

For immediate release

## **Essilor Innovation: Crizal® Rock™** *The best combination against scratches and smudges for durability like never before*

**MONTREAL, QC., August 17, 2020** — Innovation has always been a major strategic focus for Essilor, which is why, since the development of the first Crizal® coating in 1992, our R&D teams have continued to develop ever more effective coatings. Today, Essilor presents the most recent innovation in this category: Crizal® Rock™, the best combination against scratches and smudges<sup>1</sup> for durability like never before<sup>2</sup>.

The Crizal Rock coating meets the expectations of eyeglass wearers by offering exceptional scratch resistance due to the unique High-Resistance Technology, together with ease of cleaning, while preserving the main attributes of the Crizal coating: reduced glare, UV protection and dust- and water-repellent properties. This technology combines specific oxides known for their dust, scratch and temperature resistant properties.

All these performances have been confirmed by a new rigorous test protocol: the Lifeproof multi-test. It combines technical, real-life and torture tests to assess the resistance of a lens to wearers' hectic lives. Crizal Rock is at the cutting edge of innovation and technology.

Designed to deal with the unpredictability of everyday life and eyeglass wearers' expectations of product durability without compromising clarity of vision, Crizal Rock is protected by five international patents<sup>3</sup>.

To learn more about Crizal Rock and all the tools at your disposal, please contact your Essilor Canada Customer Experience Agent or Business Consultant.

*(1) External laboratories tests and internal technical tests in 2019. Combination here defined as the merger of 2 distinct criteria which are scratch resistance and smudge resistance - Crizal® Rock™ rated best on smudge resistance and equal on scratch resistance, compared to the most known lenses brands by consumers (MSW brand tracking 2018 in 17 countries). Scratch resistance may vary depending on lens configuration.*

*(2) Within Crizal® Range - External laboratories tests and internal technical tests in 2019 – compared to all previous generations of Crizal® coatings.*

*(3) Crizal® Rock™ is covered by two patents and three patents pending.*

## 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* drives everything we do. Essilor Canada designs, manufactures and markets a wide range of lens, 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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