



Crizal[®] With



Resists water, dirt and dust



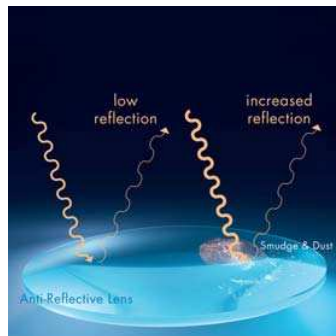
It is a well known fact today that although spectacle wearers appreciate the extra clarity that MAR lenses provide, sensitivity to smudging and the difficulties in keeping the lenses clean are the main performance issues that they express.

Both opticians and wearers convey the same desire to have MAR lenses protected from everything that can cause the lenses to affect the vision.

The impact of dust and dirt



Broadband multi-layer coatings are made of a stack of several thin layers. This stack generates destructive interferences which cancel the reflections on the lens surface, to make the lens anti-reflective.



When an additional layer of smudge such as a fingerprint or dust is deposited on this MAR stack the optical effect is destroyed, resulting in a tarnished or bright reflection. This affects the wearer's vision on the rear surface of the lens, and the mark is highly visible to other people.

To solve this problem, Essilor has developed a new generation of Crizal® lenses made with Scotchgard™ Protector.

Recent technological developments now mean that Scotchgard Protector is available on Crizal® lenses. Crizal® with Scotchgard Protector combines premium materials and designs with this state of the art branded coating which allows the lenses to stay cleaner for longer in all wearing conditions.

Crizal® with Scotchgard Protector



The best just got better

The combination of cleanability with smudge resistance that has been used in the latest generations of Crizal® coatings has been advanced with anti-static properties. Crizal® with Scotchgard Protector:

- **Repels dust, fingerprints oil, grease and water**
- **Makes cleaning the lenses easier than ever**

This means that your patients will see as clearly as they did the very first day they collected their new spectacles.

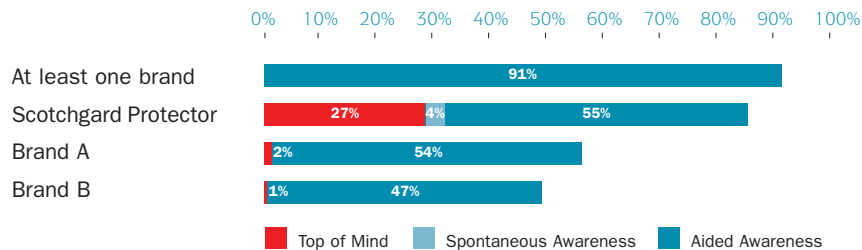
What is Scotchgard Protector?

Scotchgard Protector is a well known 3M brand that was developed in 1953 for the launch of a protective stain and water repellent coating for clothing. It is well known for protecting valuable items from spills and stains and helps keep them new and fresh looking, even after years of use. Scotchgard Protector is now available on 75 different products including protective clothing, fabric and furniture.

A brand you can trust

Research carried out in 2005 showed that the Scotchgard brand has 86% consumer awareness in the UK, and is way ahead of competitive products as the chart below shows.

Brand awareness – protection against water and stains



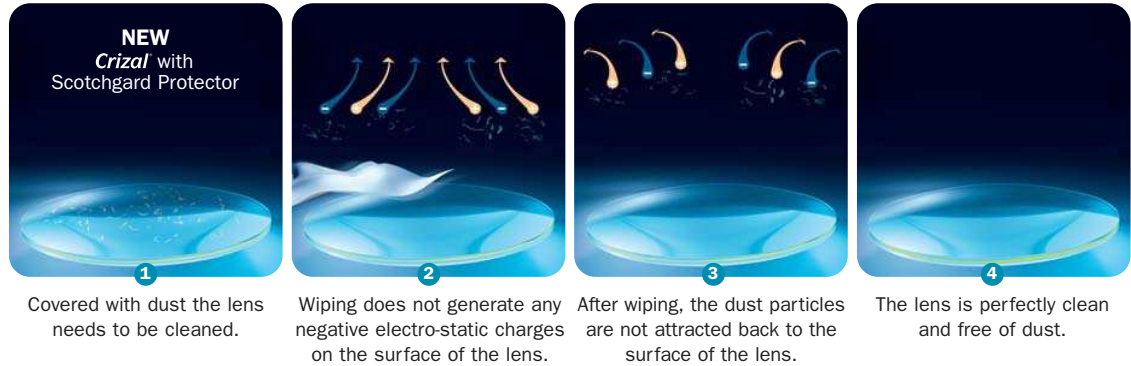
Total Population = 793

Source – Harris Interactive:
Scotchgard Brand Health Survey 2005 (Copyright 3M 2006).

Thanks to this new technology the lenses combine proven anti-smudge, anti-scratch, anti-glare, anti-reflective and ultra-hydrophobic properties with the best anti-static performance.

Protection from dust

Crizal® with Scotchgard Protector has an added very thin conductive layer in the coating stack, which enables new levels of perfection.

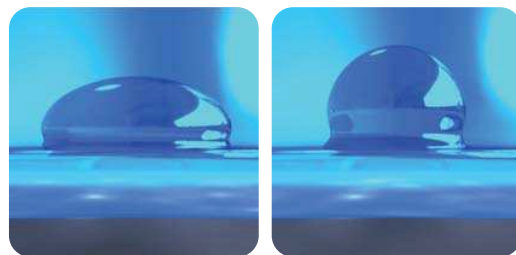


Protection from smudge



Due to the extremely smooth surface with oleophobic properties, smudges are a thing of the past.

Hydrophobic



Ultra-hydrophobic properties result in water being forced away from the lens surface. The contact angle of the water droplet increases so much that water rolls off the surface. This greatly improves the performance in wet conditions.

Ease of cleaning

This diagram shows the difference (after wiping the lens clean) between standard MAR coated lenses and Crizal® lenses with Scotchgard Protector.

