

GROUNDBREAKING SURVEY ON THE EXPERIENCE OF DYSLEXIC PEOPLE USING LEXILENS GLASSES ®

What is the feedback from Lexilens users?

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GAME CHANGERS



Main findings

A device with a positive impact on users

- **A device that complements the care provided by a health professional.** The majority of users (86%) consider that Lexilens glasses are complementary to the care provided by a health professional therapists, whether or not they are currently being treated. In practice, this has even strengthened the motivation of a quarter of wearers who are being followed by a specialist (25%).
- **A useful device.** Lexilens glasses continue to change the lives of 90% of users, and all the more so when they are worn frequently.
- **A very positive impact, which brings pleasure and progress.** Wearing Lexilens glasses has a visible impact on reading, which is approached with less angst and more serenity, and importantly with pleasure. They also allow for progress (at school and at work).
- **Glasses approved by users.** These practical and emotional benefits experienced by users mean that the majority of users would recommend it (NPS +28)

Main findings

Lines of development

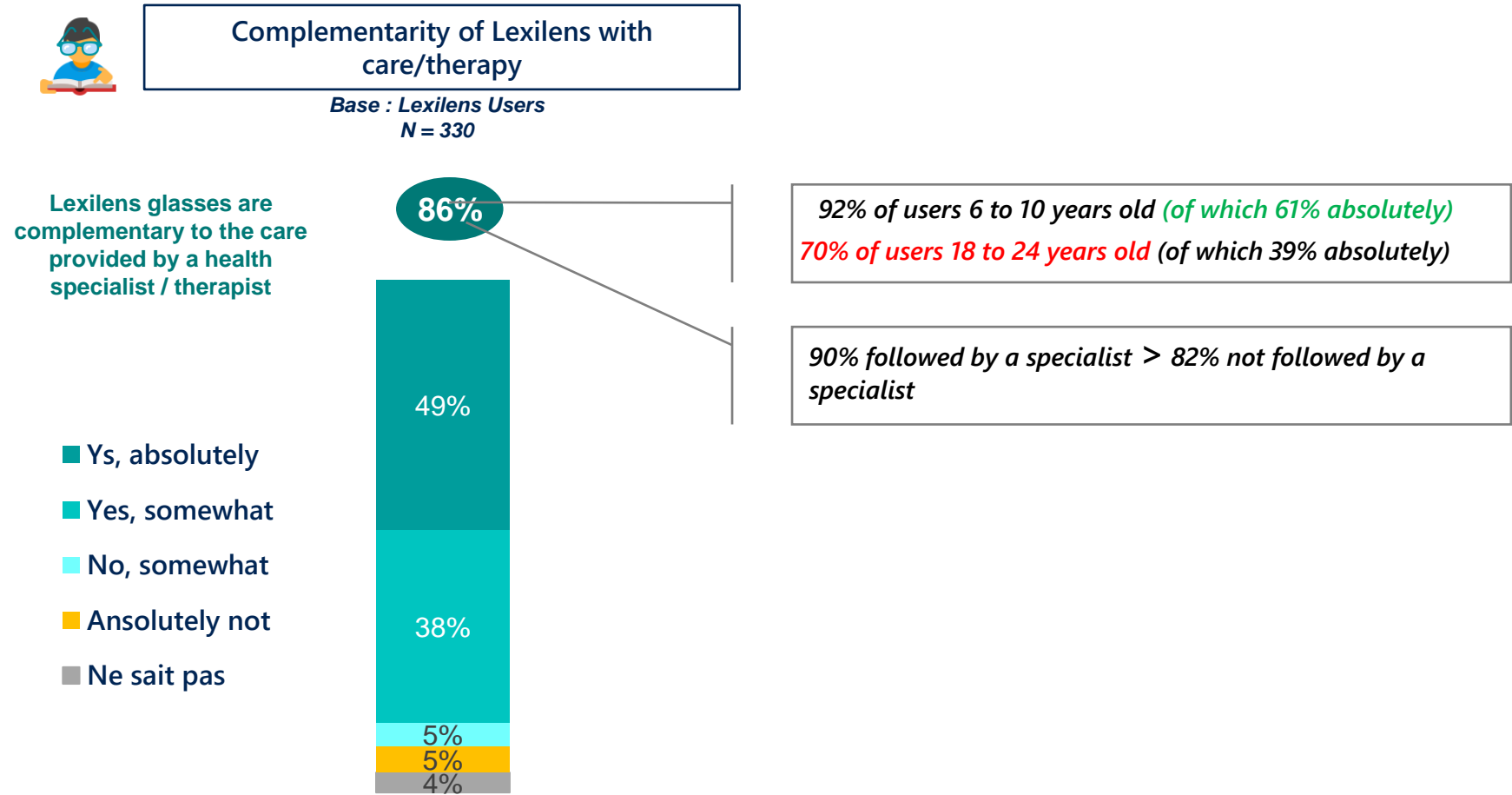
- **A product that needs to be known by all.** Not all specialists are familiar with the device (only 42% according to the wearers monitored). But those familiar with it are rather favorable and note positive effects on rehabilitation (according to 4 out of 10 monitored users), mainly concerning reading and also well-being and self-confidence.

