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.

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.

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 oversolicitation of the eyes due to increased screen use.
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