

CRIZAL®
#1

PERFORMING NO-GLARE BRAND
ACCORDING TO INDEPENDENT
EYECARE PROFESSIONALS*

NEW Crizal® Easy^{Pro}

EASIER CLEANING

is amongst the top-5
criteria for consumers
when choosing
prescription eyeglasses⁽¹⁾

On average, eyeglass
wearers wipe their
lenses **20,000 TIMES**
before renewing them⁽²⁾

That's almost **60**
HOURS every year⁽³⁾

THE TECHNOLOGY IN NEW CRIZAL® EASY^{PRO} PROVIDES
OUTSTANDING EASINESS-TO-CLEAN TO EASILY REPEL
SMUDGES, DUST, AND WATER.



High Surface Density
Process™

Reinforces the resistance to
smudges and water on both
sides of the lens for easier and
optimal cleaning.

Anti-Static
Layer

The **anti-static layer**
reduces static on the lens,
allowing it to repel dust and
other particulates and keeps
lenses cleaner longer.



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

(1) Ipsos - Risky behaviours of eyeglasses wearers - online consumer quantitative research 2019 - declarative results - France, USA, India - n= 2435 eyeglass wearers from 18-65yo.
(2) Essilor Estimations - France, USA, India- taking into consideration: cleaning per by week, wipes per cleaning, and eyeglasses renewal date. (3) Estimating 20 seconds per wiping.

○ Crizal® Easy^{Pro} lenses went through a rigorous protocol of tests to assess the performance technically and in real-life simulations.

CONTACT ANGLE TEST

○ To validate hydrophobic & oleophobic properties the contact angle measurement is used. The higher it is, the better the smudge efficiency.

STAIN RELEASE TEST

○ 20,000 wiping motion with ink splatter on the lens every 5,000 times.

○ To demonstrate the superior resistance of Crizal® Easy^{Pro} against water, oil, and dust vs. standard anti-reflective coatings, a series of situations were reproduced in real-life simulations.

Standard coating



WATER



OIL



DUST

Crizal® Easy^{Pro}



Crizal® Easy^{Pro} coating has high water droplet repellence performance based on contact angle criteria.



Crizal® Easy^{Pro} coating has superior ability to repel oil and smudges compared to main competitors⁽⁴⁾.



The anti-static properties of Crizal® Easy^{Pro} coating help to repel dust.

Significantly higher contact angle vs main competitors⁽⁴⁾

3x easier to clean after extensive smudging vs main competitors⁽⁴⁾

Optimal protection against reflections, dust and UV rays

Crizal® Easy^{Pro} is easy to clean and thanks to its oleophobic, hydrophobic, and anti-static properties, the lenses stay cleaner longer.

CRIZAL® EASY^{PRO} EASIER CLEANING, SIMPLER LIVING

Contact your Essilor Account Executive for more details.

(4) External laboratories tests – 2019 and 2020 – compared to the competitor most known lens-brands by consumers (2019 external brand tracking in 11 countries).
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