



Seeing the world better

FOR IMMEDIATE RELEASE

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

ESSILOR INTRODUCES CRIZAL KIDS UV LENSES

Superior Vision Benefits from Crizal Lenses Now Available for Children

DALLAS – Jan. 8, 2013 – Essilor of America, the nation’s leading manufacturer of optical lenses, today announces the launch of Crizal Kids UV™ lenses, designed specifically for kids and their active lifestyles. Crizal Kids UV lenses are the first ever No-Glare lens with both front and backside UV protection designed especially for pediatric patients.

Crizal Kids UV lenses come standard with Airwear® polycarbonate lens material and features superior eye and UV protection. The Airwear polycarbonate material helps protect against UV transmission on the front side of the lens, while Crizal Kids UV no-glare technology reduces UV reflections off the backside of the lens. Additionally, the lenses offer an Eye-Sun Protection Factor (E-SPF®) of 25, which means young patients’ eyes are 25 times more protected than wearing no lenses at all.

“Essilor strongly believes in the importance of offering children the safest, most comfortable vision options to ensure quality of life and to enhance their education and learning,” said Howard Purcell, O.D., FAAO, senior vice president of customer development, Essilor of America. “We are pleased to offer now to children the same superior clarity of vision benefits and the additional UV protection that adults receive from Crizal lenses.”

Crizal Kids UV lenses are designed for children ages 5 to 12 years old and offer Essilor’s Broad Spectrum Technology™ coatings on safe, shatterproof Airwear polycarbonate lenses to safeguard their eyes during all activities. Crizal Kids UV lenses come with an unlimited lens replacement warranty for the life of the lens prescription.

Now with the launch of Crizal Kids UV, there is a Crizal lens for the entire family.

The launch of Crizal Kids UV coincides with the third year of the Crizal national consumer advertising campaign, where even more consumers will be asking their independent ECP for Crizal lenses.

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 AND DEFINITY, E-SPF and design are registered trademarks of Essilor International. THIN&LITE is a registered trademark of Essilor of America, Inc. CRIZAL KIDS UV is a trademark of Essilor International. AIRWEAR is a registered trademark of Essilor International. 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 than without any lens.