



STANDARD LENS

LENS WITH OPTIFOG

OPTIFOG
A UNIQUE TECHNOLOGY AGAINST FOG



STOP THE FOG WITH
OPTiFOG™

FOG IS EVERYWHERE...

Always appears with temperature change



- **Changing environment:**
Moving from cold to hot environment



- **Indoor activities:**
Drinking hot beverages, eating hot food, boiling a pot of water or opening the dishwasher



- **Outdoor activities:**
Playing sports such as running, cycling or tennis



- **At work:**
Work environment where precision and safety are a priority

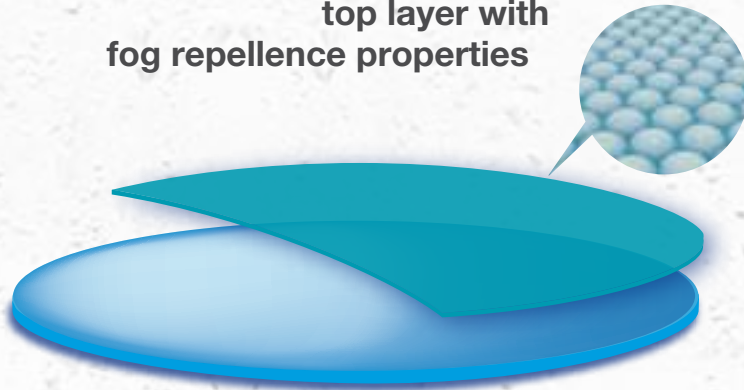
75% of wearers want an anti-fog solution for their lenses

Source: 2010 worldwide AR Study, 7 countries, 1 493 wearers.

INTRODUCING OPTIFOG

OPTiFOG™

top layer with
fog repellence properties



OPTiFOG™ ACTIVATOR™

activated by



The result: Maximum protection against fog

No distortion or loss of contrast:

The many tiny water droplets causing fog perfectly spread on the lens surface, creating a uniform film of water, invisible to the wearer.

Durable:

Optifog top layer durably retains the Optifog™ Activator™, preventing fog from appearing for **up to one week**.



Standard lens

Lens with Optifog

WEARERS CONFIRM

OPTiFOG™ : the most advanced anti-fog product

Efficiency: 79%⁽¹⁾

of wearers are satisfied with the fog repellence efficiency⁽²⁾

Durability: 81 %⁽¹⁾

of wearers are satisfied with the fog repellence efficiency one week after activation⁽²⁾

Easy to clean: 77%⁽¹⁾

of wearers are satisfied with the ease of cleaning

Transparency: 87%⁽¹⁾

of wearers are satisfied with the transparency after cleaning



Test conducted in accordance with an endorsed protocol by the Pr. José Sahel's team at the Institut de la Vision

*Prof. José Sahel receives no remuneration for validating these protocols

(1) Wearer test conducted by a 3rd independent party (France / 2011) - Base: all wearers included (n=100)

(2) Average assessment on fog repellence efficiency at t= 0, 8 and 20 seconds

MORE THAN FOG FREE VISION

Crizal with Optifog
provides optimal visual performance



Fog repellence

+



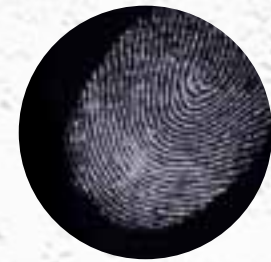
Glare reduction



Dust repellence



Scratch resistance



Easy care

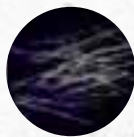
Optifog

Latest Crizal innovations

TD2 with Optifog
meets the specific needs



Fog repellence



Scratch resistance

Optifog

TD2

INTRODUCE OPTIFOG TO ALL YOUR CUSTOMERS

INITIATE THE DISCUSSION BY ASKING QUESTIONS THAT WILL REVEAL THEIR WEARER PROFILE:

Do your lenses fog when moving from cold to hot environment?	If yes → Crizal with OPTiFOG	If not → Crizal
Do your foggy lenses leave you feeling unsafe or uncomfortable because you're unable to see in activities such as trying to drive with foggy lenses?	If yes → Crizal with OPTiFOG	If not → Crizal
Do your foggy lenses leave you feeling unsafe or uncomfortable because you're unable to see in activities such as walking down the stairs with foggy lenses?	If yes → Crizal with OPTiFOG	If not → Crizal
Do your lenses get foggy when drinking hot beverages, eating hot food, boiling a pot of water?	If yes → Crizal with OPTiFOG	If not → Crizal
Do foggy lenses inconvenience you when doing things around the house such as emptying your dishwasher?	If yes → Crizal with OPTiFOG	If not → Crizal
Do foggy lenses inconvenience you when doing things around the house such as getting ready after a shower?	If yes → Crizal with OPTiFOG	If not → Crizal
Are foggy lenses an issue for you when playing sports or enjoying outdoor activities such as running, cycling or playing tennis?	If yes → Crizal with OPTiFOG	If not → Crizal
Do foggy lenses bother you at work where precision and safety are a priority?	If yes → Crizal with OPTiFOG	If not → Crizal
Are you looking for an efficient and durable solution to foggy lenses?	If yes → Crizal with OPTiFOG	If not → Crizal

DEMONSTRATE THE PERFORMANCE OF LENSES WITH OPTIFOG TO YOUR CUSTOMERS WITH OPTIFOG PROFILE:

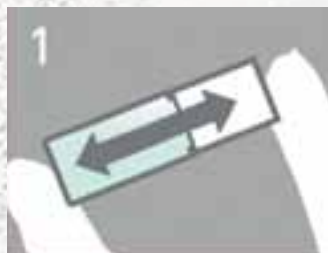
Activate the demo lens with Optifog™ Activator™ in front of your customer.

Place the demo lens in front of steam.

Place the half foggy demo lens on the Optifog demonstrator.



EASY TO USE



Shake the Optifog Activator bottle.



Apply one drop on each side of your lenses with Optifog.



Gently wipe the lens surfaces using the microfiber cloth provided in the Optifog Activator kit, making sure to coat the entire lens.

How often should Optifog™ Activator™ be used?

- When the anti-fog performance of lenses with Optifog is diminishing (daily application is not required)
- To clean lenses with Optifog

Notes : - All water based liquids will remove Optifog Activator from the lenses.

If lenses are in contact with water (ex: rain), Optifog Activator needs to be used again.

- The bottle covers usage for 6 months at the rate of one application per week.

The use of Optifog™ Activator™ is essential to ensure optimal anti-fog performance

When delivering the lenses:

- Activate your customer's lenses by providing your customer instructions on how to proceed
- Explain the importance of regular maintenance with Optifog™ Activator™
- Explain applicable guarantees
- Hand over the packaging elements to your customer (Optifog™ Activator™ and certificate of guarantee)

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AVAILABILITY:

Crizal with Optifog and TD2 with Optifog are available in a wide range of materials and designs. They are compatible with Varilux, Xperio and Transitions. Look at Price and Availability document for more details.

PACKAGING:

Crizal lenses with Optifog and TD2 lenses with Optifog are delivered with the **Optifog™ Activator™** kit and a **certificate of guarantee**. The use of the Optifog Activator is essential to ensure optimal anti-fog performance. Please hand over these elements to your customers, explain their use and provide instructions.



GARANTEES:

180 day wearer satisfaction guarantee: If the wearer is unsatisfied about the anti-fog performance of his/her lenses with Optifog, lenses with Optifog will be changed to Crizal Forte (Crizal with Optifog) or TD2 (TD2 with Optifog) within the first 180 days. Conditions apply. Look at Price and Availability document for more details.

Manufacturer's guarantee: Crizal lenses with Optifog and TD2 lenses with Optifog are guaranteed against coating defects and scratches (in normal use condition) for a period of 2 years.

SALES SUPPORT TOOLS:

Consumer leaflets, demo lenses and displays are available for your practice.

For more information, contact your Essilor Group Sales Representative.

Crizal®

VARILUX®
Natural Vision. Forever.

Xperio®
The polarized experience

Transitions®

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