A COMPLEMENTARY DEVICE TO MEDICAL MONITORING -

Almost all Lexilens users agree that the device is complementary to medical care.



Lexilens Users
N = 330



B8. Would you say that the Lexilens eyewear device is complementary to specialist care?

A DEVICE THAT REINFORCES MOTIVATION -

Wearing Lexilens glasses even motivated a quarter of the users followed by a therapist in their rehabilitation- programme.

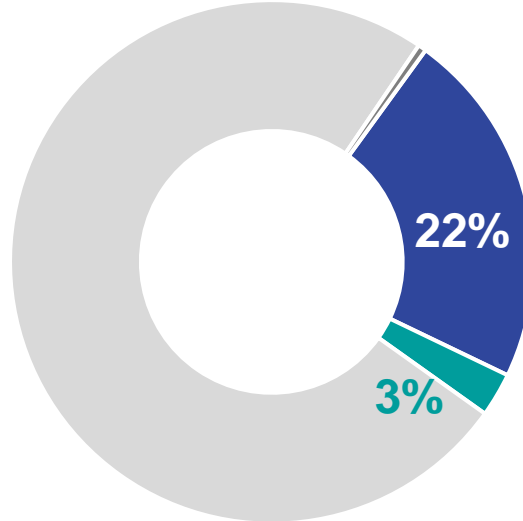


Under the care of a health professional / therapist
N = 186

Motivation to consult a specialist

Base Under the care of a health professional / therapist
N = 186

- Yes, it increased the motivation for rehabilitation
- Yes, it prompted you to undertake consultations
- No
- Don't know



25% were motivated in their rehabilitation therapy thanks to the Lexilens glasses

Trend: users 6 to 10 years old (32%)

B0. Would you say that wearing Lexilens has re-motivated your child / re-motivated you or prompted you to undertake consultations with a health professional?

A POSITIVE OPINION FROM HEALTH PROFESSIONALS -

The opinion of the health professional was sought by half of the parents of Dyslexic children. And the majority of the enquiring parents declared receiving a favorable opinion from these therapists regarding the use of Lexilens.

