

ESSILOR

SEEING THE WORLD BETTER

## NEWSLETTER OCTOBER 2019

2019.10.10

### ESSILOR LAUNCHES WORLDWIDE MYOPIA CAMPAIGN ON THE OCCASION OF WORLD SIGHT DAY 2019

On the occasion of World Sight Day, Essilor is rolling out a global digital campaign on social media, putvisionfirst.com website and a partnership with influencers.

[Learn more](#)



**MYOPIA WILL AFFECT  
1 OUT OF 2 PEOPLE  
IN 2050.**

**FIGHT MYOPIA.  
CHECK YOUR VISION.**  
SEEK AN OPTICIAN FIRST

2019.10.15

### ESSILOR SHOWCASED ITS LATEST INNOVATIONS AT SILMO 2019

The latest edition of the optical and eyewear industry's signature trade fair, Silmo, took place in Paris from 27 - 30 September, giving an opportunity to Essilor Group companies to showcase their inherent strengths.

[Learn more](#)



2019.10.10

### YES, WE CAN ELIMINATE POOR VISION BY 2050

Did you know that poor vision is the world's most widespread disability? Nearly 3 billion people don't see the world clearly. Myopia has become a real pandemic - the term is already being used by the Chinese government - in a matter of years. It will affect 50% of the world's population by 2050 as a combined result of accelerated urbanization and over-solicitation of the eyes due to increased screen use.



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