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**ESSILOR LAUNCHES “FOGGY MOMENT” VIDEO SERIES**

*Humorous Videos to Inform Consumers About the Importance of Lenses with Optifog*

**DALLAS – Sept. 22, 2011** – Essilor of America, the nation’s leading manufacturer of optical lenses, today launches the “Foggy Moment” video series to inform consumers about Optifog™, a new breakthrough technology with superior anti-fog properties. The three short videos, available on the [Optifog USA Facebook](#) page, portray example “foggy moments” in which fog causes people in everyday situations to make humorous, yet embarrassing errors.

“These light-hearted videos were created to show the comical side of foggy glasses, however, Essilor understands that fog can provide serious and bothersome issues for eyeglass wearers,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “We hope the ‘Foggy Moment’ video series will entertain consumers while also informing them about the benefits of Optifog, which offer the best and most durable protection for fog-free vision.”

Each video provides a look at a “foggy moment,” such as ‘The Doll,’ which features a mother having her “foggy moment” when the steam from a pot of hot dogs causes her glasses to fog. She then mistakes a doll for a hot dog, serving it on her daughter’s plate.

Essilor will also post the videos on the [Twitter](#) and [YouTube](#) pages to allow consumers to easily view and share the videos. Essilor will also distribute postcards featuring the video links at Vision Expo West.

For more information about lenses with Optifog, please visit [Optifog.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<sup>®</sup>, Crizal<sup>®</sup>, Xperio<sup>®</sup>, DEFINITY<sup>®</sup>, Thin&Lite<sup>®</sup> 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 lenses, to eye care 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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