

# TIPS TO HELP YOU SEE BETTER!



Make sure you sit up straight when you are studying.



Make sure you take breaks from using tablets and phones.



Turn down your screen's brightness when you're in a dark room.



Put away your phone or tablet two hours before you go to bed.

## EYE SEE YOU!

K	E	T	K	U	T	S	E	F
N	O	I	S	I	V	E	Y	L
E	D	Z	J	X	T	S	E	E
S	X	P	B	Z	H	N	Z	S
T	U	A	C	U	G	E	E	J
G	K	M	M	Z	I	L	N	S
A	G	L	A	S	S	E	S	P
X	J	R	O	T	C	O	D	I
F	R	A	M	E	S	W	P	J

Eyezen Kids Vision

Sight Glasses Exam

Doctor Lenses Frames

TEAR ALONG THIS LINE



SEE MORE. DO MORE.

## Eyezen® Kids

COMBINE EYEZEN KIDS ENHANCED SINGLE VISION LENSES WITH OTHER ESSILOR TECHNOLOGIES:

### Transitions™

Light Intelligent Lenses™ for seamless comfort and protection in any light

### Crizal®

No-Glare Lenses For The Clearest Vision Possible™

ESSILORUSA.COM

ESSILOR #1

LENS BRAND RECOMMENDED BY EYE CARE PROFESSIONALS WORLDWIDE\*

FUN Games Inside!

# NEW Eyezen® Kids DESIGNED FOR HOW THEY SEE THE WORLD



ESSILOR

Eyezen®

\*Euromonitor, Eyewear 2022 edition; Essilor International company; worldwide retail value sales at RSP. Prescription lenses defined as Spectacle Lenses in Passport.

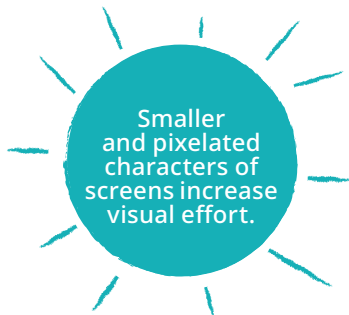
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# CHILDREN HAVE UNIQUE VISUAL NEEDS

CHILDREN BEGIN TO EXPERIENCE HIGH DEMANDS ON THEIR VISION STARTING AROUND AGE SIX.



- Children are using digital devices at school and at home more and more frequently.
- Intensive screen use can be harmful for children's eyes, reducing their visual acuity, which can interfere with their learning abilities and performance at school.
- It is important to provide them with a vision solution tailored to their needs and everyday activities.



Smaller and pixelated characters of screens increase visual effort.

# GIVE YOUR CHILD A LENS BUILT JUST FOR THEM

STANDARD SINGLE VISION LENSES ARE NOT OPTIMIZED FOR CHILDREN'S VISION NEEDS. EYEZEN® KIDS LENSES TAKE CHILDREN'S UNIQUE PARAMETERS INTO ACCOUNT:



## Morphology

→ Children have different facial features than adults.



## Object Distance

→ They have shorter arm's length, meaning that they look at objects at closer distances than adults.



## Gaze Directions

→ Children see the world from a lower point of view and use all parts of the lens to see the world around them.



# FOR KIDS' EYES ONLY!

REMOVE THIS PAGE FROM THE BROCHURE FOR GAMES AND TIPS FOR YOUR CHILD DURING THEIR VISIT.

## A-MAZE-ING VISION



## CORNE-A JOKES

- Why did the eye-phone need glasses?  
*Because it lost its contacts!*
- What do you call a dinosaur with no eyes?  
*Do-you-think-he-saurus.*
- What did the right eye say to the left eye?  
*Between you and me, there's something that smells!*
- How do the optometrists listen to music?  
*With eye-tunes!*