

CRIZAL®  
#1

PERFORMING NO-GLARE BRAND  
ACCORDING TO INDEPENDENT  
EYECARE PROFESSIONALS\*

NEW

Crizal® Sapphire™ HR

THE BEST ANTI-REFLECTIVE COATING OVERALL\*\*



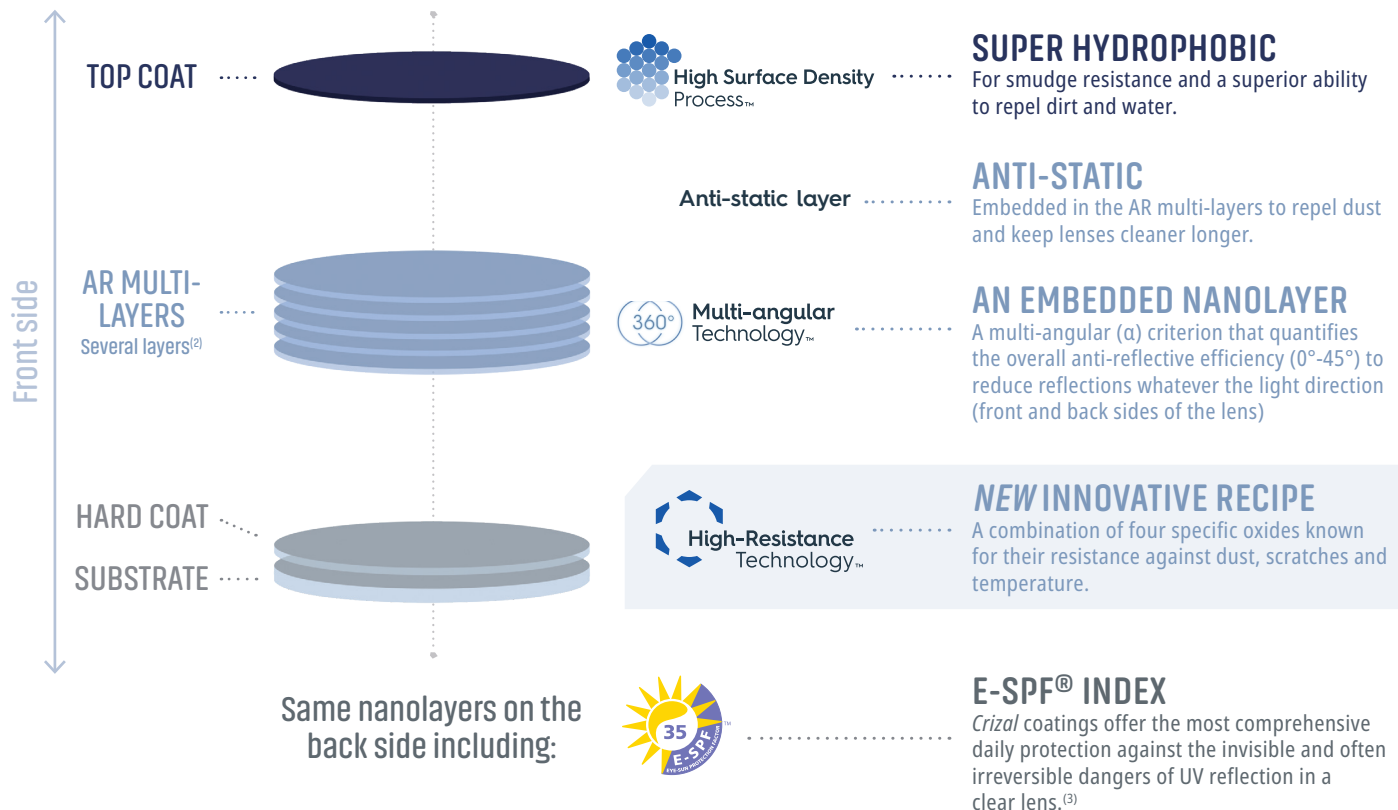
Crizal®

\*Survey conducted in 2020 by an independent third party, sponsored by Essilor. 383 Independent Eyecare Professionals were surveyed.

\*\*Within the US market, based on the results in several studies in areas of anti-reflective efficiency (Internal Essilor R&D measurement - 2020 - compared to Crizal Sapphire 360), ease of cleaning, smudge and scratch resistance (Internal Essilor R&D 2020 and External testing 2020 at NSL Analytical Services, Inc. funded by Essilor - compared to Crizal Rock), and UV protection (Internal Essilor R&D 2020).

