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# ESSILOR

SEEING THE WORLD BETTER

## NEWSLETTER APRIL 2019

2019.04.15

### ESSILOR COMMERCIAL BRAND: WHAT'S BEHIND THE NEW CAMPAIGN?

Recently launched in Europe, China and the United States, the new global marketing campaign for Essilor's commercial brand brings all of its flagship products - Varilux, Eyezen, Crizal - under one umbrella brand: the Essilor brand.

[Learn more](#)



2019.04.18

### ESSILOR'S DIGITAL INNOVATION TO PROMOTE EMPLOYEE SHAREHOLDING WINS AN AWARD FROM THE GLOBAL EQUITY ORGANIZATION

Essilor has won the "Best Use of Technology" award at the 2019 "GEO Awards" organized by the Global Equity Organization (GEO). This award recognizes the digital solutions developed by the Group to promote employee shareholding.

[Learn more](#)



2019.04.03

### ESSILOR PARTNERS WITH ALIBABA RURAL TAobao TO ERADICATE POOR VISION IN CHINA'S RURAL COMMUNITIES

Essilor is proud to announce a first of its kind collaboration between its inclusive business, 2.5 New Vision Generation (2.5 NVG) and Alibaba Rural Taobao to eradicate poor vision in China's rural communities.



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