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KBco Polarized Lenses Now Available in Grey Gradient Polycarbonate

New Option Enhances Vision while Driving and Reading

DALLAS – May X, 2015 – Just in time for summer travel, KBco polarized lenses are now available in a new grey gradient polycarbonate with a digitally optimized base curve design. The 76mm diameter lenses provide 100% UVA and UVB protection and have a lighter near zone for ease of reading smartphones and tablets.

The new lenses also provide a more comfortable driving experience as they shield the eyes from the overhead sun while allowing more light at the bottom to enable clear vision of the dashboard.

“Adding the grey gradient polycarbonate option to our polarized line offers patients a new choice when selecting proper lens protection for the outdoors,” said Rick Piper, senior vice president, KBco. “Eyecare professionals can be confident in recommending these polarized lenses as the left and right lens consistently match and the tint will not fade.”

KBco will continue to enhance its collection of gradient polarized lenses with the launch of a brown option later this year.

Created in 1987, KBco is a pioneer in the field of polarized lenses. As one of the largest polarized lens distributors in the United States, KBco supplies retail chains and eyecare professionals through an extensive distribution network of wholesale laboratories.

For more information on all of KBco lenses, visit <http://www.kbco.net/>.

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About Essilor

Essilor is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index, photochromic 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[®], TRANSITIONS[®], XPERIO UV[™], 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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