WE LOOK FORWARD TO PARTNERING WITH YOU AGAIN IN 2012.

To help grow your practice and make it easier to recommend Crizal® lenses, we will once again be reaching millions of consumers with the only national No-Glare lens advertising campaign.

For more information, contact your local Crizal Sales Consultant.

Contact Luzerne Optical Laboratories, LTD at 800-233-9637 or on the web at www.LuzerneOptical.com
Introducing a new generation of Crizal® No-Glare lenses designed to protect your patients’ eyes from damaging UV light coming from the backside of the lens, ensuring their visual health over time.

Crizal is the only No-Glare range on the market offering the most complete protection against the invisible and often irreversible dangers of UV reflection,¹ and the best enduring clarity of vision by fighting the 5 enemies of clear vision—glare, scratches, smudges, dust and water.

¹. For clear No-Glare lenses, except 1.5 index. Available for sunwear with Crizal SunShield™. Measured by K. Citek, O.D. Pacific University College of Optometry, 2011.
EVERYDAY PROTECTION IS A MUST

UV LIGHT IS A MAJOR HAZARD TO THE EYE

79% of patients know they need sun protection for their skin; however, only 6% know they need sun protection for their eyes. Experts worldwide agree that UV light has a direct impact on your eye health, accelerating eye aging and the appearance of cataracts and other serious eye-related diseases.

UV LIGHT COMES FROM ALL DIRECTIONS

The only external issues of the body that are directly exposed to environmental UV light are the eyes. UV light comes from all directions, reflecting off surrounding surfaces and creating dangerous exposure.

UV PROTECTION IS NEEDED 365 DAYS A YEAR

Everyone knows UV light is dangerous on sunny days. However, more than 40% of UV light exposure occurs when you are not in full sunlight! This means that your eyes are susceptible to harmful UV light that could be causing irreversible damage during almost half of your normal daily activities, such as running errands or walking the dog.

<table>
<thead>
<tr>
<th>UV qty (lx)</th>
<th>UV qty per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>500</td>
<td>8%</td>
</tr>
<tr>
<td>5,000</td>
<td>5%</td>
</tr>
<tr>
<td>25,000</td>
<td>30%</td>
</tr>
<tr>
<td>100,000</td>
<td>58%</td>
</tr>
</tbody>
</table>

Calculation based on urban workers in northern hemisphere. Indoor low UV emission from compact fluorescent lightbulbs.

Photochromic and higher quality lens materials (polycarbonate, Trivex® material or high index) block 100% of the UV light transmitted through the front of the lens.

Ordinary No-Glare lenses have a high reflection of dangerous UV light entering the eyes from the rear surface of the lens.

**CRIZAL LENSES**

The new generation of Crizal takes everyday UV protection to a new level by virtually eliminating backside UV reflection to help ensure long-lasting, healthy vision.

2. Results of International Communication Research (ICR) study for USA, 1082 respondents, 2002.

3. Clear 1.5 plastic does not provide 100% protection from UV transmission.
INTRODUCING BROAD SPECTRUM TECHNOLOGY AND E-SPF

TODAY, ORDINARY NO-GLARE LENSES ARE DESIGNED FOR MAXIMUM VISIBLE LIGHT TRANSMISSION AND MINIMUM VISIBLE LIGHT REFLECTIONS. HOWEVER, UV LIGHT REFLECTION INTO THE EYE REMAINS UNADDRESSED.

EXCLUSIVE BROAD SPECTRUM TECHNOLOGY

Crizal® lenses now feature a new technology that virtually eliminates UV light reflection into the eyes for long-term eye health, while maintaining maximum visible light transmission for crisper, clearer vision. This exclusive technology extends superior anti-reflective efficiency from visible to UV light.

EYE-SUN PROTECTION FACTOR (E-SPF)

E-SPF is a new index developed by Essilor, endorsed by Professor K. Citek, O.D., integrating UV protection from UV light coming from both sides of the lens.

• All Crizal lenses offer the best protection available with an E-SPF of at least 25, this means your eyes are 25 times better protected from dangerous UV light than wearing no protection.

• Crizal SunShield™ lenses provide maximum UV protection for sunwear with an E-SPF of 50+.

STANDARD NO-GLARE

CRIZAL UV

E-SPF

COMPETITOR A

2

COMPETITOR B

6

COMPETITOR C

2

EYE-SUN PROTECTION FACTOR (E-SPF)

* The Essilor lenses were tested against the latest premium lens offerings from major competitors like Hoya, Zeiss and Sola.

Crizal® lenses still provide the best enduring clarity of vision with the most complete protection against the 5 enemies of clear vision—glare, scratches, smudges, dust and water.

SO CLEAR

SO SAFE
THE BEST ENDURING CLARITY OF VISION

CLARITY OF VISION IS THE #1 EXPECTATION OF WEARERS WHEN PURCHASING EYEGLASSES. Only Crizal® has proven products and superior technologies to overcome all of the enemies of clear vision and provide your patients with the best enduring clarity of vision.

4. Results of 2010 worldwide independent research conducted in 7 countries among 1493 eyeglass wearers.
THE MOST COMPLETE PROTECTION FOR YOUR EYES AND YOUR VISION

SMUDGE RESISTANCE SUPERIOR TO EVERY STANDARD NO-GLARE LENS ON THE MARKET

FEATURES:
• A super-hydrophobic top coat that repels oil, water, and smudges
• 110° contact angle
• Patented Pad Control System™ layer for precise and consistent edging and drilling
• COMING SOON: Best UV protection for everyday lenses with an Eye-Sun Protection Factor (E-SPF) of 25

EVEN EASIER TO CLEAN, AND THEY STAY THAT WAY LONGER

FEATURES ALL THE BENEFITS OF CRIZAL EASY UV®, PLUS:
• A super-hydrophobic top coat with Essilor’s proprietary High Surface Density™ (HSD) process for superior resistance to oil, water, and smudges
• 116° industry-best contact angle
• Lenses stay cleaner longer
• COMING SOON: Best UV protection for everyday lenses with an Eye-Sun Protection Factor (E-SPF) of 25

THE MOST SIGNIFICANT BREAKTHROUGH IN SCRATCH RESISTANCE

FEATURES ALL THE BENEFITS OF CRIZAL ALIZÉ UV®, PLUS:
• Exclusive SR Booster™ layer technology for “glass-class” scratch resistance
• Twice as scratch-resistant as Crizal Alizé UV
• Anti-static technology to repel dust and dirt
• Best UV protection for everyday lenses with an Eye-Sun Protection Factor (E-SPF) of 25

SPECIALY DESIGNED FOR SUNWEAR

• The most scratch-resistant, smudge-resistant, easiest-to-clean No-Glare lens designed specially for sunwear
• Eliminates 99% of backside visible light reflections
• Maximum UV protection for sunwear with an Eye-Sun Protection Factor (E-SPF) of 50+

SPECIALY DESIGNED FOR FIGHTING FOG

• No-Glare lens with exclusive hydrophilic top coat and activator solution for long-lasting, fog-free vision
• SR Booster layer technology for “glass-class” scratch resistance
• Best UV protection for everyday lenses with an Eye-Sun Protection Factor (E-SPF) of 25

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