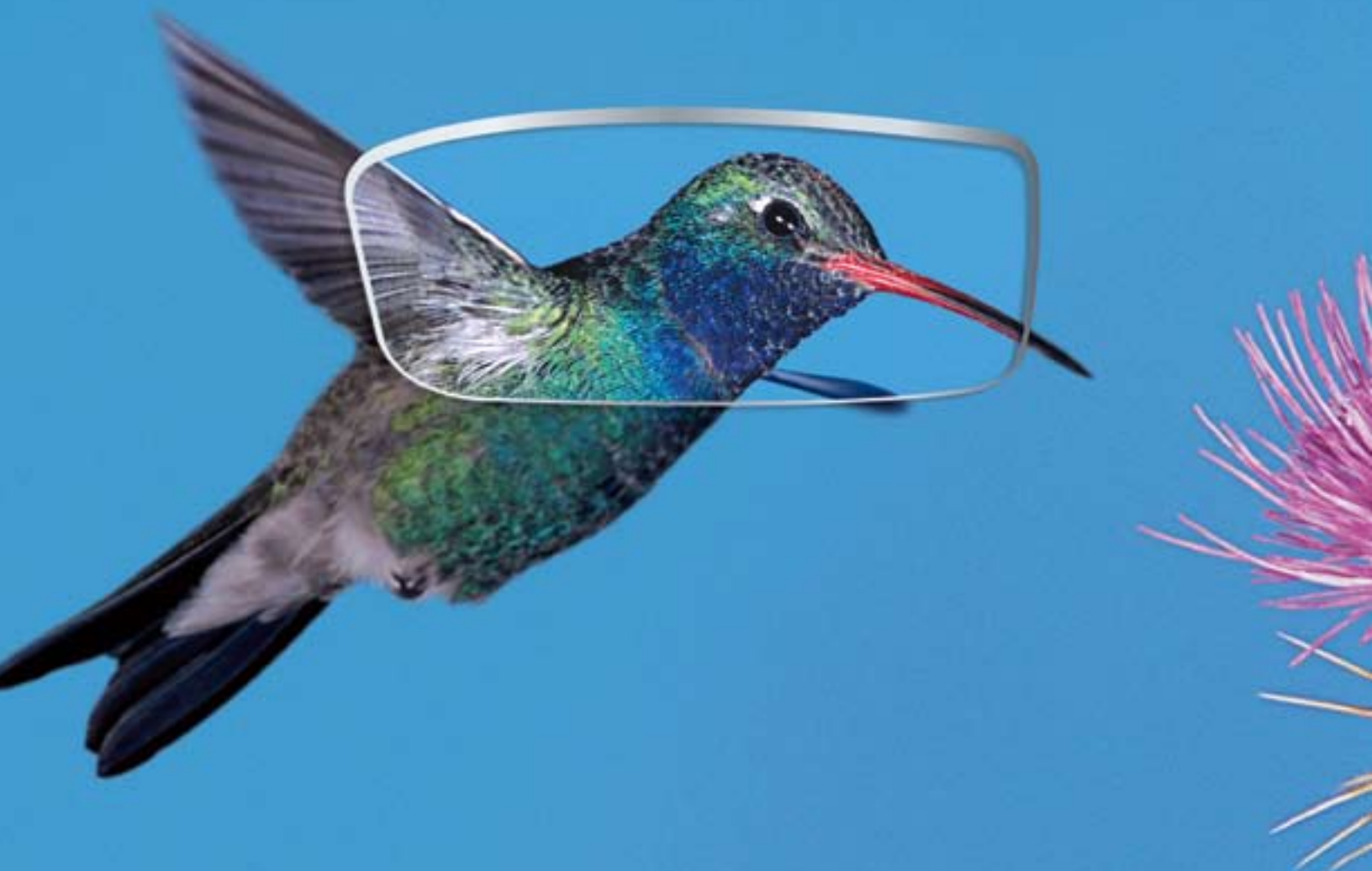




See clearer, sharper and brighter.



Essilor 360™ lenses give patients superior vision – including increased contrast sensitivity – no matter what part of the lens they look through.

For the first time, the Essilor breakthrough technology that has transformed the performance of progressive lenses is available in single vision lenses. W.A.V.E. Technology: Wavefront Advanced Vision Enhancement™ makes Essilor 360° lenses the superior option for ametropic patients who demand the best visual experience.

ESSILOR 360°



Essilor 360°™ – The Only Single Vision Lens with W.A.V.E. Technology: Wavefront Advanced Vision Enhancement™

Essilor's proprietary W.A.V.E. Technology: Wavefront Advanced Vision Enhancement™ applies a similar technology used in laser surgery to virtually eliminate aberrations with a precision never before possible.

Increased Contrast Sensitivity

W.A.V.E. Technology: Wavefront Advanced Vision Enhancement is proven to virtually eliminate many of the distortions that are common in lenses.

As a result, contrast sensitivity is increased by 30% over standard single vision lenses, which translates to:

- > Clearer, brighter vision
- > Better perception of colors, textures and details
- > Superior sharpness in low light

Essilor 360° Lenses – The Benefits Will Be Widely Appreciated in a Single Vision Lens.

Point-By-Point Prescription Mapping,™ an Essilor-patented digital surfacing process, creates a unique back-side surface optimized for each prescription. As a result, peripheral aberrations are virtually eliminated, providing a wider field of vision.

Essilor 360° lenses virtually eliminate aberrations.



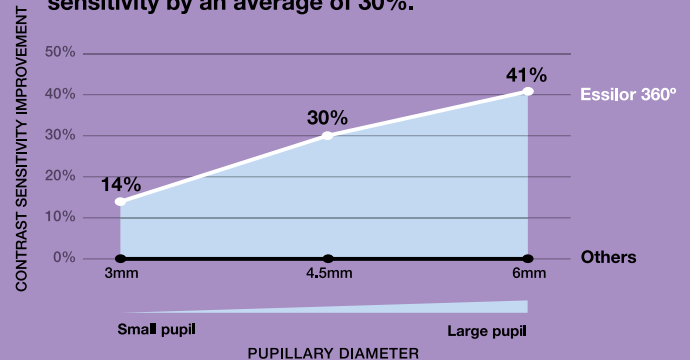
Overall Improvement

In double-blind tests*, wearers of Essilor 360° lenses reported overall improvement in vision compared to standard single vision lenses.

Especially for Strong Prescriptions

Results were especially impressive for patients with strong prescriptions (sphere above +/- 3.00 Diopters of power and/or cyl > -1.00). Such patients reported improved visual performance with all activities, particularly when peripheral vision was used.

Essilor 360° lenses improve contrast sensitivity by an average of 30%.



Always with your Crizal® anti-reflective of Choice

Essilor 360° lenses include your choice of Crizal lens treatment, providing your patients with additional benefits:

- > Virtually eliminate glare and reflections for reduced eyestrain and fatigue
- > Resistance to scratches and smudges for lasting clarity
- > Backed by a warranty that lasts the life of the Rx

Prescription Range

Thin&Lite® 1.74	-14.00 to +10.00	Cyl. -6.00	clear only
Thin&Lite® 1.67	-13.00 to +8.00	Cyl. -4.00	clear and Transitions® lenses
Polycarbonate	-10.00 to +8.00	Cyl. -4.00	clear and Transitions® lenses

Essilor 360° lenses are fitted the same as an aspheric SV lens.

* Wearer testing directed by Clinical Vision Research in Australia, The University of Melbourne and Queensland University of Technology, Brisbane, Autumn 2006, with 38 wearers aged 19 to 45 years.