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**ESSILOR PRODUCTS CONTINUE TO BE HONORED WITH
THE GOOD HOUSEKEEPING SEAL**

Entire Crizal® No-Glare Lens Portfolio is Now Backed by the Prestigious Good Housekeeping Seal



DALLAS – March 28, 2014 – Essilor is proud to announce that three additional Crizal® products launched in 2013 – Crizal® Previncia™, Crizal® Previncia™ Kids and Crizal Kids UV™ No-Glare lenses – have also earned the Good Housekeeping Seal. With these additions, the entire Crizal product portfolio has been thoroughly evaluated by the Good Housekeeping Research Institute and is now backed by the Seal. The Good Housekeeping Research Institute evaluates thousands of products every year to determine if they deliver on their promises.

“Essilor is proud to have these innovative products and technologies included alongside some of America’s favorite consumer brands with the recognition of the prestigious Good Housekeeping Seal,” said Carl Bracy, executive vice president of market & business development, Essilor of America. “We believe now more than ever that eyecare professionals across the country should feel even more confident about their patients’ satisfaction with Crizal No-Glare lenses and broader awareness of the brand as it is honored with the Seal: a symbol of quality and trust.”

Research has shown the impact of the Good Housekeeping Seal on consumer buying behaviors¹:

- 88 percent of consumers would feel more comfortable buying a product they were unfamiliar with if it had the Good Housekeeping Seal.

¹ Fairfield Research, July 2009

- When choosing between two brands similar in price and features, 89 percent of consumers are more inclined to buy a product with the Seal.

Crizal lenses are currently the only lens brand to be backed by the Good Housekeeping Seal, and this respected recognition is just another way the Crizal brand is reaching out directly to consumers as the brand kicks off its fourth year of national consumer advertising.

Crizal lenses are currently available through any authorized Crizal lens distributor. To learn more, visit 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 10,000 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](#)).

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