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**AN OVERWHELMING MAJORITY OF PATIENTS DESIRE POLARIZED LENSES,
YET HAVEN'T HEARD ABOUT THEM FROM THEIR EYECARE PROFESSIONAL**
*Survey Reveals 81 Percent of Glasses Wearers Are Interested in
Prescription, Polarized Sunglasses*

DALLAS – (March 18, 2011) – Helping patients improve their clarity of vision and feel safer while driving may be just a conversation away, with an overwhelming majority of prescription eyeglass wearers reporting a strong interest in polarized prescription sunglasses. A recent survey commissioned by Essilor of America, Inc., the world leader in eyeglass lenses, revealed 81 percent of eyeglass wearers are interested in polarized lenses, yet most have not heard about them from their eyecare professional (ECP) and only 33 percent of glasses wearers actually have polarized sunglasses.

ECPs have a tremendous opportunity to educate patients about sunwear lens options, grow practice sales and improve patient satisfaction. Many eyeglass wearers reported their doctor had not recommended prescription sunglasses. In fact, only 27 percent of glasses wearers said their ECP recommended prescription sunglasses, including only 13 percent who said their ECP recommended prescription sunglasses specifically for driving.

“With many eyeglass options and limited time with patients, ECPs play an instrumental role in influencing lens choices for sun protection,” said Kim Schuy, senior global director of marketing for Essilor of America. “ECPs have an excellent opportunity to tell patients about the important benefits of prescription, polarized lenses, such as Essilor’s Xperio® polarized lenses, which provide superior clarity of vision in sunwear, to best satisfy patients’ needs.”

The survey also revealed a strong emotional link between prescription sunglasses and safety. Respondents reported wearing prescription sunglasses makes them feel safer when driving,

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particularly if they have polarized lenses. Specifically, 89 percent of polarized prescription sunglass wearers feel safer driving on sunny days with their prescription eyeglasses than those who have prescription sunglasses without polarized lenses.

In addition, a clinical study conducted by Essilor as a precursor to the survey found that driver reaction times improve by one-third of a second for drivers who wear polarized lenses. For a car traveling 50 miles per hour, one-third of a second allows a driver to stop 23 feet sooner, or the length of an intersection. In glare-intense situations, polarized lenses improve vision clarity by 75 percent, as opposed to ordinary sun lenses, allowing wearers to enjoy better clarity of vision.

Xperio polarized lenses deliver superior UV protection, glare reduction, improved contrast sensitivity and visual acuity, allowing wearers to experience the outdoors with exceptional clarity and comfort. Combined with 100 percent UVA/ UVB protection, Xperio lenses allow patients to experience their world like never before.

About Essilor

Essilor 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 9,000 people throughout North America. Essilor manufactures optical lenses under the Varilux[®], Crizal[®], Thin&Lite[®], Xperio[®] and 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 eyecare 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).

About the research

KRC Research conducted 1000 online interviews with American adults who wear prescription eyeglasses. To qualify for the survey, respondents needed to wear glasses “for practically everything,” and be licensed drivers. Data was collected November 14th through the 17th, 2010.

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