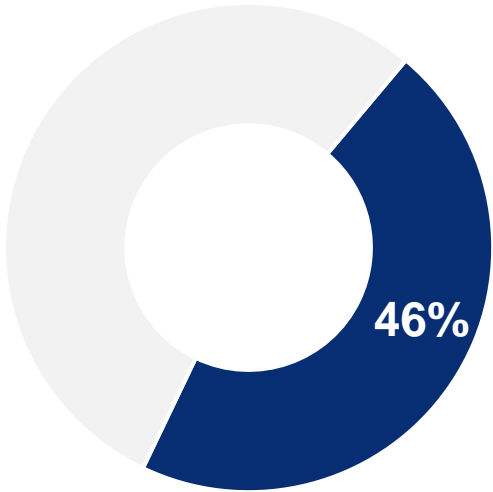


Under the care of a health professional / therapist
N = 186



Soliciting the professional before purchase

Base : Under the care of a health professional / therapist
N = 186



Have sought the opinion of the specialist

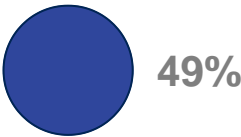


Professional opinion

Base : Seek professional advice
N = 86



Favourable opinion



Unfavourable opinion



Don't know



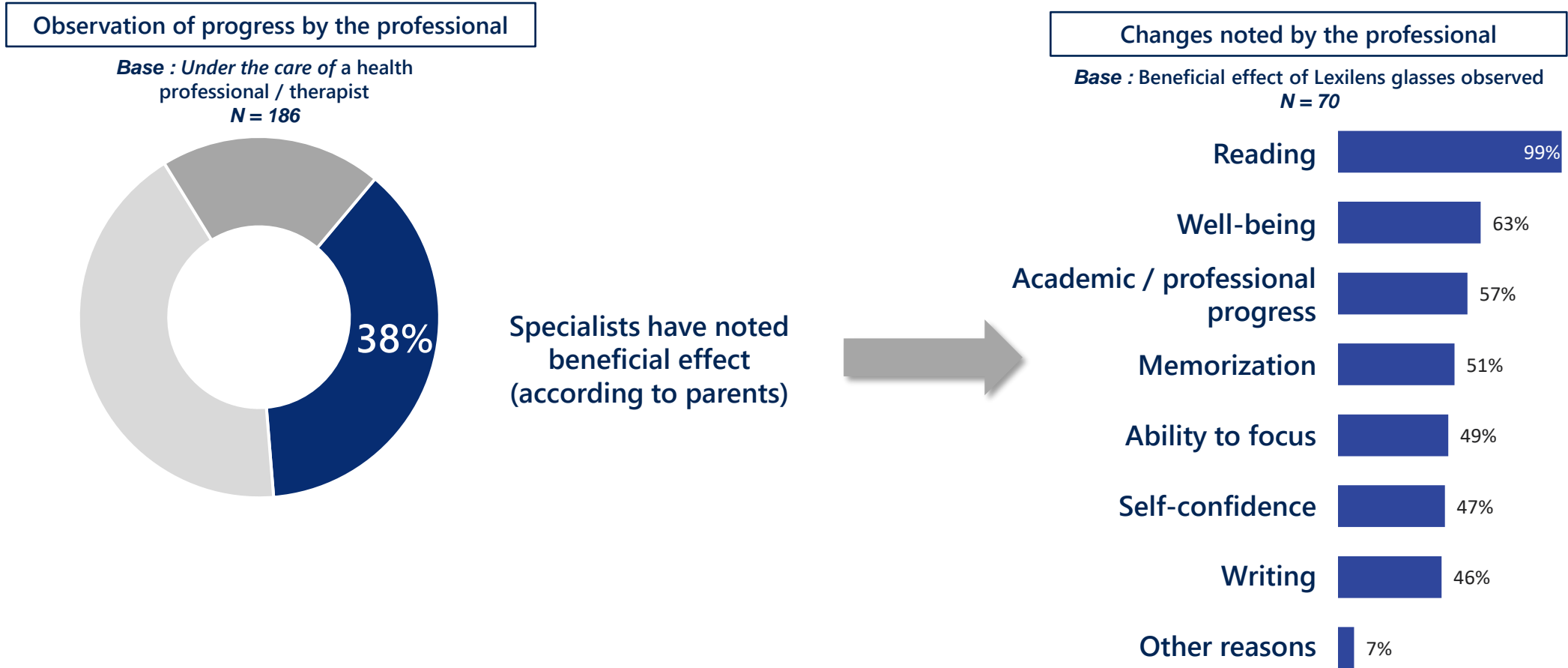
B1. Before buying these glasses, have you discussed this with the health professional who is looking after your child/you?
B2. What was the health professional's opinion regarding the purchase of these glasses?

A POSITIVE EFFECT ON THE THERAPY -

According to almost 4 out of 10 parents, the specialist noticed a positive effect on re-education, especially on reading. They also noted more emotional benefits such as well-being and self-confidence.



