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## CONNECTED LIFESTYLES – HOW SEEING IS RELIEVING WITH EYEZEN™ LENSES

An original Eyezen™ lenses campaign from Essilor is showing connected consumers how to live their digital life to the fullest while relaxing their eyes.

With a series of humorous clips and original digital content featuring four compulsively connected heroes, the “eyes will not tire” campaign is designed to speak to today’s millennials. Its message: whatever your digital passion – gaming, social media posting, series watching – your eyes will not tire\* thanks to Eyezen™ lenses.

As well as engaging with younger and hyper-connected audiences, Essilor is proposing many more ways to encourage people to find out about ways to help to relieve visual fatigue through online information and visiting their nearest optician.





Consumers in France have been discovering the 'eyes will not tire' campaign on social media channels like Facebook and Instagram since April as well as via content and gaming sites and within gaming apps. In the Netherlands, Essilor's digital campaign is linked to marketing initiatives to connect consumers with eye care professionals.

Research into consumer digital lifestyles and increasing visual fatigue led Essilor in 2015 to introduce Eyezen™ lenses. The lenses incorporate two technologies: Eyezen™ Focus which helps adapt vision to the much closer viewing distances of digital devices and a light filtering technology which helps protect the eyes from harmful blue-violet light emitted by screens.

\* WITH EYEZEN™ LENSES 0.4, EYES WILL NOT TIRE BY COMPENSATING ACCOMMODATIVE POWER DROP DURING AT LEAST 20 MINUTES OF NEAR WORK