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**PATIENTS ACROSS THE U.S. EMBRACE OPTIFOG LENSES**

*Essilor Launches ECP and Consumer Communications Campaign,  
Continuing to Build Momentum for the Anti-Fog Lens Category*

**DALLAS – March 23, 2012** – Essilor of America, the nation’s leading manufacturer of optical lenses, is kicking off a new campaign to further educate eyecare professionals (ECPs) and consumers about Optifog™ lenses, the only lenses with an exclusive anti-fog property. Following the successful debut of these groundbreaking lenses last October, patients in all 50 U.S. states are experiencing the benefits of superior fog-free vision. To build on the growing enthusiasm for Optifog lenses, the campaign consists of product demonstrations and sales-assistance tools for ECPs, including dispensing protocols, videos and in-office materials, as well as national consumer advertising and public relations.

“After just a few short months, patients across the country have embraced Optifog lenses, so we’re excited to continue to support ECPs by further developing the Optifog brand,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “Fog can occur anytime and anywhere both indoors and outdoors, and through this robust communications campaign Essilor hopes to help ECPs educate patients about how Optifog lenses help wearers see their best.”

Essilor created the new educational materials to further develop and refine dispensing techniques for the new lens category. The enhanced materials contain protocols for ECPs to talk to their patients about their activities and real-life situations to help explain how Optifog lenses can improve their life, no matter what type of climate in which they live.

## **Patients Across the U.S. Embrace Optifog Lenses/ Page 2 of 2**

Essilor is also launching a national multi-media consumer campaign consisting of advertisements, online videos, street teams and social media communications to inform patients about Optifog lenses and drive them to ECP practices. Communications will incorporate the three short videos, available on the [Optifog USA Facebook](#) page, that portray example “foggy moments” in which fog causes people in everyday situations to make humorous, yet embarrassing errors. New videos will also highlight the real-life special and critical moments patients most want to see and not miss because of foggy lenses.

For more information about Optifog lenses, please contact your Essilor sales consultant or visit [OptifogUSA.com](#) and [Optifog USA](#) on Facebook.

### **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®, Xperio®, DEFINITY®, Thin&Lite® 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, a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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