



## News & Information

**FOR IMMEDIATE RELEASE**

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### **ESSILOR KEEPS THINGS HOT WITH CRIZAL SUN TINTS**

*Crizal Sun Tints Now Available in Four Colors and Four Grades*

**DALLAS** – (March 23, 2007) – Essilor of America, Inc. (EOA) turns up the heat once again with a line expansion for Crizal Sun™ lenses with Crizal Sun Tints, available March 20. In January 2007, Essilor expanded its Crizal® anti-reflective (AR) family with Crizal Sun lenses, the **first integrated AR specifically designed as the perfect complement to sunwear**. Eye care professionals (ECPs) can now offer patients more choices with four colors: grey, grey green, brown and black in four grades: 0 to 3.

“Previously Crizal Sun was available only on Polarized and Transitions® lenses. With Crizal Sun Tints, we have expanded the product line to additional Essilor lens materials, giving more options to consumers and greater flexibility to our eye care professionals (ECPs) in what sunwear products they offer their patients,” said Carl Bracy, vice president of marketing for Essilor of America.

Crizal Sun lenses are ideal because they employ the technology of Crizal® Alizé®. The front side of a Crizal Sun lens has the Alizé hardcoat and super-hydrophobic layers. The back side of the lens contains both of these layers, and also includes the Crizal Alizé anti-reflective layer. Crizal Sun is integrated into the lens, so it will not wear or peel off over time.

Polycarbonate and high-index lens choices provide natural ultraviolet (UV) protection. The UV protection offered by Crizal Sun lenses is based on the lens material choice. Crizal Sun lenses are comparable to lenses with Crizal Alizé in both performance and price and come with the proprietary Pad Control System™.

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Crizal products are industry-leading, anti-reflective coatings from Essilor that reduce glare and protect lenses from scratches, smudges, dust and dirt. Four products make up the Crizal family: Crizal, Crizal Alizé, Crizal Alizé with Clear Guard™, and Crizal Sun lenses. With the proprietary Pad Control System, Crizal lenses are also the easiest premium AR to edge.

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 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., the worldwide leader in ophthalmic lenses and a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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