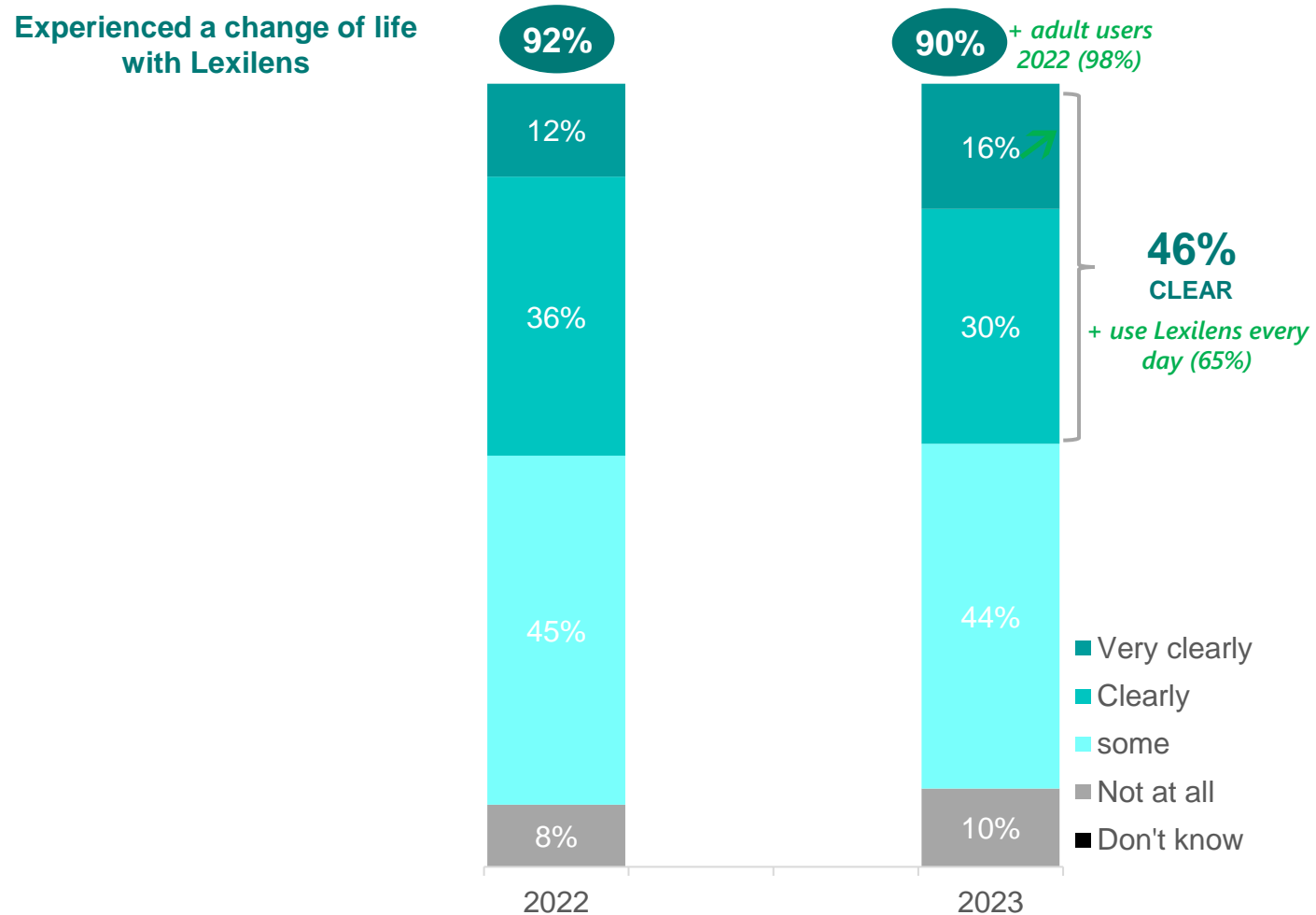
Under the care of a health professional
N = 186



B6. Has the healthcare professional seen any benefit from the use of the Lexilens glasses, whether or not they are integrated into the therapy?? / B7. Do the improvements noted by the professional concern...? ... ?

AN OBSERVED POSITIVE CHANGE IN LIFE QUALITY -

9 out of 10 Lexilens users have noticed a positive change in their lives, 46% of them clearly. The impact on life comfort is even greater when glasses are worn every day.

