

## NEW! CRIZAL PRODUCT LAUNCH ANNOUNCEMENT

Essilor is proud to announce the launch of the three innovations in no-glare coatings - **Crizal® Sapphire™ HR**, **Crizal® EasyPRO**, and **Crizal® Easy No-Glare** lenses on **October 4, 2022** (in Rx and FSV stock lenses).

**Crizal® Sapphire™ HR** *NEW Crizal Sapphire HR* is an upgrade from Crizal Sapphire™ 360° UV™ No-Glare lenses and offers improved protection against scratches and smudges while maintaining the same level of transparency. *Crizal Sapphire HR* will be the best anti-reflective coating overall\* powered by unique technologies:

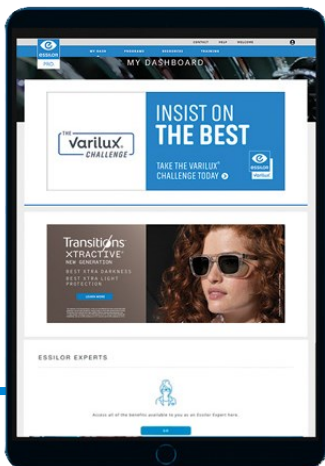
- Multi-Angular Technology™ provides best in class transparency, reducing glare not only in front of the lens, but at + / - 45 degrees on the sides of the lens as well. This ensures that wearers receive protection from glare at all angles.
- High Resistance technology™ is a combination of four specific oxides, known to resist scratches, dust, and dirt.
- High Surface Density Process™ is a nano-layer of fluorinated molecules that provides highly effective smudge resistance property making the lens much easier to clean, plus anti-static property to repel dust

**Crizal® Easy Pro** *NEW Crizal Easy PRO* is an upgrade from Crizal Alizé™ No-Glare lenses and offers improved ease of cleaning by utilizing the patented **High Surface Density Process™** and an added **Anti-Particulate layer** that makes these lenses easier to clean and keeps them cleaner longer.

**Crizal® Easy** *NEW Crizal Easy* is an upgrade from *Crizal Easy UV™* No-Glare lenses and offers easier cleaning with an improved topcoat.

**Please Note:** Although the “UV” from the names of the products has been removed, **ALL Crizal** products have backside UV protection with E-SPF 35.

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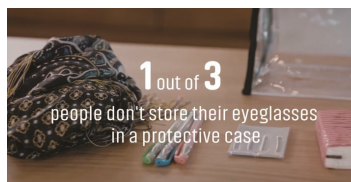
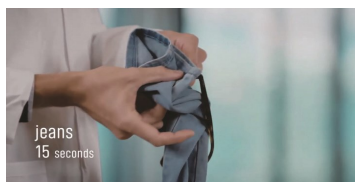
## ARE YOU ORDERING CRIZAL® ROCK™? HERE'S WHY YOU SHOULD:



On average, eyeglass wearers clean their lenses more than **14 times per week**<sup>(1)</sup>. Moreover, **77% of wearers** wipe their lenses with t-shirts, tissues, towels, at least once per week<sup>(1)</sup>. 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.<sup>(2)</sup>

- **Effective September 13th, Crizal Avancé has been removed from Managed Care formularies** so now is a great time to start transitioning your patients to Crizal® Rock™ lenses!
- **21st Century Optics is now able to produce Crizal Rock lenses in our lab facility, which means even better service to you!**
- **Crizal Rock lenses offer the following benefits:**
  - ⇒ **Most scratch-resistant Crizal No-Glare lens ever made**<sup>(2)</sup>
  - ⇒ **Best combination** of scratch and smudge resistance<sup>(3)</sup>
  - ⇒ **Excellent clarity** of vision with reduced glare
  - ⇒ **Optimal protection** against UV light with protection from backside UV reflection<sup>(4)</sup>

**Watch the Crizal Rock Torture Test video at [21stcenturyoptics.com/company/video-faq](https://21stcenturyoptics.com/company/video-faq)**



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

(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® Preveniria®, and Crizal® Avancé 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..