

# Monthly Focus

## NEWSLETTER

DECEMBER 2025

### Today's Patients Live in the Digital Zone, Are Their Glasses Keeping Up?

80% of your patients spend 6+ hours a day in the digital intermediate zone, 65% use two or more screens at once, and nearly 75% experience digital eye strain by day's end. Still, most are wearing lenses never meant for this lifestyle.

Task lenses solve a problem patients already feel making them one of the easiest, highest-value second-pair recommendations you can make.



### What Makes A Task Lens Unique?



#### Task-Specific Lenses

Include a wider intermediate zone ideal for multiple screens, hybrid workstations and close up hobbies.

#### Popular Task-Specific Lens Designs:

- POWER Thru
- NEW - Varilux Immersia
- Shamir Office
- Shamir Workspace
- Unity Via Office Pro



#### Single Vision Anti-Fatigue Lens

Includes a magnification area at the bottom to adjust to viewing digital devices. Perfect for digital-heavy lifestyles and anyone who experiences end-of-day visual fatigue.

#### Popular Anti-Fatigue Lens Designs:

- POWER Boost
- Essilor EyeZen+
- Shamir Relax
- Unity Relieve

### UPCOMING EVENTS

DEC 19

#### VIRTUAL EVENT

**Optimize Their Vision, Maximize Your Sales: A task Specific Lens Guide**  
11:00 AM - 11:30 AM CST

JAN 21-22

#### VIRTUAL EVENT

**ABO Prep**  
Part 1: January 21<sup>st</sup> from 12 - 3 PM CST  
Part 2: January 22<sup>nd</sup> from 9 AM - 12 PM CST

**ECP ADVANTAGE**  
Powered By Walman

Register today  
at [www.ecpadvantage.com](http://www.ecpadvantage.com).



Join Us December 19 for Optimize Their Vision, Maximize Your Sales: A Task-Specific Lens Guide webinar to learn more about task lens styles and selling them in your practice.

## Varilux® Immersia™: Advancing Near & Intermediate Vision

Help your patients stay comfortably immersed in their immediate surroundings with the newest occupational lens innovation designed specifically for today's digital, multitasking presbyopes. Varilux® Immersia™ lenses redefine how wearers experience near and intermediate vision whether they're switching between multiple screens, crafting, cooking, gaming, or engaging in close interactions.

### Available in Two Tailored Designs

#### Varilux® Immersia mid.

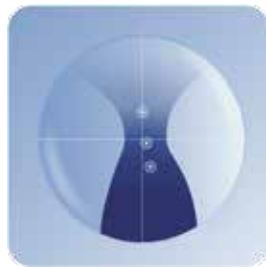
#### Vision up to 5 Feet

The average maximum distance of an object on a desk and of face-to-face conversations

Easy switching between different devices.

Designed for prolonged and static near and intermediate vision activities

Ideal for ametropic presbyopes as a complimentary pair to their main progressive lens.



#### Real Life Situations and Activities

**Work:** Multi-tasking with several screens or devices, receiving clients at a desk, technical sketching or rendering and detail oriented tasks.

**Leisure:** Artistic hobbies, board games, reading, gaming and DIY work

#### Varilux® Immersia room.

#### Vision up to 10 Feet

The average conversational distance in a business and casual setting

Optimized for multitasking in near and intermediate ranges.

Designed for prolonged and dynamic near and intermediate vision activities.

Ideal for emmetropic presbyopes as a first pair who don't wear progressive lenses all the time or those who wear contact lenses.



#### Real Life Situations and Activities

**Work:** Group meeting while needing to take notes, brainstorming on a board, attending an in-person meeting, working in a lab or office environment

**Leisure:** Group board or card games, gaming with a console, cooking and indoor activities

For more product details, ask your Walman Optical Account Manager.



## Become ABO Certified in 2026

With the help of Walman Optical's Virtual ABO Prep Course

During this two day course, we will focus on the knowledge needed to successfully pass the exam including definitions, formulas and prism. Held January 21 - 22.

Learn more and register today at  
[ECPAdvantage.com](https://ECPAdvantage.com)



## Happy Holidays from all of us at Walman Optical!

During this season, we are looking back on the year with appreciation for your continued support and partnership. We thank you for trusting us to deliver the best products and services for you and your patients. In observance of the holidays, Walman Optical will be closed on December 24 - 25 and January 1.