

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

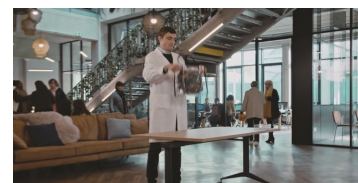
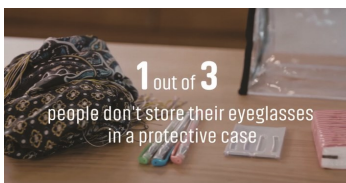
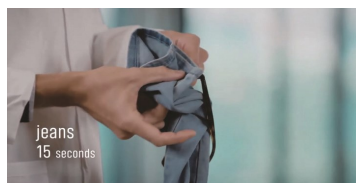
21st Century Optics is pleased to announce that we are now able to produce Crizal® Rock™ lenses in our lab facility, which means even better service to you!

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® 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.

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

ARE YOU RECOMMENDING A BACKUP PAIR FOR CHILDREN?



Are you recommending a backup pair for your children patients? Especially in the hubbub of back-to-school, kids may easily misplace their primary pair, or even damage them. Depending on their Rx, their visual capacity may be compromised while waiting for a new pair to be made. Pair 50 is a great program to leverage for parents who are concerned about the cost of that, often, critical backup pair for their children.

If you haven't already, enroll at Partnershiprewardsportal.com.

RECOMMEND EYEZEN® KIDS LENSES FOR BACK-TO-SCHOOL



Eyezen® Kids lenses are uniquely designed for children ages 6 to 12 years old. This new enhanced single vision lens takes into account essential children's parameters: their **morphology, object distance and gaze directions**, to provide them with a better all-around visual experience.*

Eyezen Kids lenses also have a built-in blue light filter that helps reduce their exposure to Harmful Blue Light coming from light sources like the sun and



Morphology

Children have different facial features than adults as they continue to grow that are not addressed with standard single vision lenses. *Eyezen Kids* lenses take into account children's distinct facial features by adapting the lens calculation to include children's standard measurements for Vertex, Pantoscopic Tilt, and Wrap Angle³.



Object Distance

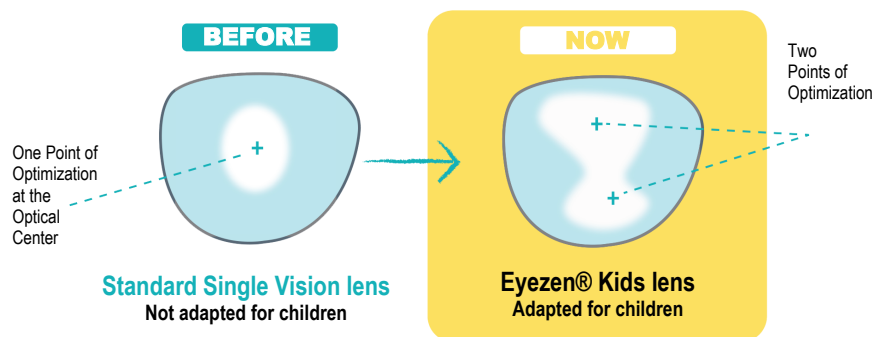
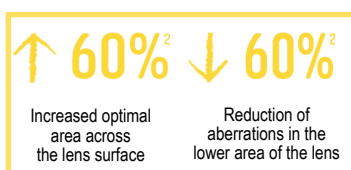
Children's stature and their arms are shorter than adults and therefore they look at objects at a closer distance. *Eyezen Kids* lenses optimize design calculation to include a near vision distance of 10 inches vs. 16 inches for adults.



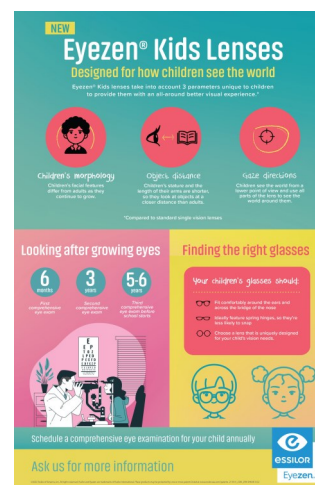
Gaze Directions

Eyezen Kids lenses take into account that children are eye movers and use the upper part of the lens and the periphery more than adults. *Eyezen Kids* lenses are optimized in all gaze directions to provide the wearer the right power in all parts of the lens, not just at one central point.

The Eyezen Kids lens design utilizes two reference points (vs. one in a standard single vision lens) to provide optimal correction across the entire lens, maintaining the individual's prescription across a greater area of the lens surface.



White= Optimized area of the lens; Blue—Unoptimized area of the lens



Visit the Eyezen folder in our Document Center at 21stcenturyoptics.com to download the new Eyezen Kids infographic as well as sales aid, consumer brochure and availability chart.

*Compared to standard single vision lenses. †Eyezen Kids lenses filter at least 20% of blue light, which is the high energy wavelengths found between 415- 455 nm on the light spectrum (blue-violet light). ‡Internal measurements versus an Essilor standard SV lens on a range -6.00D to +5.00D (≤2.00D). †Based on Essilor examination and measurement of the eye head coordination in 169 children aged between 6-14 years old.