

For immediate release



**Eyezen lenses by Essilor are voted Product of the Year Canada by consumers, in the eyecare category.**

SAINT-LAURENT, March 31, 2016 - Within the framework of the Product of the Year Canada program from Rogers Publishing Limited, Eyezen lenses were voted Product of the Year in the eyecare category by Canadian consumers.

*“According to our research, innovation is an important factor for Canadians in choosing products,” said Jessica Scott, Director, Rogers Media and Product of the Year. “This year’s winners are not only innovative, they are convenient and easy to use. Consumers are faced with so many choices when they shop, and the Product of the Year seal helps them make decisions and leads them to quality products they can trust.”*

### **Product of the Year Canada in the eyecare category**

Eyezen lenses, like all products entered into Product of the Year Canada™, were tested and reviewed by an expert jury panel made up of product experts, academics and media personalities who chose the finalists. The selected products were then presented to consumer respondents and rated on four distinct variables: Product Satisfaction, Product Innovation, Product Appeal and Intent to Purchase. From this group of finalists, 36 Canadian winners were chosen. The one thing they all have in common? Innovation!

### **Eyezen™, dedicated lenses for connected lives**

To address emerging vision issues linked to connected lives and prevent damage to the eyes, Essilor has created the Eyezen™ range, featuring 2 new technologies: Eyezen™ Focus and Light scan™. Thanks to Eyezen™ Focus, vision correction is specifically adapted to new reading distances corresponding to each digital device, including ultra near vision: the average reading distance for a smartphone is 33 cm, against 42 cm for a book. Eyezen™ lenses provide a new solution to support eye accommodation, especially when switching from one type of a screen to another. Combined with Crizal® Previncia® and Light scan™ - the selective blue light filtering technology-, Eyezen™ lenses also protect the eyes from the harmful effects of blue-violet light.

Eyezen™ lenses are available for every correction (myopia, hyperopia ...) but also for all those who do not need correction but wish to support their vision and protect their eyes.

For more information, visit [eyezen.ca](http://eyezen.ca).

# Communiqué – Essilor Canada

## About Essilor Canada

Essilor Canada is a subsidiary of Essilor International, world leader in ophthalmic optical products. Essilor creates, manufactures and personalizes corrective lenses adapted to the needs of eyeglass wearers. Recognized for its extensive R&D program (more than 500 researchers) and for the quality of its lenses and coatings, Essilor distributes the widest range of high quality products including Varilux<sup>®</sup>, Crizal<sup>®</sup>, Xperio<sup>®</sup> and Transitions<sup>®</sup> lenses, while providing Eyecare Professionals with a complete range of services. Essilor Canada operates throughout Canada.

## About Product of the Year Canada™

Product of the Year is the world's largest consumer-voted award for product innovation. Product of the Year currently operates in 40 countries, including the U.S., the U.K., Brazil, Italy, Australia, South Africa, India and Canada, with the same common goal: to guide consumers to the most innovative products in their market and reward the manufacturers for quality and innovation.

[productoftheyear.ca](http://productoftheyear.ca)

SOURCE : Marie-Claude Deschamps  
Communications Manager  
Essilor Canada Ltd  
514 337-2943 ext. 3218  
[mdeschamps@essilor.ca](mailto:mdeschamps@essilor.ca)  
[www.crizal.ca](http://www.crizal.ca)