# NEW Crizal® Sapphire™ HR

## THE BEST ANTI-REFLECTIVE COATING OVERALL <sup>(1)</sup>



\* Stack order for demonstration only

(1) External laboratory tests and internal technical tests - 2020. Compared to the competitor most known lens-brands by consumers (2019 external brand tracking in 11 countries). The word 'overall' refers to anti-reflective coatings important criteria, ranked through an external quantitative consumer study - 2019.

(2) Number of layers for illustration purpose.

(3) E-SPF® is an index rating the overall UV protection of a lens. E-SPF® was developed by Essilor International and endorsed by third party experts. The E-SPF® index relates to lens performance only and excludes direct eye exposure that depends on external factors (wearer's morphology, frame shape, position of wear). \*Except for Orma®: E-SPF® 10 index.

# LENSES ARE PERPETUALLY CHALLENGED BY DAILY WEAR & TEAR



## SCRATCHES

**47%**

of wearers replaced their damaged lenses due to scratches and wear.<sup>(6)</sup>



## UV RAYS

**365**

days a year, the eyes are exposed to UV rays even on cloudy days.<sup>(8)</sup>

## REFLECTIONS

**80%**

of wearers experience reflections whether indoors or outdoors.<sup>(5)</sup>



## SMUDGES

On average, wearers wipe their lenses

**20,000 times**

before replacing them.<sup>(7)</sup>



(5) GfK - online consumer quantitative research 2016 - declarative results - USA, Spain, India, n=2406 wearers from 25-65yo.

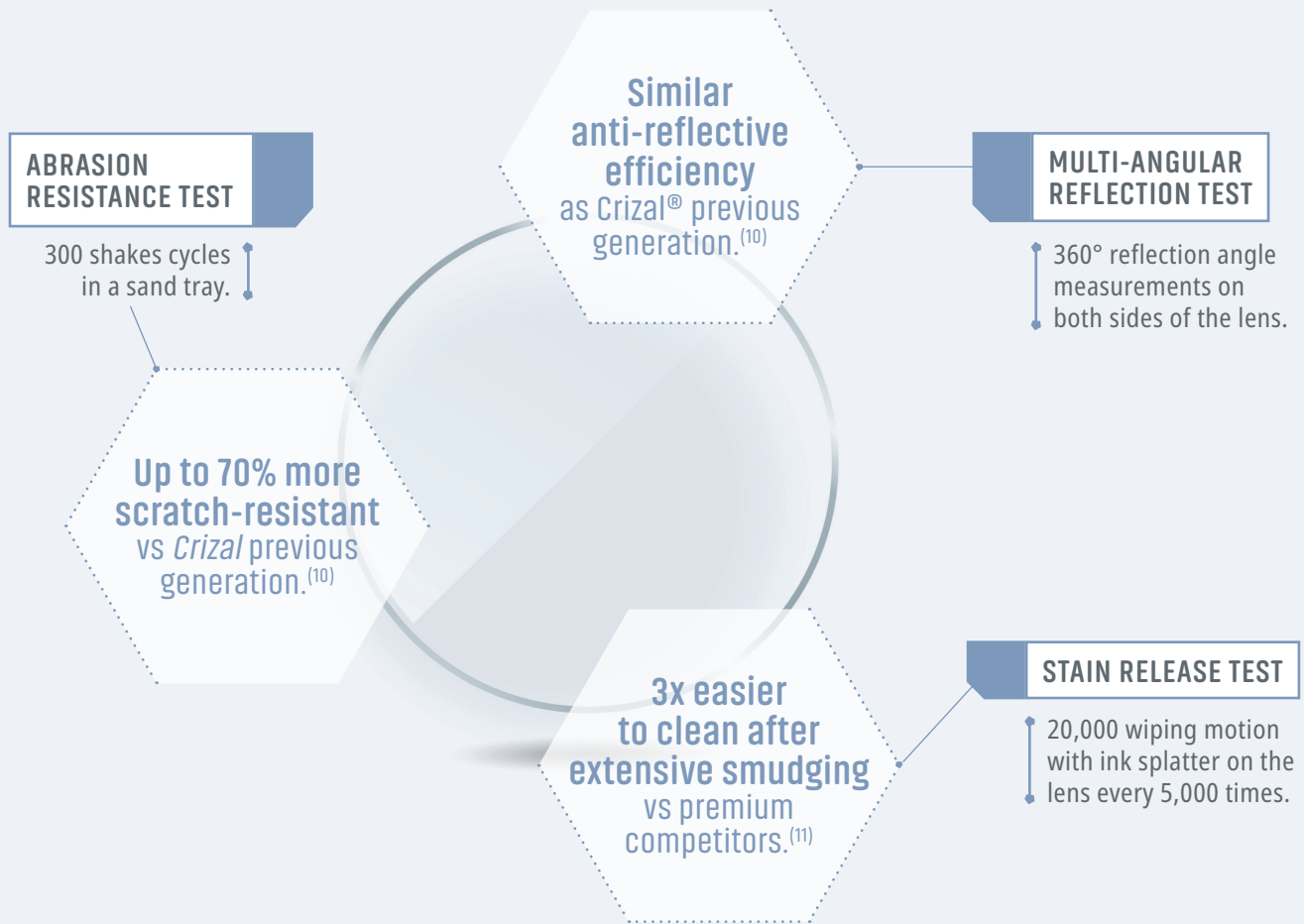
(6) Ipsos - Risky behaviours of eyeglasses wearers - online consumer quantitative research 2019 - declarative results - France, USA, n= 1600 eyeglasses wearers from 18-65yo.

