



**News & Information**

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**ESSILOR ROLLS OUT NEW POINT-OF-PURCHASE CAMPAIGN  
FOR VARILUX PROGRESSIVE LENSES WITH CRIZAL**  
*Style Maven Finola Hughes Helps Essilor Educate Consumers on Optimal Eye Health*

**DALLAS** (April 11, 2008) – Essilor, the nation's largest manufacturer of optical lenses, announces this week the availability of new in-office point-of-purchase display materials to support its Varilux® with Crizal® lenses. The new campaign, which features Emmy-award winning actress and style expert Finola Hughes, host of the top rated Style Network's *How Do I Look?*, is designed to educate consumers about optimal eye health and demonstrate the smart way to merge fashion with function. Hughes, who is in her late 40s and a progressive lens wearer, is serving as the spokesperson for the brands throughout 2008.

Essilor designed the campaign tagline, “A Clear Vision of the World is My Best Accessory,” to pull the patient’s attention toward the most important part of any visit to the eyecare professional (ECP) – vision. The campaign includes a 24x36 wall poster and an 8x10 framed poster and is supported by a content-rich consumer Web site, [www.mybestaccessory.com](http://www.mybestaccessory.com). The Web site features fashion advice from Finola Hughes and detailed eye health facts. The new in-office patient education materials will be available to ECPs and can be requested through the Essilor sales teams.

“This campaign will help ECPs emphasize to patients the important benefits of choosing a top-quality progressive lens,” said Carl Bracy, Vice President of Marketing for Essilor of America, Inc. “In the months ahead, you’ll see Essilor increase its focus on consumer education. We have a number of initiatives planned through our integrated marketing campaign that are designed to motivate consumers to put their eyesight first and make an appointment with their ECP.”

Varilux and Crizal lens groups are also funding a new online campaign for the brands, which launched April 1. It includes a promotional sponsorship on The Style Network and a sweepstakes where five consumers will win a full fashion makeover, including new progressive lenses. Public relations support includes television, newspaper and radio interviews with Finola Hughes, as well as

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online blog content and influencer outreach. To date the campaign has already reached more than 53 million consumers via more than 200 local television news segments. National magazines and online outlets will also cover the story in the next few months.

### **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.

### **About Essilor of America**

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

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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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