

Light Plays an Important Role in Your Life

Our eyes need light for color perception, clarity, and sharpness of vision. But some wavelengths of blue light can be harmful to your eye health and vision.



BENEFICIAL BLUE LIGHT

Blue-Turquoise light allows the right functioning of the sleep/wake cycle, memory, and cognitive performance. It is part of the visible light spectrum and helps preserve color perception.



HARMFUL BLUE LIGHT¹

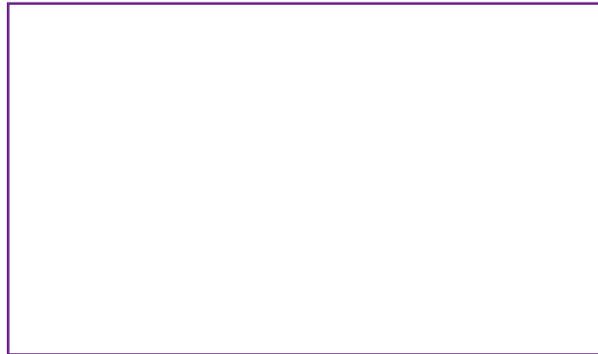
Blue-Violet light presents a risk factor for the onset of age-related macular degeneration (AMD)². AMD is a leading cause of severe vision loss and blindness in adults over the age of 60.

Crizal® PREVENCIA®

First selective blue light filter

Backside UV protection

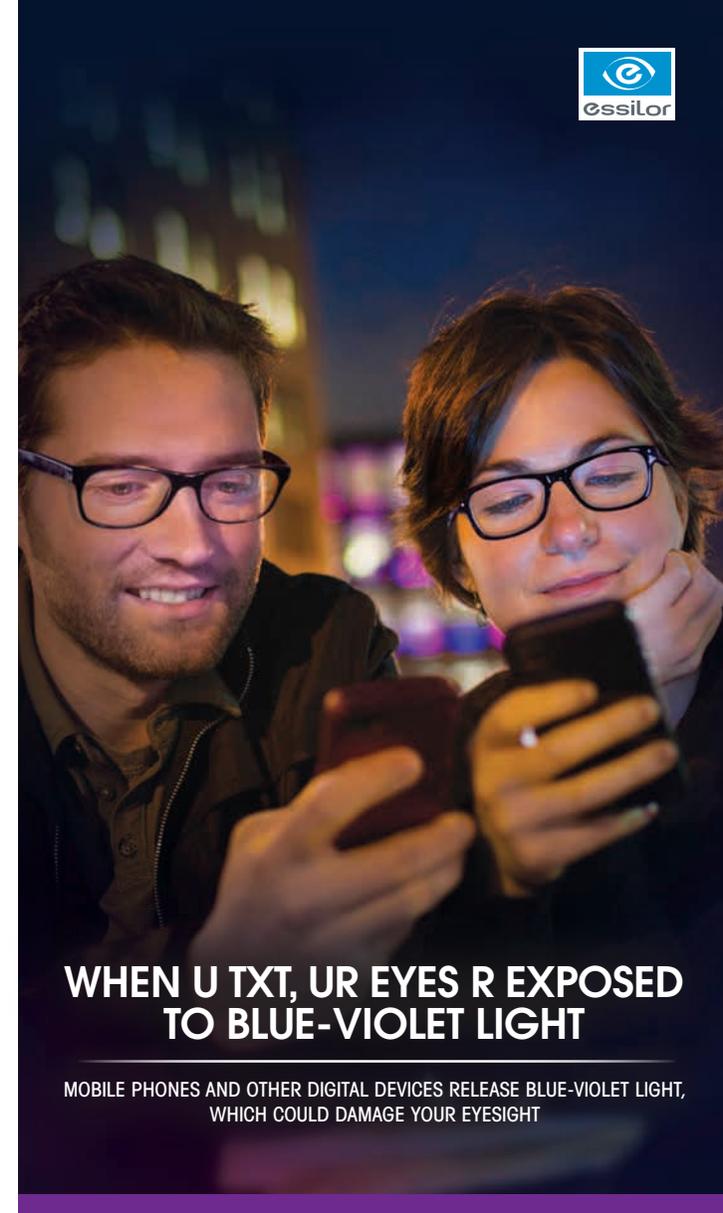
Also available in Crizal® Previncia™ Kids



Crizal Previncia Lenses Resist:



Ask us about *Crizal Previncia* or *Crizal Previncia Kids* lenses or go to **Crizal.com** for more information.



WHEN U TXT, UR EYES R EXPOSED TO BLUE-VIOLET LIGHT

MOBILE PHONES AND OTHER DIGITAL DEVICES RELEASE BLUE-VIOLET LIGHT, WHICH COULD DAMAGE YOUR EYESIGHT

1. Arnault E, Barrau C, Nanteau C, Gondouin P, Bigot K, et al. (2013). Phototoxic Action Spectrum on a Retinal Pigment Epithelium Model of Age-Related Macular Degeneration Exposed to Sunlight Normalized Conditions. PLoS ONE 8(8): e71398. doi:10.1371/journal.pone.0071398 (August 23, 2013). Identified Harmful Blue Light through in vitro experiment on swine retinal cells, where the most toxic wavelengths are high energy visible light falling between 415-455nm on the light spectrum (blue-violet light).

2. Harmful Blue Light is the blue-violet wavelengths believed most toxic to retinal cells, which lie between 415-455nm on the light spectrum



Applies to the Crizal lens process

Crizal®
Live Life in the Clear®

Crizal®
PREVENCIA®
No-Glare Lenses

Blue Light is Everywhere

In today's digital world, we are bombarded by harmful blue light from both natural and man-made sources.

72%
Percentage of adults unaware of dangers of blue light.*



fluorescent lighting



smart phones



computer screens



tablets & e-readers



the sun



LED TVs



game devices



LED lighting

Those at Highest Risk:

- People with a family history or exhibiting signs of AMD
- Heavy digital device users
 - Working professionals
 - Children & Teens
 - Gamers

A Lifetime of Potentially Damaging Exposure to Blue-Violet Light

From the moment we're born, our eyes are exposed to damaging light. Today's modern digital devices can greatly increase this exposure.



1 in 4

Number of children who spend more than 3 hours per day on digital devices.*



100+

Average times per day adults look at their mobile devices.**



9+ HOURS

Amount of time 33% of adults spend on digital devices per day.*



69%

Percentage of American adults who use a smartphone on a daily basis.*

REVOLUTIONARY PROTECTION

Crizal® Previncia® Lenses



Exceptional **no-glare vision.**



Selectively filter up to 20% of harmful Blue-Violet light while allowing beneficial Blue-Turquoise light to pass through.



Reveal a **slight purple hue**, which shows that the lenses are working.



Provide clear, comfortable vision while **resisting glare, smudges, scratches, water, and dust.**



Our highest UV protection in a clear lens*

*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).

†E-SPF 25 index for all Crizal Previncia lenses except with Essilor Orma clear lenses = E-SPF 10.

*The Vision Council, "2015 Digital Eye Strain Report." Hindsight is 20/20/20: Protect your eyes from Digital Devices.

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** Vision Monday: The Vision Council, "2015 Digital Eye Strain Report."