

Essilor®

#1 in prescription lenses

worldwide*

Crizal® Rock™

The most
scratch-resistant
Crizal® lens
ever made¹



CRIZAL® ROCK™

The best combination against scratches and smudges.²
Powered by the unique High-Resistance Technology™.

*Euromonitor, Eyewear 2023 edition; Essilor International company; worldwide retail value sales at RSP.

(1) Within Crizal® Range - External laboratories tests and internal technical tests in 2019 - compared to all previous generations of Crizal® coatings.

(2) 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.



OUR EVERYDAY LIVES ARE FILLED WITH UNPREDICTABILITY, MAKING LIFE TOUGH ON LENSES.

 The unpredictability of our environment paired with wearers' unintentional behavior can have a big impact on their clarity of vision.

1 OUT OF 3

eyeglass wearers accidentally drop their glasses at least once a week¹

3 OUT OF 4

wearers wipe their lenses with T-shirts, tissues or towels at least once a week¹

2 OUT OF 3

wearers have already experienced scratches on their lenses¹

DURABILITY



RESISTANCE TO SCRATCHES AND DAILY WEAR AND TEAR



RESISTANCE TO SMUDGES AND EASINESS TO CLEAN

93%

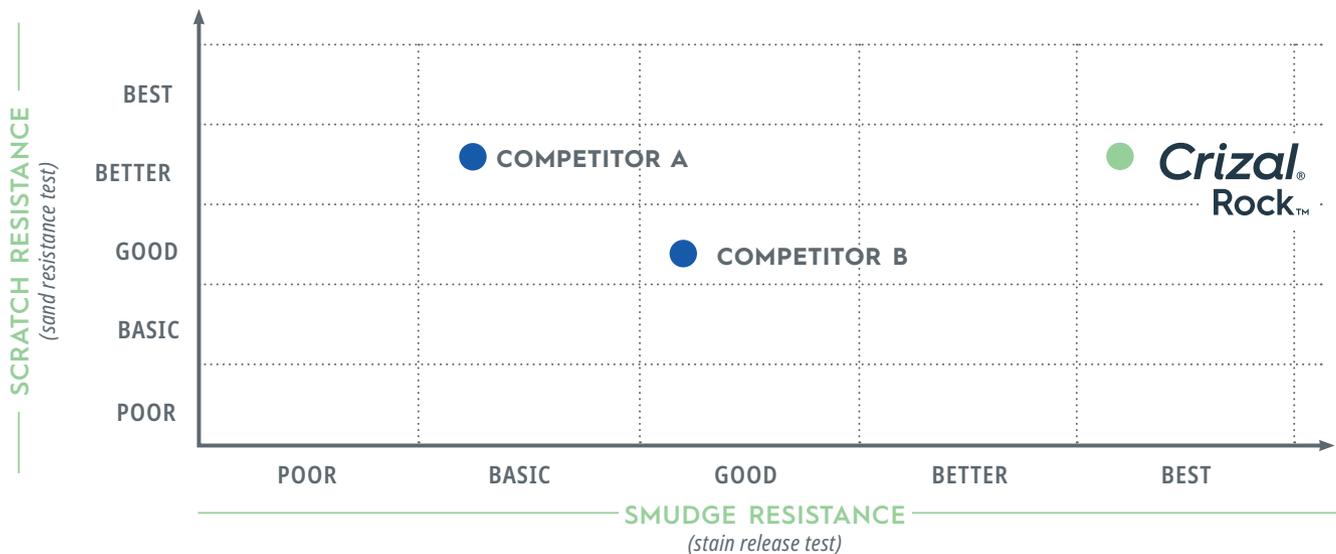
of wearers consider **scratch resistance** as an important characteristic when choosing eyeglasses

87%

of wearers consider **easiness to clean** an important characteristic when choosing eyeglasses

CRIZAL® ROCK™ OFFERS THE BEST COMBINATION OF **SCRATCH AND SMUDGE RESISTANCE**.*

Crizal Rock reaches the highest class of scratch resistance while also being the best in smudge resistance. When comparing the combination of scratch and smudge resistance against the top two competitors, Crizal Rock far exceeds in performance.



Crizal Rock also offers excellent clarity of vision and optimal UV light protection against backside UV reflection.



