



Seeing the world better

**FOR IMMEDIATE RELEASE**

**CONTACT:** Kristan Willingham  
Essilor of America  
214.496.4463  
kristan.willingham@essilorusa.com

**ESSILOR LAUNCHES NEW CRIZAL CONSUMER AD CAMPAIGN**

*Viewers Experience Better Vision through Crizal Lenses on a Trip around the World*

**DALLAS – May 13, 2013** – Taking viewers on a journey around the world, Essilor of America, the nation’s leading manufacturer of optical lenses, is launching a national advertising campaign that talks directly to consumers about the benefits of [Crizal® No-Glare lenses](#). The multi-media campaign begins airing on television today and will continue to roll out through the rest of the year in radio, print and digital media.

For the first time, the new Crizal ads introduce the critical health message about the need for everyday UV eye protection and showcase the Eye-Sun Protection Factor (E-SPF®), an index that measures the total level of UV protection on a lens. When paired with a quality lens material, Crizal No-Glare lenses provide an E-SPF of 25, offering 25 times more protection from dangerous UV radiation compared to wearing no lenses at all. E-SPF values vary from two to a maximum of 25 for clear lenses.

The television commercial also virtually outfits viewers in a pair of glasses and engages them in adventure-filled activities like whitewater rafting through the mountains, camel-back riding across the desert or cruising through the city streets at night. Through two different lenses, viewers are shown how Crizal lenses outperform ordinary lenses and provide the best clarity of vision by resisting the glare, scratches, smudges, dust and water that appear in the viewers’ vision throughout the voyage.

“We’re continuing to recognize the value of talking directly to consumers on the importance of healthy vision—and specifically, the purchasing power they have when it comes to the lenses in

their eyeglasses,” said Theresa Agnew, senior vice president of marketing, Essilor of America. “The new consumer ad campaign shows all the benefits of Crizal lenses and jumpstarts consumer thinking on the importance of everyday UV protection for their eyes.”

Consumer research shows the new ad is highly effective at driving consumers to ask their eyecare professional about Crizal lenses. For information on how to discuss the UV protection and E-SPF benefits offered by Crizal lenses with patients, visit the online [UV compendium](#) at [Crizal.com](#) or contact your Essilor Sales Consultant.

The Crizal 2013 campaign marks the third year of national consumer advertising for the brand and is expected to reach more than 214 million consumers. The new ads can be found on top cable television stations such as Cooking Channel, National Geographic Channel, USA Network and Travel Channel; popular radio formats and stations including Pandora; and also in major consumer publications such as *Women’s Health*, *Prevention*, *Real Simple* and *People*.

To view the new Crizal television commercial, please visit the [Essilor USA Newsroom](#) at [news.essilorusa.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](#)).

###

VARILUX, CRIZAL, XPERIO, XPERIO UV, E-SPF and DEFINITY are trademarks of Essilor International. THIN & LITE, E-SPF and the E-SPF design are trademarks of Essilor of America, Inc. 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 without any lens E-SPF of 25 when Crizal is made with any lens material other than clear 1.5 plastic.

13555 North Stemmons Freeway  
Dallas, Texas 75234  
1-800-Essilor