

Crizal® with Scotchgard™ Protector

Resists water, dirt and dust



The best just got better

The combination of cleanability with smudge resistance that has been used in the latest generations of Crizal® coatings has been advanced with anti-static properties. Crizal® with Scotchgard™ Protector:

- Repels dust, fingerprints oil, grease and water
- Makes cleaning the lenses easier than ever

This means that your patients will see as clearly as they did the very first day they collected their new spectacles.

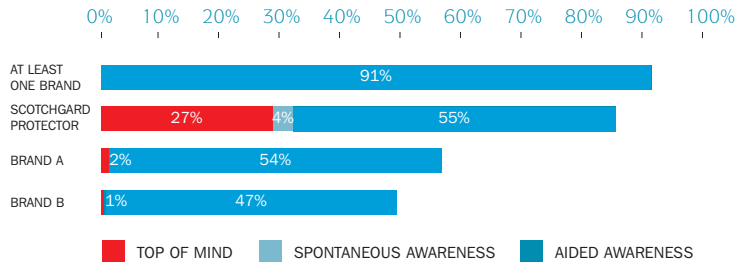
What is Scotchgard™ Protector?

Scotchgard™ Protector is a well known brand owned by 3M that was developed in 1953 for the launch of a protective stain and water repellent coating for clothing. It is well known for protecting valuable items from spills and stains and helps keep them new and fresh looking, even after years of use. Scotchgard™ Protector is now available on 75 different products including protective clothing, fabric and furniture.

A brand you can trust

Recent research showed that the Scotchgard™ brand has 86% consumer awareness in the UK, and is way ahead of competitive products as the chart opposite shows.

BRAND AWARENESS – PROTECTION AGAINST WATER AND STAINS



Total Population = 793

Source – Harris Interactive: Scotchgard Brand Health Survey 2005 (Copyright 3M 2006).

Crizal® With



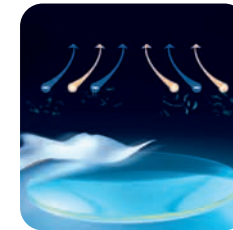
Thanks to this new technology the lenses combine proven anti-smudge, anti-scratch, anti-glare, anti-reflective and ultra-hydrophobic properties with the best anti-static performance.

Protection from dust

Crizal® with Scotchgard™ Protector has an added very thin conductive layer in the coating stack, which enables new levels of perfection.



COVERED WITH DUST THE LENS NEEDS TO BE CLEANED



WIPING DOES NOT GENERATE ANY NEGATIVE ELECTRO-STATIC CHARGES ON THE SURFACE OF THE LENS



AFTER WIPING, THE DUST PARTICLES ARE NOT ATTRACTED BACK TO THE SURFACE OF THE LENS



THE LENS IS PERFECTLY CLEAN AND FREE OF DUST

Protection from smudge

Due to the extremely smooth surface with oleophobic properties, smudges are a thing of the past.

Hydrophobic

Ultra-hydrophobic properties result in water being forced away from the lens surface. The contact angle of the water droplet increases so much that water rolls off the surface. This greatly improves the performance in wet conditions.



Ease of cleaning

This diagram shows the difference (after wiping the lens clean) between standard MAR coated lenses and Crizal® lenses with Scotchgard™ Protector.



Before wiping Standard MAR



After wiping Standard MAR



After wiping Anti-smudge MAR



After wiping Crizal® with Scotchgard™ Protector

Crizal[®] with Scotchgard[™] Protector

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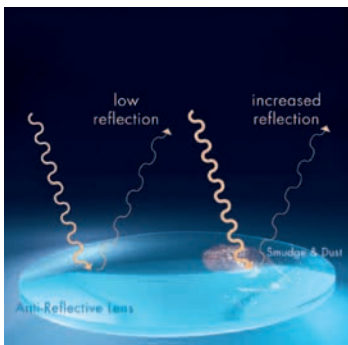
It is a well known fact today that although spectacle wearers appreciate the extra clarity that MAR lenses provide, sensitivity to smudging and the difficulties in keeping the lenses clean are the main performance issues that they express.

Both opticians and wearers convey the same desire to have MAR lenses protected from everything that can cause the lenses to affect the vision.

The impact of dust and dirt



Broadband multi-layer coatings are made of a stack of several thin layers. This stack generates destructive interferences which cancel the reflections on the lens surface, to make the lens anti-reflective.



When an additional layer of smudge such as a fingerprint or dust is deposited on this MAR stack the optical effect is destroyed, resulting in a tarnished or bright reflection. This affects the wearer's vision on the rear surface of the lens, and the mark is highly visible to other people.

To solve this problem, Essilor has developed a new generation of Crizal[®] lenses made with Scotchgard[™] Protector.



Recommend Crizal[®] with Scotchgard[™] Protector to every patient

Over 85% of patients want MAR lenses when they discover the benefits:

- Lasting clarity
- Enhanced visual comfort
- Improved visual acuity
- Safer for driving
- Refined appearance

Crizal[®] with Scotchgard[™] Protector combines premium materials and designs with this state of the art branded coating which allows the lenses to stay cleaner for longer in all wearing conditions.