**RESISTS
SCRATCHES**



**RESISTS
SMUDGES**



**REDUCES
GLARE**

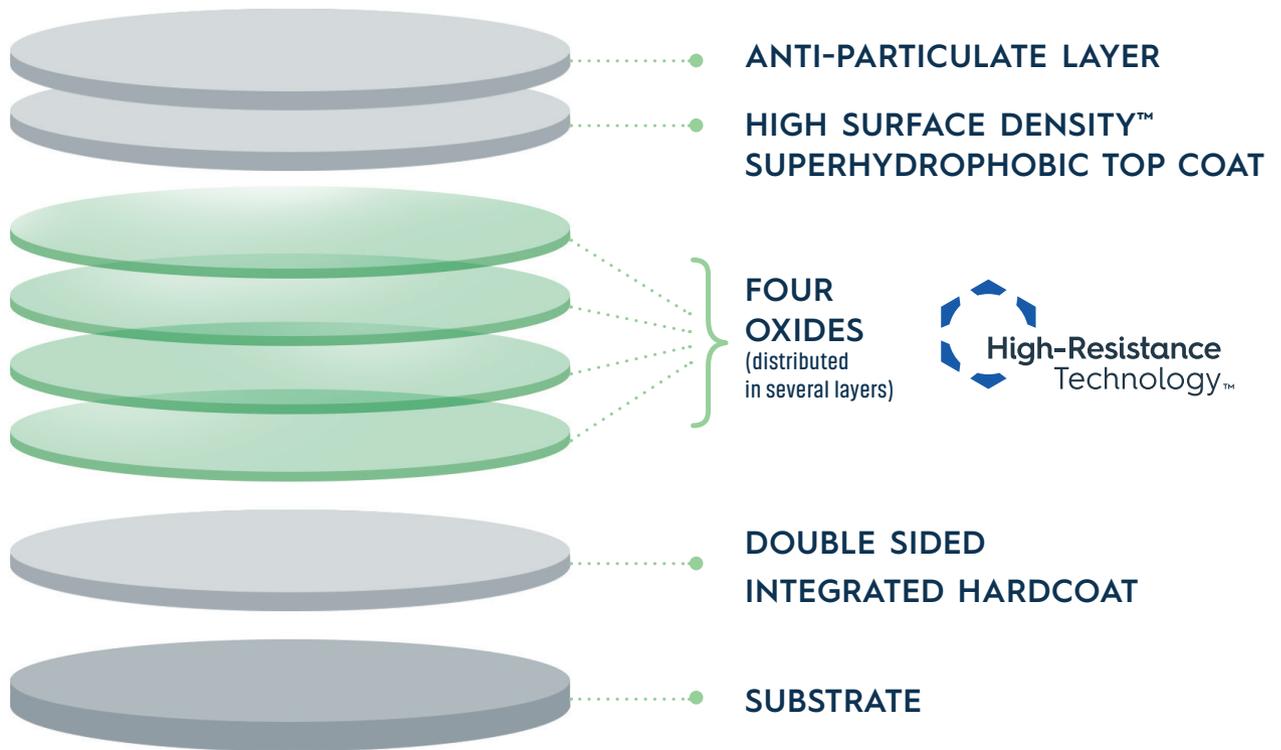


**UV
PROTECTION**

*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.

CRIZAL® ROCK™

PROVIDES DURABILITY LIKE NEVER BEFORE.†



CRIZAL ROCK FEATURES:

THE UNIQUE HIGH-RESISTANCE TECHNOLOGY™

A combination of four specific oxides known to resist scratches, dust and dirt, providing protection from daily wear and tear

The High Surface Density Superhydrophobic Top Coat
Repels smudges and water, and makes lenses easy to clean

The Anti-Particulate Layer
Repels dust and other particulates and keeps lenses cleaner longer

Essilor developed a robust testing protocol to assess a lens' resistance to scratches, smudges, and daily wear and tear.

1 A NEW SAND-RESISTANCE TEST



- Based on the same principle as the Bayer test
- Uses sand as the medium for testing and provides a more controlled/repeatable process
- Measures scratch resistance of lenses with 300 shake-cycles in a sand tray

CRIZAL ROCK IS 3X MORE SCRATCH-RESISTANT THAN ENTRY-LEVEL CRIZAL PRODUCT*

2 STAIN RELEASE TEST



- Measures the long-term durability of the top coat of the lens
- Lenses are cleaned / wiped 20,000 times with ink splattered on the lens every 5,000 cleaning cycles
- Light transmission is measured at the end of 20,000 cleaning cycles
- Run in an external laboratory

CRIZAL ROCK IS 2X EASIER TO CLEAN THAN COMPETITORS AFTER EXTENSIVE SMUDGING.**

3 UNIQUE TORTURE TESTS



- Reproduces daily wearer activities such as improper cleaning, dropping eyeglasses from a height, etc.
- Tested in front of real consumers
- Protocol and results certified by an independent third party

CRIZAL ROCK CERTIFIED UNDAMAGED AFTER THE TESTING.

See *Crizal Rock* in action:



*Internal Sand Resistance test 2019 - compared to all previous generations of Crizal® coatings

**External laboratories tests and internal technical tests in 2019, among the most known lenses brands by consumers (MSW brand tracking 2018 in 17 countries).

Crizal® Rock™

WHY CRIZAL® ROCK™

Easy to present to all patients

Crizal Rock is available on a variety of lens designs and materials, and is covered by major managed vision care plans.

Long term durability

Crizal Rock offers the best combination of scratch and smudge resistance.*

Patient satisfaction

All lenses with Crizal® coating are backed by a strong 2-year warranty.

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