

For immediate release

## **Essilor Canada Launches New Crizal® Sapphire™ 360° UV The Anti-reflective Coating for Best in Class Transparency**

**Montreal, July 3, 2018** – Available July 4, 2018, the new Crizal® Sapphire™ 360° UV coating provides nearly invisible lenses with the best in class transparency<sup>1</sup> for optimal comfort of vision. Thanks to its 360° Multi-Angular Technology™, reflections are reduced on lenses from light sources coming from any direction, all around the wearer.

### **Reflections are all around us and impact our behaviour**

Light is everywhere. Varied light sources create reflection on lenses and can affect our vision in different ways. They can be distracting and create real visual discomfort as they can reflect off the front and the back of the lens. Reflections can be bothersome at night and during the day. Whether we are outdoors or indoors. They lead us to adopt new behaviours, consciously or unconsciously: 49% of wearers move their head, 33% change their posture and 28% remove their eyeglasses to avoid these annoying reflections<sup>2</sup>.

Until now, anti-reflective coatings only took into consideration light sources in the frontal angle, between -15° and +15°. After 4 years of research, Essilor R&D has developed the 360° Multi-angular Technology that is able to capture and control the light coming from all directions: front, side and back, providing the optimal level of performance for a new generation of anti-reflective coatings lead by Crizal Sapphire 360° UV with E-SPF 35 index. Thanks to the 360° approach, the coating architecture on both sides of the lens is optimized, taking into account the interaction of both surfaces, and is reinforced with the introduction of a new nanolayer. This nanolayer guarantees the best in class transparency<sup>1</sup> for nearly invisible lenses with UV protection.

Crizal Sapphire 360° UV lenses offers eyeglass wearers better transparency and better transmission of visual information, by reducing disturbing reflections from all direction. It provides them with optimal comfort and allows them to see and be seen in the best possible light.

“The Crizal Sapphire™ 360° UV coating minimizes reflections all around the wearer”, says Nathalie Boisvert, Essilor Product Manager for Crizal® and coatings. “Lateral reflections are reduced by up to 30 % and front reflections by up to 20 %<sup>3</sup>, which translates into better visual comfort. Its lower level of residual reflection in a barely there shade of blue provides superior transparency.”

Available on all Essilor Rx lenses, in all materials.

<sup>1</sup>Wearers Test 2017 (Fr) N=50 - resulting from a better perception of anti-reflective feature. Best in class: among the best within a certain category.

<sup>2</sup>Source: GfK - quantitative consumer research 2016 - US, Spain, India, n=2406 wearers 25-65 years of age - indoors: when working due to different light sources/outdoors: during the day due to natural light or changes in light.

<sup>3</sup>Compared with Crizal Forte® UV with similar lens configuration.

## About Essilor Canada

Canadians have visual needs that impact their lives, their ability to learn, their development, health and safety. We believe that everyone has the right to good vision. This is why our mission of *improving lives by improving sight* is the driving force behind everything we do at Essilor Canada: our products, services, technologies, trainings, philanthropic initiatives, as well as our involvement in environment, health and safety.

We are committed to be the partner of choice for eyecare professionals by offering innovative solutions that empower them to succeed and create value for them and for consumers, so that together we can make a difference and help Canadians see better and live better, every day.

Present in Canada since 1972, Essilor is proud to contribute to the growth of our country's economy with over 1,000 employees, three digital surfacing laboratories and close to 30 regional and partner laboratories. Essilor Canada is a subsidiary of Essilor International, the world leader in ophthalmic 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 coatings that are distributed through eyecare professionals, to correct and protect vision, as well as prevent visual health issues. Canadians can entrust their vision to Essilor brands such as Varilux®, Eyezen™, Crizal®, Xperio® and Transitions®.

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