

The OPTO ZONE

Your Go-To 24-hour AR Uncut Lab

October 2022

NEW! Crizal Product Launch Announcement

Essilor is proud to announce the launch of the three innovations in no-glare coatings - **Crizal® Sapphire™HR**, **Crizal® EasyPRO**, and **Crizal® Easy No-Glare** lenses on **October 4, 2022 (in Rx and FSV stock lenses)**.

Crizal® Sapphire™HR *NEW Crizal Sapphire HR* is an upgrade from Crizal Sapphire™ 360° UV™ No-Glare lenses and offers improved protection against scratches and smudges while maintaining the same level of transparency. *Crizal Sapphire HR* will be the best anti-reflective coating overall* powered by unique technologies:

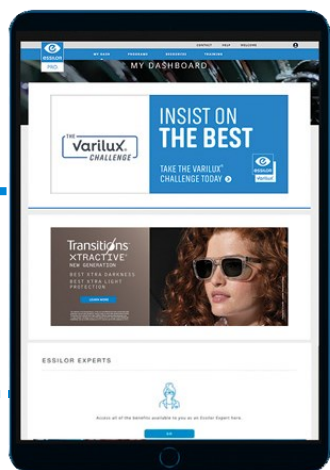
- Multi-Angular Technology™ provides best in class transparency, reducing glare not only in front of the lens, but at + / - 45 degrees on the sides of the lens as well. This ensures that wearers receive protection from glare at all angles.
- High Resistance technology™ is a combination of four specific oxides, known to resist scratches, dust, and dirt.
- High Surface Density Process™ is a nano-layer of fluorinated molecules that provides highly effective smudge resistance property making the lens much easier to clean, plus anti-static property to repel dust

Crizal® Easy Pro *NEW Crizal Easy PRO* is an upgrade from Crizal Alizé™ No-Glare lenses and offers improved ease of cleaning by utilizing the patented **High Surface Density Process™** and an added **Anti-Particulate layer** that makes these lenses easier to clean and keeps them cleaner longer.

Crizal® Easy *NEW Crizal Easy* is an upgrade from *Crizal Easy UV™* No-Glare lenses and offers easier cleaning with an improved topcoat.

Please Note: Although the “UV” from the names of the products has been removed, ALL Crizal products have backside UV protection with E-SPF 35.

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Optogenics' Helpful Hints for Faster Service

Our primary goal here at Optogenics is always to deliver the quality, turn time, and devotion that you, our valued customers deserve. A major component of achieving these goals requires consistent evaluation and implementation of new and improved processes. While we are deploying these new systems, you may experience a slowdown in our usual service level, but this is only temporary blip while we take the strides to service you even better.

There are, however, a few things that we that ask you to take note of to help us to expedite your orders:

- **Text our Customer Service Department at 800-678-4225.** Text us for job status checks, doctors changes, scratch warranties, and any general questions. The hours of operation for our text service are the same as the hours of operation for customer service: Monday-Friday, 8:00 am—6:00 pm.
- To help ensure proper handling of your frames, **please make sure each frame has sufficient account identification:** customer account number, patient full name, web confirmation number or job id. For your convenience we have frame -to-come forms which you can request on our Order Supplies form on the “Customers” menu at optogenics.com.
- **When requesting a remake on a job, please verify pertinent information** such as frame measurements, PD, and what center or edge thickness was received on the original job. This information is vital to the success of the redo as we want to ensure that everything is 100% accurate in the system to make the highest quality job possible. You may also use our Redo Request form at optogenics.com under the “Customers” menu.
- **Tint** – To ensure fast turn-around on tint jobs, ensuring that a percentage and color of tint is included with the job is a huge help. By doing this we can get the job rolling as fast as possible for your valued patients. Please note, some lens materials may not be compatible with tint depending on a few factors. Below is a basic outline of tinting/ material compatibilities:
 - **Plastic** - All coatings are available with this tint type.
 - **Poly** - Crizal coatings are not available with tint.
 - **Trivex** - Crizal coatings are not available with tint.
 - **1.60** - Crizal coatings are not available with tint.
 - **1.67** - Crizal coatings are not available with tint.
 - **1.74** - Tint is not available with this material

Thank you again for your attention to this matter and for your continued support of Optogenics.

Crizal® Rock™ : The Most Scratch Resistant Crizal Lens Ever Made¹



NEW
**Crizal®
Rock™**

**3x more
scratch-resistant**
than entry-level lenses*

*Internal Sand Resistance test 2019 – compared to all previous generations of Crizal coatings.

NEW
**Crizal®
Rock™**

2x easier to clean
than main competitors after
extensive smudging†

†Internal Smudge Resistance test 2019, using the most common smudge fluid by consumer (90% based on 1000+ test results).

On average, eyeglass wearers clean their lenses more than **14 times per week⁽¹⁾**. Moreover, **77% of wearers** wipe their lenses with t-shirts, tissues, towels, at least once per week⁽¹⁾. But improper cleaning can lead to scratches. **Crizal® Rock™** is the most scratch resistant Crizal® No-Glare lens ever made for durability like never before.⁽²⁾

For more information, visit the Crizal folder in our Document Center at optogenics.com

(1) Study conducted by ©Ipsos, 2019, among n=2435 eyeglass wearers in France, USA (2) Internal Sand Resistance test 2019 – compared to all previous generations of Crizal coatings