



**News & Information**

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**VARILUX PROGRESSIVE LENSES WITH CRIZAL SHINE  
AS A “BEST ACCESSORY” AT FASHION WEEK  
Style Maven Finola Hughes Helps Essilor Reach More Than 20 Million Consumers**

**DALLAS** (Feb. 26, 2008) – Last week, Essilor’s Varilux® and Crizal® lenses launched a major new integrated marketing initiative at New York’s Fashion Week, introducing Finola Hughes, host of the Style Network’s top-rated television show, *How Do I Look?*, as the brands’ spokesperson. Between personal appearances and a satellite media tour from the floor of the Tracy Reese Show, Hughes helped Essilor reach more than 20 million consumers with a “fashion and function” healthy vision message.

As an Emmy-awarding winning actress and acclaimed fashion commentator in her late 40s, as well as a progressive lens-wearer, Essilor strategists believed Hughes would be an ideal “voice” and role model for merging fashion and function when it comes to eye health.

“Finola Hughes is a great ambassador for fashionable eye health,” said Carl Bracy, vice president of marketing for Essilor of America, Inc. “She lends a very credible voice to a ‘merging fashion with function’ healthy vision message. The value of her personal endorsement of our brands will be a cornerstone of our marketing efforts for Varilux and Crizal lenses this year.”

**New Integrated Marketing Initiative Gives ECPs “Fashionable” Tools to Reach Patients**

Essilor kicked off the multi-faceted campaign at Fashion Week, which will continue with Finola Hughes/Varilux and Crizal point-of-purchase displays, online sponsorship and focused initiatives throughout the year. The program will address consumer needs in sunwear products, scratch resistance, education about progressive lenses and more. Hughes conducted more than 25 radio, print, television and online interviews on behalf of the Essilor brands on Feb. 8, with media across the country, resulting in news segments that aired on more than 150 television stations, reaching more than 20 million viewers.

“Fashion Week was a new experience for me this year because it’s the first year I could actually see!” said Hughes. “In previous years, I’ve had to dig in my handbag for my reading glasses to take notes, often missing some of the looks as they came down the runway. But this year with my Varilux with Crizal lenses, I’ve been able to see near, far, and everything in between. I found that a clear vision of the world is my best accessory!”

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Hughes attended such high profile shows as Tracy Reese, Diesel, Alexander Wang, Rag & Bone, and more.

### **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®, Crizal®, Thin&Lite®, DEFINITY® 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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