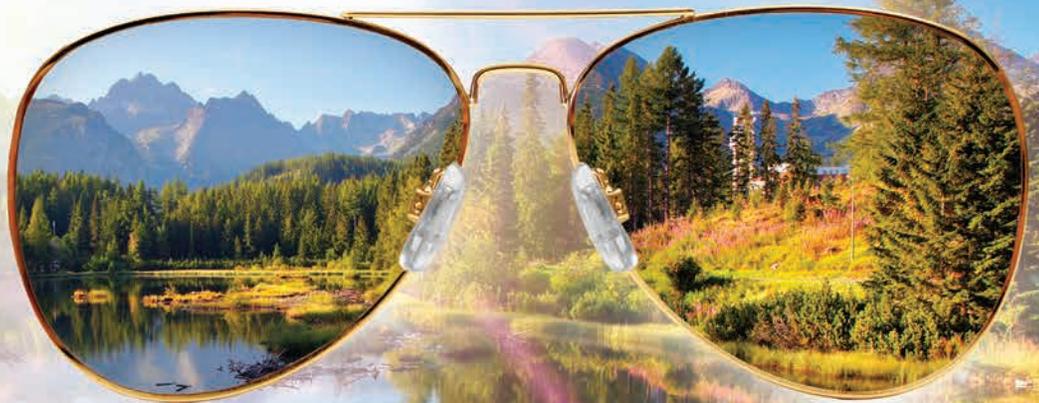


Conversations with your patients will vary. Here are a few consumer-friendly points that will help them understand the advantages of having polarized lenses.

- Promote polarized lenses for any outside activities to combat harsh scattered light from highly reflective surfaces such as water and snow, but also for incredible everyday sun wear in the car and on the go.
- Recommend polarized lenses for low-vision patients as the best solution for contrast sensitivity.
- Discuss how polarized lenses will make your patients' world look more vibrant and less washed-out than vision through regular tinted lenses.
- Ensure your patients are aware of the variety of color options available on select polarized lenses and how they can maximize the benefits by pairing polarized lenses with an AR treatment that has back side UV protection.
- Discuss the fade-resistant color of polarized lenses versus regular tinted lenses.

DRAMATIZATION

Glare
reduction and
better color
perception



Make the Recommendation

Help your patients find the perfect solution. As their trusted eyecare professional, your expert recommendation will help them choose a lens tailored to their visual needs.