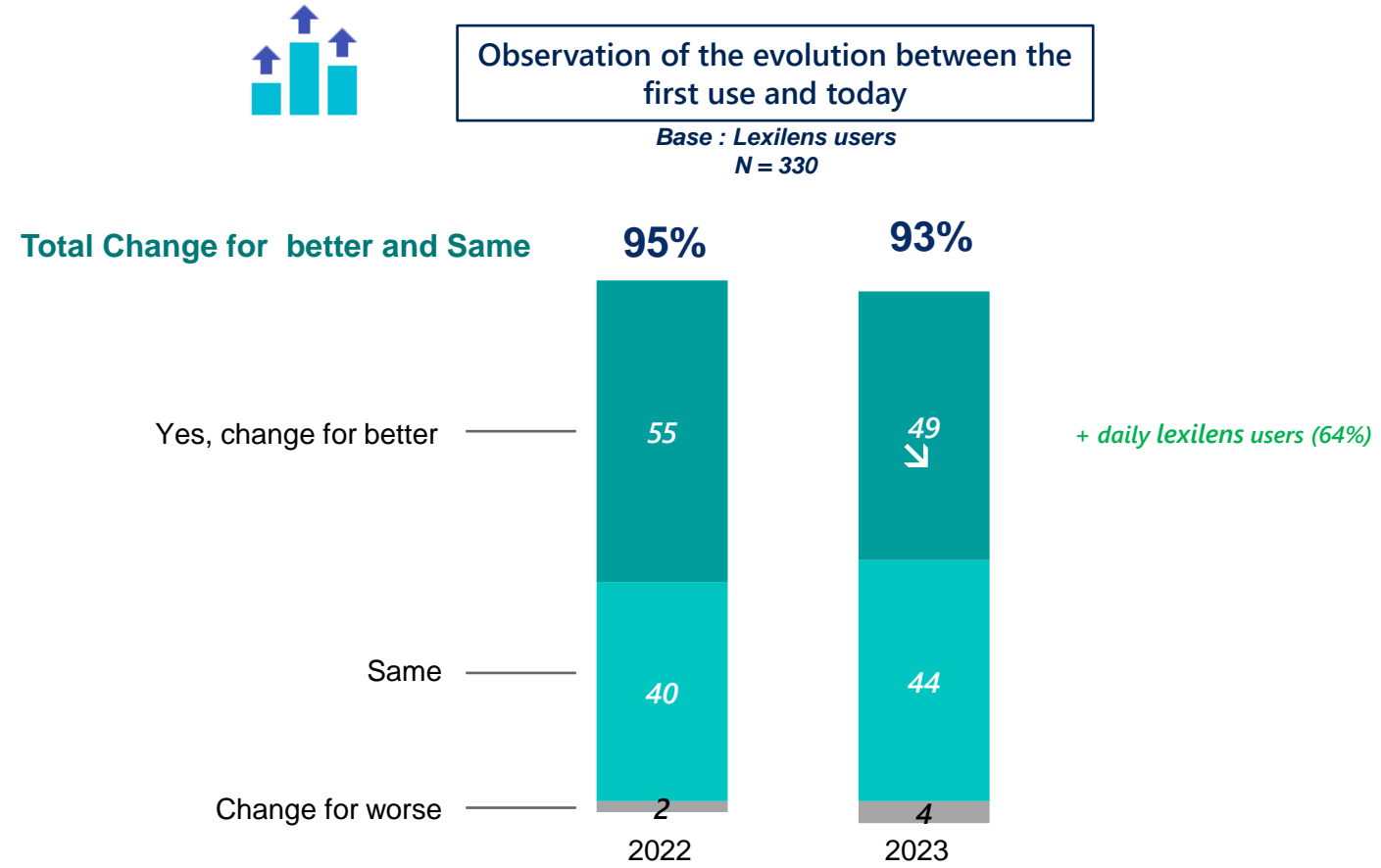


A POSITIVE TREND -

Half of the users have seen a positive evolution of the effectiveness of Lexilens between the first use and today. This is especially true for the daily users.



