

21ST IS PRODUCING CRIZAL® ROCK™ LENSES IN-HOUSE

21st Century Optics is pleased to remind you that we are now able to produce Crizal® Rock™ lenses in our lab facility, *which means even better service to you!*

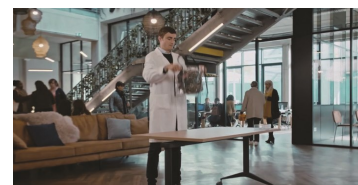
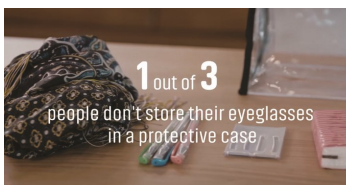
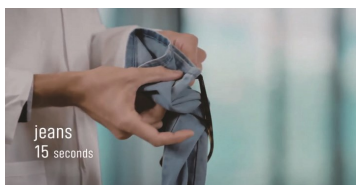
On average, eyeglass wearers clean their lenses more than **14 times per week**⁽¹⁾. Moreover, **77% of wearers** wipe their lenses with t-shirts, tissues, towels, at least once per week⁽¹⁾. But improper cleaning can lead to scratches. **Crizal® Rock™** is the most scratch resistant Crizal® No-Glare lens ever made for durability like never before.⁽²⁾



Benefits:

- **Most scratch-resistant** Crizal No-Glare lens ever made⁽²⁾
- **Best combination** of scratch and smudge resistance⁽³⁾
- **Excellent clarity** of vision with reduced glare
- **Optimal protection** against UV light with protection from backside UV reflection⁽⁴⁾

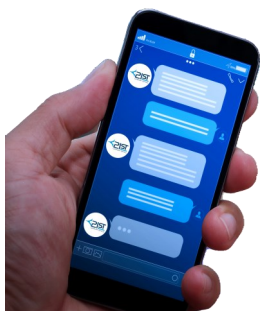
Watch the Crizal Rock Torture Test video at 21stcenturyoptics.com/company/video-faq



(1) Study conducted by Ipsos, 2019, among n= 2435 eyeglass wearers in France, USA (2) Internal Sand Resistance test 2019 – compared to all previous generations of Crizal coatings (3) External laboratories tests and internal technical tests in 2019. Combination here defined as the merger of two distinct criteria which are scratch resistance and smudge resistance – Crizal Rock rated best on smudge resistance and equal on scratch resistance, compared to the most known lenses brands by consumers (MSW brand tracking 2018 in 17 countries). Scratch resistance may vary depending on lens configuration. (4) In a clear lens, Crizal Sapphire® 360° UV, Crizal® Rock™, Crizal® Previa™, and Crizal® Avance UV™, offer optimal UV protection on all lens materials, except 1.50 clear plastic, based on our E-SPF® 35 technology; the higher the E-SPF index, the greater the level of UV protection provided by the lens.

For more info, visit the [Crizal folder in our Document Center at 21stcenturyoptics.com](https://21stcenturyoptics.com)

OUR TEXTING SERVICE MAKES IT QUICK AND EASY TO REACH US!



Don't forget that you can text the 21st Century Optics Customer Service Department directly to our phone number at 800-221-4170!

Texting us provides a faster response time than calling in, **with no time on hold** and all conversations easily able to be reviewed right in your texting app! Text us for **job status checks**, **doctors changes**, **scratch warranties**, and any **general questions**.

We are available to respond to you via text from Mon-Fri 9:00 am—6:00 pm.

GET CERTIFIED *LIVE* AS A TRANSITIONS® SPECIALIST



All the benefits of the Transitions Certification Program are available at Transitions Certified LIVE, a unique educational opportunity where you can interact with technical experts and experience Transitions® lenses. Bring two additional team members and become a Transitions Certified Provider with special status on Transitions “Where to Buy” online locator and receive exclusive resources to share with patients.



Learn from Transitions experts and R&D team through in-person product demonstrations and topics including:

- How do Transitions lenses provide superior blue light protection?
- How can a lens go from clear to polarized?
- What are the improvements of Transitions® XTRActive® new generation and why the hype?
- Why is light management and sensitivity a timely topic to bring up with patients?

Get access to materials designed to better prepare you to talk to your patients about light management and earn:

- One trial pair of Transitions lenses* to experience the product firsthand and sharpen your expertise on the features and benefits of Transitions latest technology.
- A framed certificate recognizing your Transitions Specialist status
- A lapel pin to wear in the office
- A social post to utilize on practice social channels
- Access to additional product demonstration tools

See upcoming event dates below, and **visit the registration link at transitions.com/certifiedlive** for additional information

2/15/23 - Charlotte, NC	2/23/23 - Dallas, TX	3/1/23 - Ontario, CA
3/8/23 - Philadelphia, PA	3/18/23 - New York, NY**	3/22/23 - Chicago, IL

*In person attendees can choose one of the following options: Transitions® XTRActive® Polarized™ in gray, Transitions XTRActive new generation in gray, brown or graphite green OR Transitions® Signature® GEN 8™ in gray, brown or graphite green. The trial pair does not include Transitions XTRActive style mirrors, Transitions Signature GEN 8 style colors or Transitions Drivewear. ** At Vision Expo East. Attendees to the Vision Expo East event will need to be registered for Vision Expo East. You can register here at east.visionexpo.com. Attendees are not obligated to purchase, order or recommend the ordering or purchasing of any products or services from Transitions Optical or its affiliates. If you do make any such recommendation, you will do so in an honest, accurate, complete, and non-coercive manner that is consistent with and honors each patient's freedom of choice and serves the patient's best interests. Transitions is a registered trademark, and the Transitions logo and Transitions Light Intelligent Lenses are trademarks of Transitions Optical, Inc. used under license by Transitions Optical Limited. ©2022 Transitions Optical Limited. Photochromic performance and polarization are influenced by temperature, UV exposure and lens material.