



Protection needed all year long

People often associate wearing sunglasses with holidays and summer, but sunglasses should be worn all year, since the harm from UV rays is not limited to a single season. 90% of UV rays are able to pass through clouds and unfiltered windows, 40% of the exposure to UV rays occurs when not in full sunlight (e.g. in cloudy weather), and UV rays are reflected by sand and concrete (up to 25%), bodies of water (up to 100%) and by snow (85%)^[1].

Children are the most sensitive to UV rays, with exposure three times higher than that of adults. Children's eyes continue to develop until 10 years of age, they are more fragile than adult eyes, and their crystalline lens allows up to seven times more harmful rays to enter their eyes than that of adults^[2]. It is, therefore, essential to protect children's eyes all year long.

Polarized sun lenses not only protect from UV rays, they also eliminate blinding glare, which can affect driving. They can improve reaction time when driving and help better anticipate potential risks on the road, thanks to clearer superior vision. Polarized sun lenses also provide truer colour perception and improved contrast, compared to ordinary tinted lenses.

Sunglasses in summer colours

Colours are hot for sunglasses this summer. Sun lenses come in a vast array of tints and gradients, from deep mineral-like hues like pyrite to colours that are inspired by sci-fi or the cosmic universe. From citrine to intense bronze, from ruby to azure, numerous possible combinations make sunwear a fashion accessory without sacrificing technological benefits. Take the mirror coatings of the [Crizal® Mirrors Sun UV^{MC}](#) line, for example. These lenses come in today's trendiest colours, while offering enhanced UV protection with an E-SPF™ 50+^[3] (Eye Sun Protection Factor), the highest index available on the market, to help prevent premature aging of the eyes. They also reduce glare and resist scratches, dirt, dust, smudges and water.

As with skin that can be protected by sunscreens, it is now possible to protect the eyes with the E-SPF™ Eye Sun Protection Factor. This index developed by Essilor provides an indication of the overall level of UV protection of your lenses, taking into account UV rays that penetrate

^[1] Vision Council, études Essilor International.

^[2] Vision Council, Truham AP. *Sun Protection in childhood. Clinical Pediatrics*®. 1991; 30:67681, Fishman GA. *Ocular phototoxicity: guidelines for selecting sunglasses. Surv Ophthalmol.* 1986;31(2):199-24.

^[3] The importance of the reflection of the UV rays in the rear face of the glasses was highlighted by Pr Karl Citek (Citek K. Anti-reflective coatings ultraviolet radiation, *Optometry* 2008, 79, 143-148). E-SPF™ is a new index developed by Essilor, endorsed by independent third parties, certifying the total UV protection of a glass. Performance of glasses only: the E-SPF™ does not take into account the light coming directly into the eye and which depends on external factors (wearer's morphology, mount shape, port position, etc.). E-SPF™ 50+ represents a UV protection of a glass at least 50 times better than the naked eye or 50 times better than without any glass. Crizal® Mirrors Sun UV™, Xperio® and E-SPF™ are trademarks and registered trademarks of Essilor International.

the eyes from the front of the lens but also those reflected from the back of the lens which can represent up to 50% of the exposure of the eyes to UV rays.



Crizal® Mirrors Sun UV™ technology is also compatible with **Xperio®** polarized lenses, which eliminate blinding glare from highly reflective surfaces. A winning combination of style and high-performance sun protection.

Opportunity knocks in the Sunwear market

Although 68% of adult Canadians wear corrective lenses, contact lenses or reading lenses, only 8% of them wear prescription sunglasses^[4]—hence, a large untapped market opportunity. Moreover, 84%^[5] of adult Canadians who wear eyeglasses with tinted lenses consider clear and comfortable vision more important than eye health when buying prescription sun lenses.

The many choices of technologies, models and colours now make it possible for Canadians to no longer have to choose between the style and visual comfort and to consider prescription sun lenses as the best option.

Twenty-five percent of eyewear buyers purchase multiple pairs at the same time⁵, to vary the style, for different activities, or simply to have a spare pair in case one breaks. Multiple purchases provide eyecare professionals with an excellent opportunity to bring customers around to buying sunglasses, by way of a special offer, for instance.

Finally, it is important to note that almost 50% of parents report that their child rarely or never wears sunglasses with 100% UV protection, while UV exposure before age 18 is up to 80% of the UV rays that will be received throughout life because they are cumulative⁶.

^[1] Vision Council, études Essilor International.

² Vision Council, Truham AP. *Sun Protection in childhood. Clinical Pediatrics®*. 1991; 30:67681, Fishman GA. *Ocular photo toxicity: guidelines for selecting sunglasses. Surv Ophthalmol*. 1986;31(2):199-24.

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⁴ Source: Ipsos online survey of 1,011 adult Canadians, conducted in August, 2015.

⁵ Source: Ipsos online survey of 1,011 adult Canadians, conducted in August, 2015.

⁶ Source: 2014 McKinsey study on 2534 Canadians

^[4] Source: Ipsos online survey of 1,011 adult Canadians, conducted in August, 2015.

^[5] Source: Ipsos online survey of 1,011 adult Canadians, conducted in August, 2015.

About Essilor Group Canada Inc.

Because Canadians have visual needs that impact their lives, and because we care about their vision, Essilor Canada's mission is to *Improve Lives by improving sight*. It translates into everything we do: our products, services, technologies, trainings, philanthropic initiatives, as well as in our involvement in health, environment and safety.

We are committed to be the partner of choice for eyecare professionals by delivering innovative visual solutions and market insights that will empower them to succeed, and create value for consumers, so that together we can help them see better, every day.

Present in Canada since 1972, Essilor is proud to contribute to the growth of our country's economy with over 1000 employees, 3 digital surfacing laboratories and 40 regional and partner laboratories. Essilor Canada is a subsidiary of Essilor International, the world leader in ophthalmic optical products that invests heavily in research and development to create new products always better adapted to the needs of wearers. Essilor creates, manufactures and personalizes a wide range of corrective lenses and coating that are distributed through eyecare professionals and help prevent visual health issues, correct and protect vision. Canadians can entrust their vision to Essilor brands such as Varilux®, Eyezen™, Crizal®, Xperio® and Transitions®.

Additional details at essilor.ca

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