Lexilens Users
N = 330

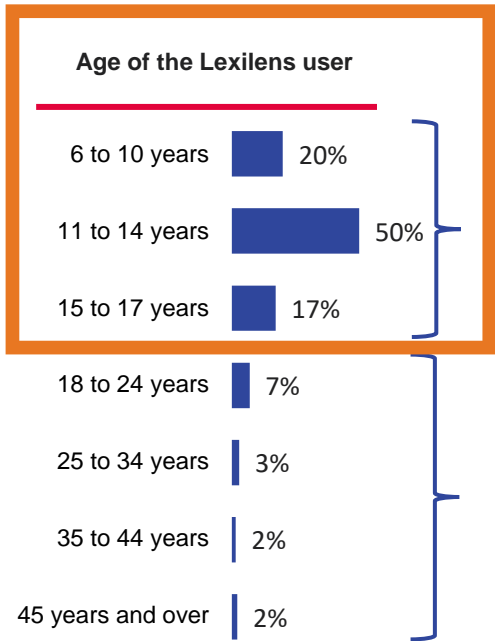
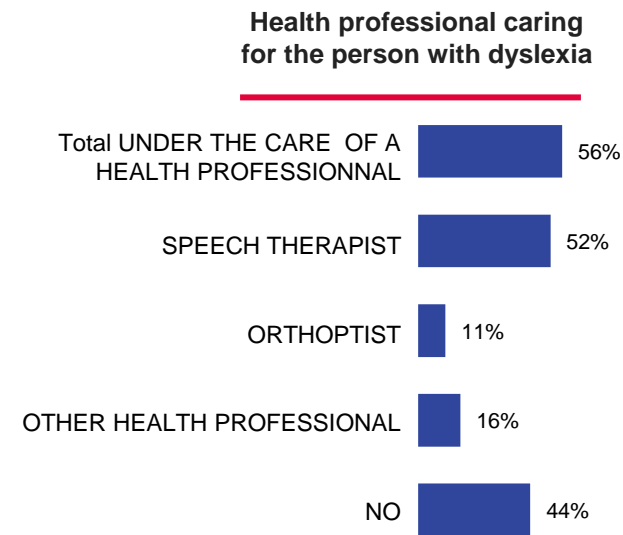
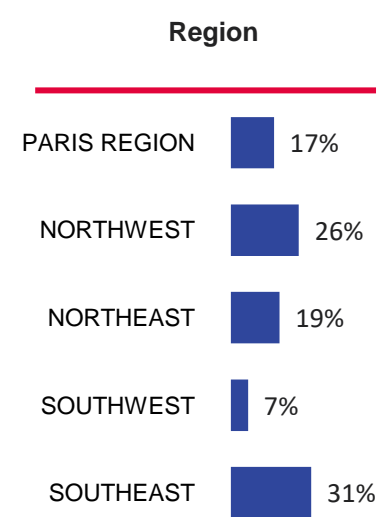
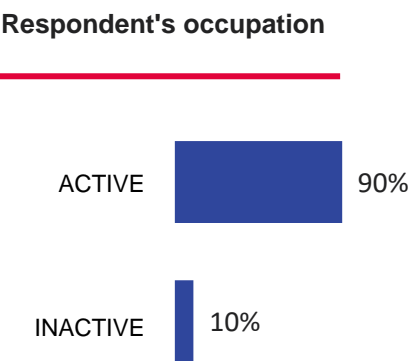
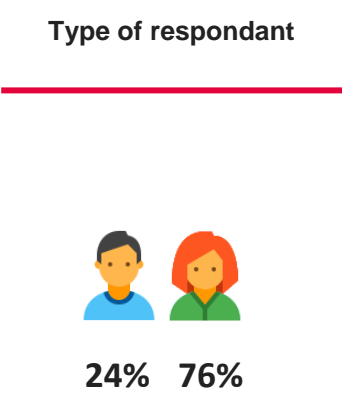


GLASSES THAT HELP CHILDREN AND SCHOOLCHILDREN - -

Lexilens are frequently used, especially by young people.



Lexilens Buyers
N = 519



Glasses that help mostly primary and secondary school children

86% of parents of children under 18 surveyed

14% of adults / people aged 18 and over who are carriers surveyed

EASIER TO READ -

The main perceived benefit of Lexilens is that they make reading easier, especially when worn every day.



