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Glacier™ PLUS & Glacier Expression™ Now Available through Luzerne Optical

*Shamir continues to provide their customers with the highest quality products featuring cutting edge technology. Shamir Glacier™ product line launched February of 2022, but now **Glacier™ PLUS and Glacier Expression™** are being widely introduced. **Glacier™ PLUS** is a powerful AR protection for the eyes, it is the foundation of all our Glacier™ product line. It is an anti-reflective coating that utilizes advanced technologies to provide a cutting-edge, glare reducing solution for your patients. In addition to Glacier™ PLUS, Shamir is introducing a game changing anti-reflective coating, **Glacier Expression™**.*

San Diego, CA – November 2023

"Luzerne Optical is thrilled to begin producing the Shamir Glacier coatings in house. Glacier PLUS™ has been approved and we are now working with Shamir to have Glacier Expression™ installed and approved very shortly.

Luzerne Optical has had a strong longtime relationship with Shamir and is a great believer in the quality, technology and benefits of their products." said Luzerne Optical Co-Owner John Dougherty.

After years of research, studies and tests, Shamir's cutting edge anti-reflective coatings: **Glacier™ PLUS** and the latest product **Glacier Expression™**, helps consumers better connect with today's real-world problems.

Glacier™ PLUS Product Information:

Shamir Glacier™ PLUS is an anti-reflective coating that utilizes advanced technologies to provide a cutting-edge, glare reducing solution for your patients. Repels water, dust, smudges, and is easier to clean than ever before.

- Reduce:
 - o Low Reflection Finish appearance that dramatically reduces cosmetic glare
 - o Reduces coloration to provide an added cosmetic benefit of the glasses
- Resist:

- o Improved scratch resistance to protect the lenses and provide greater durability and longevity
- o Enhanced anti-static properties to repel dirt and dust
- o Helps eliminate smears and smudges
- Repel:
 - o Developed with oleophobic and hydrophobic properties to enhance your visual acuity
 - o Lenses are easy and effortless to clean
 - o Repels dirt, dust, and water, stays clean

Features & Benefits of Glacier™ PLUS:

- Enhanced anti-static
- Remarkably hydrophobic
- Incredibly easy to clean
- Superior visual acuity
- Extremely durable

Glacier Expression™ Product Information:

Glacier Expression™ offers an outstanding signal to noise ratio for its wearers that allows them to *Look Better, See Better, Feel Better and Connect Better!* Case studies have shown that eyecare professional who tried Shamir's Glacier Expression™ lenses saw a dramatic difference in clarity compared to other AR coatings. With this new formula, not only are wearers able to see clearer but they'll be able to build connections with minimal distraction of glares from light or digital devices and other visual background noise. Glacier Expression™ offers an optimal solution with several features & benefits.

Features & Benefits of Glacier Expression™:

- High quality, scratch resistance & outstanding glare reduction formula.
- Look Better: Improved aesthetics and reduces up to 70% MORE reflection than leading AR coatings.
- See Better: Improved contrast sensitivity and light transmittance for the clearest, sharpest possible vision.
- Feel Better: Enjoy comfortable vision with minimized visual background noise using signal to noise technology built into the AR coating.
- Connect Better: Builds trust and better communication.

For more information on the Glacier™ PLUS and Glacier Expression™ visit:

www.shamir.com/us

About Shamir Insight Inc.

Shamir Insight, Inc. (San Diego, CA), is a fully owned subsidiary of Shamir Optical Industry, Ltd., an Israel-based company, which is engaged in the development, design and manufacture of premium progressive lenses and molds for the ophthalmic industry. Serving as the Sales & Marketing center for the USA, Canada, Central/South America and Mexico, Shamir Insight specializes in the marketing of premium progressive lenses, anti-reflective coatings and innovative technologies under product brand names such as Shamir Glacier Expression™, Shamir Autograph Intelligence®, Shamir Autograph III®, Shamir Autograph II®, Shamir InTouch™, Shamir Spectrum™, Shamir FirstPAL™, Shamir Golf™, Shamir Relax™, Shamir Attitude III®, Shamir Duo™, Shamir Computer™ and Shamir WorkSpace™.

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