

CRIZAL®
#1

PERFORMING NO-GLARE BRAND
ACCORDING TO INDEPENDENT
EYECARE PROFESSIONALS*

NEW Crizal® Easy^{Pro}

EASIER CLEANING

is amongst the top-5
criteria for consumers
when choosing
prescription eyeglasses⁽¹⁾

On average, eyeglass
wearers wipe their
lenses **20,000 TIMES**
before renewing them⁽²⁾

That's almost **60**
HOURS every year⁽³⁾

THE TECHNOLOGY IN NEW CRIZAL® EASY^{PRO} PROVIDES
OUTSTANDING EASINESS-TO-CLEAN TO EASILY REPEL
SMUDGES, DUST, AND WATER.



High Surface Density
Process™

Reinforces the resistance to
smudges and water on both
sides of the lens for easier and
optimal cleaning.

Anti-Static
Layer

The **anti-static layer**
reduces static on the lens,
allowing it to repel dust and
other particulates and keeps
lenses cleaner longer.



*Survey conducted in 2020 by an independent third party, sponsored by Essilor. 383 Independent Eyecare Professionals were surveyed.

(1) Ipsos - Risky behaviours of eyeglasses wearers - online consumer quantitative research 2019 - declarative results - France, USA, India - n= 2435 eyeglass wearers from 18-65yo.
(2) Essilor Estimations - France, USA, India- taking into consideration: cleaning per by week, wipes per cleaning, and eyeglasses renewal date. (3) Estimating 20 seconds per wiping.

Crizal® Easy^{Pro} lenses went through a rigorous protocol of tests to assess the performance technically and in real-life simulations.

CONTACT ANGLE TEST

To validate hydrophobic & oleophobic properties the contact angle measurement is used. The higher it is, the better the smudge efficiency.

STAIN RELEASE TEST

20,000 wiping motion with ink splatter on the lens every 5,000 times.

To demonstrate the superior resistance of Crizal® Easy^{Pro} against water, oil, and dust vs. standard anti-reflective coatings, a series of situations were reproduced in real-life simulations.

Standard coating



WATER



OIL



DUST

Crizal® Easy^{Pro}



Crizal® Easy^{Pro} coating has high water droplet repellence performance based on contact angle criteria.



Crizal® Easy^{Pro} coating has superior ability to repel oil and smudges compared to main competitors⁽⁴⁾.



The anti-static properties of Crizal® Easy^{Pro} coating help to repel dust.

Significantly higher contact angle vs main competitors⁽⁴⁾

3x easier to clean after extensive smudging vs main competitors⁽⁴⁾

Optimal protection against reflections, dust and UV rays

Crizal® Easy^{Pro} is easy to clean and thanks to its oleophobic, hydrophobic, and anti-static properties, the lenses stay cleaner longer.

CRIZAL® EASY^{PRO} EASIER CLEANING, SIMPLER LIVING

Contact your Essilor Account Executive for more details.

(4) External laboratories tests – 2019 and 2020 – compared to the competitor most known lens-brands by consumers (2019 external brand tracking in 11 countries).
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