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**CRIZAL PREVENCIA KIDS NO-GLARE LENSES NOW AVAILABLE  
ON VSP FORMULARY**

*Lenses offer children protection by filtering harmful blue light while allowing beneficial light to pass through to the eyes*

**DALLAS – Aug. 29, 2014** – Just in time for the back-to-school season, Essilor’s groundbreaking Crizal® Previncia™ Kids No-Glare lenses are now available on managed vision care plans offered by VSP. *Crizal Previncia Kids* are the first No-Glare lens specially designed for children to selectively block harmful blue light and UV while allowing beneficial light to reach their eyes.

Some light is, of course, necessary for children’s vision. Blue-turquoise light helps kids see more clearly, regulates their sleep cycles and supports healthy memory, mood and brain functions. This makes the selective filtering protection of *Crizal Previncia Kids No-Glare lenses* essential.

“Children are more vulnerable to the dangers of light, and at home and school, kids are exposed to more blue light from television, computers, video games and digital devices than ever before,” said Howard Purcell, O.D., F.A.A.O., Dipl., and senior vice president of customer development, Essilor of America. “We’ve worked closely with managed care providers to enhance children’s access to the *Crizal Previncia Kids* technology, because we recognize how important this superior protection is for the healthy development of their eyesight, and subsequently, their learning and educational performance.”

## VSP Formulary Now Offers Crizal Previncia Kids No-Glare Lenses / Page 2 of 2

Expressly engineered for children ages 5-12, *Crizal Previncia Kids* No-Glare lenses are scratch- and impact-resistant to help them last longer, feature a superior smudge-resistant technology that makes them easy to clean, and prevent tired eyes and headaches by reducing glare from fluorescent lights, whiteboards and computer screens.

*Crizal Previncia Kids* No-Glare lenses are only available through authorized independent eyecare professionals. To find an authorized *Crizal* eyecare professional near you, 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 10,000 people throughout North America. Essilor manufactures optical lenses under the VARILUX<sup>®</sup>, CRIZAL<sup>®</sup>, XPERIO<sup>®</sup>, DEFINITY<sup>®</sup>, THIN&LITE<sup>®</sup> 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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