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### **CRIZAL PREVENCIA LENSES NOW AVAILABLE NATIONWIDE**

*Positive Consumer Response Prompts Early Release of New Lenses Offering Protection against Harmful Blue-Violet Light and Damaging UV Rays*

**DALLAS – May 15, 2013** – With considerable consumer interest seen by ECPs in select markets across the United States, Essilor of America, the nation’s leading manufacturer of optical lenses, is now offering Crizal® Prevenzia™ No-Glare lenses nationwide. Based on new research, these new lenses offer breakthrough technology that selectively protect wearers’ eyes from harmful blue light and UV rays.

Blue light, part of the visible light spectrum with wavelengths between 380-500 nanometers (nm), is emitted not only by the sun but also by artificial light sources such as LEDs, computers, some smart phones, and tablets. While a particular range of this light [465-495 nm] is beneficial and aids in the function of the sleep/wake cycle, memory, and cognitive performance, there is a specific band of blue light that is found to have a harmful effect on the retina and is a risk factor for the onset of age-related macular degeneration (AMD).

“Our daily lifestyles depend more and more on computers and hand-held digital devices, so it’s no surprise that we’re seeing consumer interest in vision protection against the most dangerous wavelengths in the blue light spectrum,” said Howard Purcell, O.D., F.A.A.O., and senior vice president of customer development, Essilor of America. “Patients are becoming more aware of the damage to eyes from UV light, making it important to also communicate the impact blue light emissions have on our eyes—including potential damage to retinal cells that could lead to age-related macular degeneration.”

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Through a four-year partnership, Essilor and the Paris Vision Institute discovered the precise band [415-455 nm] within the Blue-Violet spectrum that is most harmful to retinal cells<sup>1</sup>. This innovative research led to the development of Crizal Previncia lenses with Light Scan™, featuring a breakthrough, patented technology allowing the beneficial blue light to pass through the lens while filtering out much of the harmful Blue-Violet light.

“Blue light is part of the visible spectrum of light, and it’s everywhere – outdoors in any weather and indoors through digital devices and compact fluorescent light bulbs,” said Dr. Gabriel Keita, associate director technical marketing, Essilor of America. “Our studies show that a certain band of blue light increases the rate of retinal cell death, so a new lens technology was needed to selectively filter the bad light out while allowing beneficial light through the lens.” Crizal Previncia lenses deflect 20 percent of harmful Blue-Violet light and these lenses are shown to lead to a 25 percent decline in porcine retinal cell death.

Crizal Previncia lenses also offer an E-SPF® of 25. The eye sun protection factor of 25 means the wearers’ eyes are 25 times more protected against UV rays than wearing no lenses at all, and offer superior clarity of vision with the most complete protection against glare, scratches, smudges, dust and water.

Crizal Previncia No-Glare lenses are currently available through any authorized Crizal lens distributor. To learn more, ask your Essilor Sales Consultant and visit [Crizal.com](http://Crizal.com).

#### **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, Inc 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](https://www.euronext.com/paris/quote/ESSI.PA)).

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<sup>1</sup> Based on *in-vitro* tests on porcine retinal cells.

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**About Paris Vision Institute:** Paris Vision Institute (UPMC, Inserm, CNRS) is the 1st French research center dedicated to scientific and medical research on eye diseases. Settled at the heart of the Quinze-Vingts eye hospital, it gathers all the actors of the research around a common objective: accelerate innovation to the benefit of patients.

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All trademarks and designs are owned by Essilor International or its affiliates. E-SPF is a global index developed by Essilor, endorsed by independent third parties, measuring the lens' UV protection excluding direct eye exposure from around the lens. E-SPF of 25 means the wearer is 25 times more protected against UV rays than wearing no lenses at all. E-SPF of 25 when Crizal is made with any lens material other than clear 1.5 plastic.

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