(7) Essilor Estimations - France, USA, India - based on the following: average number of times cleaned/week, number of times wiped, "wipe" corresponding to a one-way cleaning motion, and eyeglass replacement rate.

(8) The Eye and Solar Ultraviolet Radiation / New understandings of the hazards, costs and prevention of morbidity. Report of a Roundtable June 18, 2011, Salt Lake City, UT, USA Karl Citek, MS, OD, PhD.

# CLEAN AND CLEAR IN THE LONG RUN<sup>(9)</sup>

Crizal® Sapphire™ HR lenses went through the Lifeproof Multi-test, a rigorous protocol of tests to assess the performance technically and in real-life with consumers.



<sup>(9)</sup> External laboratory test – stain release test – 2020.

<sup>(10)</sup> Internal R&D measurement – 2020 – compared to *Crizal*® Sapphire™ 360° UV

<sup>(11)</sup> External laboratory test - 2020 - compared to the competitor most known lens-brands by consumers (2019 external brand tracking in 11 countries).

# CRIZAL<sup>®</sup> SAPPHIRE<sup>™</sup> HR PROVIDES THE BEST OVERALL AR PERFORMANCE ON ALL KEY AR ATTRIBUTES<sup>(12)</sup>

**Crizal<sup>®</sup>  
Sapphire<sup>™</sup> HR**

Competitor A

Competitor B

AR EFFICIENCY



EASINESS-TO-CLEAN



ANTI-STATIC



SCRATCH RESISTANCE



BACKSIDE UV PROTECTION



*Crizal, an invisible shield  
to protect the eyes and the lenses.*

(12) Based on R&D measurements. Criteria calculations are based on the studied products only. (1) UV Protection based on E-SPF (Ruv + Tuv) – scale from 0 to 50 (2) Scratch Resistance based on Sand Resistance Test value – scale from >3,5 to 0. (3) Easiness-to-clean based on sliding angle – scale from >22° to 0°. (4) AR Efficiency based on Rv – scale from >1,2 to <=0,3 - (5) Antistatic property yes/no

# WHY CRIZAL<sup>®</sup> SAPPHIRE<sup>™</sup> HR NO-GLARE LENSES

## EASY TO PRESENT TO ALL PATIENTS

*Crizal Sapphire HR* is available on a variety of lens designs and materials, and is covered by major managed vision care plans

## CRIZAL<sup>®</sup> BREAKTHROUGH TECHNOLOGIES

*Crizal Sapphire HR* is the best anti-reflective overall\* and promises transparency, durability, ease of care, and UV protection

## PATIENT SATISFACTION

All *Crizal* lenses are backed by a strong 2-year warranty.

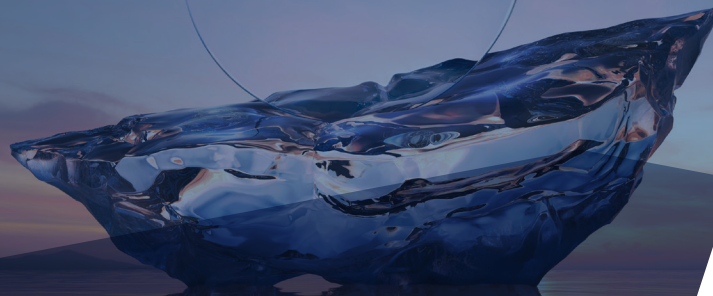
## Who should you recommend *Crizal Sapphire HR* to?

Any wearer looking for durability and best-in-class transparency in their lenses.

## HOW SHOULD YOU DISCUSS THIS WITH YOUR CUSTOMERS?

With *Crizal Sapphire HR*, you get a clear lens that's lifeproof:

- An image rendering that is pure and comfortable thanks to reduced reflections
- An aesthetic lens that eliminates virtually all glare and enhances your look
- Best in durability



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SEE MORE.  
DO MORE.