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**News & Information**

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**FINOLA HUGHES ANNOUNCES HER BEST ACCESSORY AT FASHION WEEK**  
Makeover Host Shares Secrets to Better Vision and More Youthful Appearance

**NEW YORK** (Feb. 4, 2008) – Fashion expert Finola Hughes will see the latest fashion trends in high definition this year at New York’s Fashion Week, thanks to Varilux® and Crizal® lenses, her new progressive lenses by Essilor. Hughes, the host of the popular Style Network television show “How Do I Look?,” has recently been fitted for the latest trend in eyewear and is using the opportunity to show all women how they can take their style to the next level, encouraging them to update their looks with apparel and accessory choices that are both fashionable and functional.

Hughes, who recently signed on as the 2008 spokesperson for Essilor’s Varilux and Crizal lens brands, will show women everywhere how simple it is to update tired eyewear looks by adding fashion-forward style elements such as the latest types of lenses that are bifocal-line free, non-reflective, scratch-resistant, and clear and by selecting the latest in flattering frames.

“The best fashion tip anyone can receive is to wear what both looks good and feels good on you, which certainly also applies to one’s eyewear,” said Hughes. “Bifocal lines and lens glares will really mess up a great look – and squinting can’t be good for your vision; women would be wise to update their eyewear along with their wardrobes this fall so they can really see and be seen.”

As a master of the total wardrobe makeover, Finola knows that updating one’s look is often as simple as investing in the details. In addition to eyewear that looks and feels great, Finola recommends that women:

- Add colorful, bold enamel bangle bracelets, which are both chic and inexpensive, and can be worn through the seasons;

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- Follow the trend and “go green” with your clothing. Buy at least one eco-friendly piece for your wardrobe such as a tee made from recycled fabric or jeans with organic denim;
- Play with color by adding a brightly printed scarf to your everyday outfit – try bold ethnic or vintage prints, or a cool floral for spring.

Already recognized as the industry leader by eyecare professionals (ECPs) and experts alike, Essilor is confident that Hughes will be the perfect Varilux and Crizal product ambassador for their target audience.

“As a busy working mother with corrected vision, Finola accurately represents our core customer base,” said Carl Bracy, vice president of marketing for Essilor of America, Inc. “The fact that she is a fashion expert who helps women of all ages make the best wardrobe choices for their fit and frame made her an obvious choice as our brand spokesperson. Her expertise naturally extends to making smart eyeglass lens choices.”

### **About Varilux and Crizal**

Varilux is the most prescribed progressive eyeglass lens in the world by ECPs, offering high-definition sight that allows vision beyond 20/20. Worldwide, more than 300 million eyeglass wearers have chosen Varilux lenses.

Crizal products are industry-leading, anti-reflective coatings from Essilor that reduce glare and protect lenses from scratches, smudges, dust and dirt. Five products make up the Crizal family: Crizal, Crizal Alizé, Crizal Alizé with Clear Guard™, Crizal Sun, and most recently Crizal Avancé™ with Scotchgard™ Protector.

### **About Finola Hughes**

Emmy® Award-winning actress Finola Hughes is the host of The Style Network’s series “How Do I Look?” now in its fifth year of production with more than 120 episodes produced. Ms. Hughes first joined Style in fall 2003 as host of the Network’s official coverage of Olympus Fashion Week. An accomplished and versatile actress who has appeared in several films and TV shows, Ms. Hughes is most widely recognized for her portrayal of the mysterious Anna Devane on the ABC daytime drama “General Hospital” from 1985-92. She returned to daytime in 1999 where she eventually resurrected her role as Anna Devane on ABC’s “All My Children.” Her performance garnered an Emmy® Award for Outstanding Lead Actress in 1991, as well as three additional nominations in the same category. Ms. Hughes made her American film debut when Sylvester Stallone cast her opposite John Travolta in “Stayin’ Alive.” Most recently, Ms. Hughes joined leading mobile 3-D software and technology company Emdigo to produce a downloadable mobile fashion magazine, *Style Kick*, for more than 70 million mobile phones.

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### **About Essilor USA**

Essilor USA is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index and anti-reflective coated lenses. A pioneer in the development and production of ophthalmic lenses, Essilor employs more than 8,500 people throughout North America. Essilor manufactures optical lenses under the Varilux<sup>®</sup>, Crizal<sup>®</sup>, Thin&Lite<sup>®</sup>, DEFINITY<sup>™</sup> and other Essilor brand names. Essilor Laboratories of America (ELOA) is the largest, and most trusted, optical lab network in the U.S. and offers a wide choice of services and lens brands, including Essilor premium lenses, to eye care professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, S.A., a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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