Lexilens users
N = 330

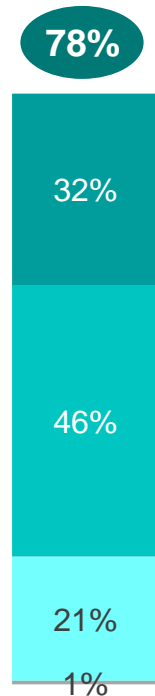


Easier to read with Lexilens

Base : porteurs de Lexilens
N = 330

Significantly easier to read
with Lexilens

- Significantly easier
- Easier
- A little bit easier
- Same



2022



2023

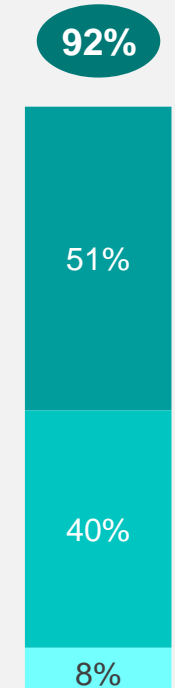
+ Not under the
care of a health
professional (90%)

- Lexilens glasses
are NOT
complementary
(66%)

Lexilens glasses are
NOT
complementary
(19%)

- Not under the
care of a health
professional
(10%)

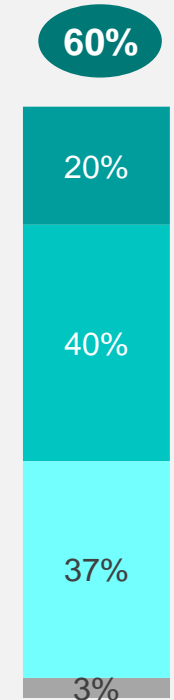
Daily users
(n=107)



+

-

User less than once a
week
(n=60)



-

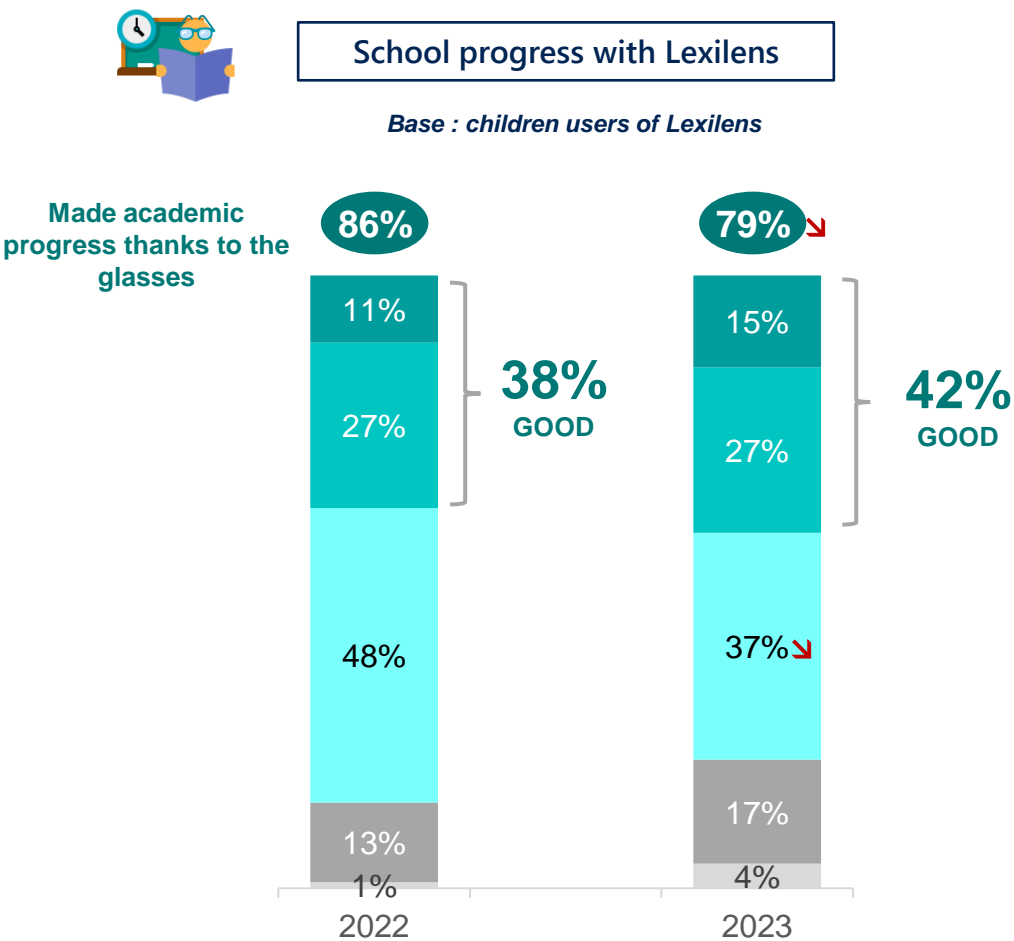
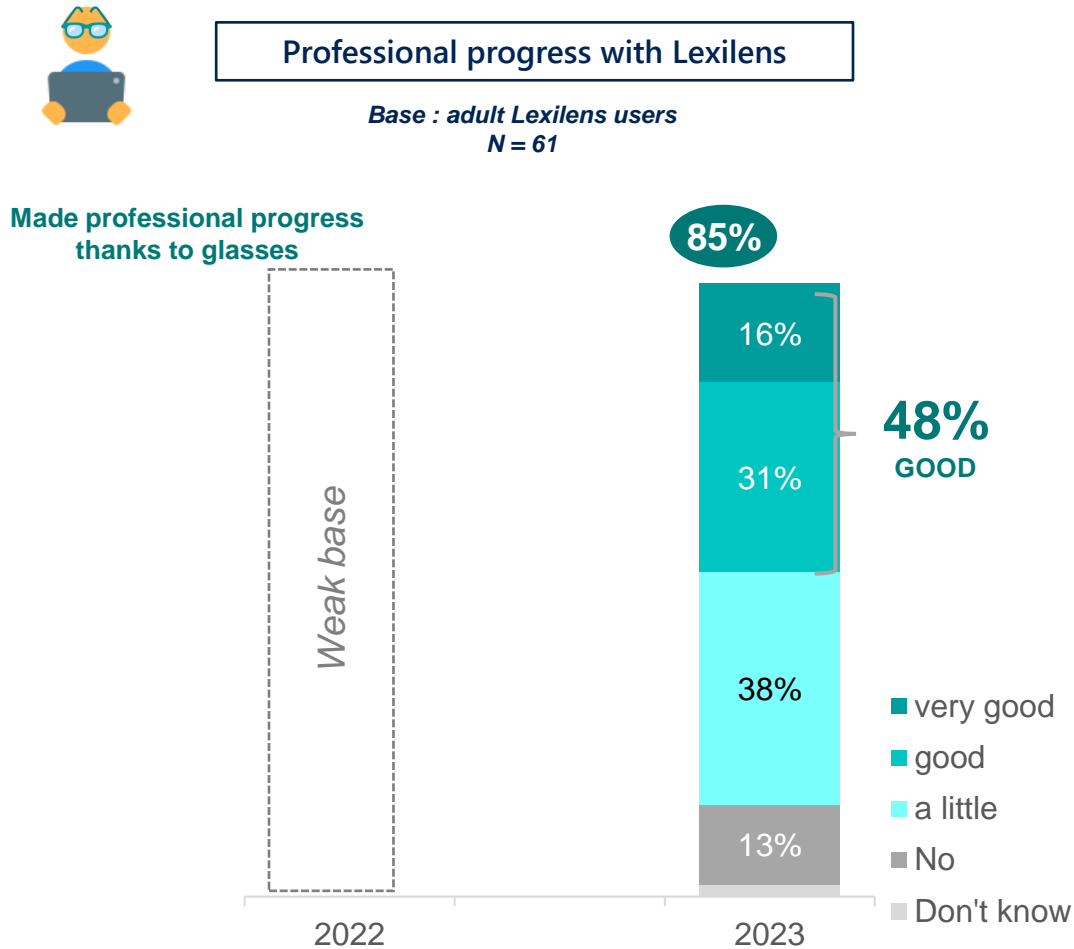
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PROGRESS AT SCHOOL AND AT WORK -

These benefits are witnessed both at school and at work, with progress noted by the majority of users.




Lexilens Users
N = 330



THE USERS ARE THE BEST AMBASSADORS OF LEXILENS -

Finally, the users, and especially the daily users of Lexilens are promoters of the device.



 **Lexilens recommendation**
Base : Lexilens users
N = 330

