



Press Release

September 26th 2023
Nikon Optical Canada
Montreal, Canada

Nikon Optical Canada Launches a Game-Changing Solution for the New Versatile Lifestyle

Nikon Optical Canada is proud to launch **SeeCoat™ Next Reveal**, the latest innovation on the market to provide optimal visual performance and comfort in ever-changing daily situations.

Over the years, we have seen a shift in habits. Employers have implemented hybrid work and consumers are constantly on the go, fitting in several activities in one day. Health and wellness have become a growing priority amongst consumers. In fact, 40-60%¹ of wellness spending is on products and services that promote better health. Consumers are exercising, spending more time outdoors, and enjoying quality time with family and friends by meeting up for dinner, while also making space for some quiet time to enjoy their favorite book!

SeeCoat™ Next Reveal offers patients the possibility to enjoy their versatile lifestyle by offering precise contrast, vivid colours and light protection² in all situations. Thanks to Nikon's *Light Purification Technology* and to its *Contrast Boost Technology*, Nikon delivers a unique combination of protection against UV light and glare³, filtering blue light⁴ and providing superior contrast and colours even in dim light. **SeeCoat™ Next Reveal** intelligently filters UV and blue-light for all day clarity and comfort. In addition, **SeeCoat™ Next Reveal** refines light transmission to enhance colours and contrasts even in dim light.

For wearers who want to enjoy their versatility while not compromising on their visual performance and comfort, **SeeCoat™ Next Reveal** is the ideal solution to enhance their visual experience. Available in Nikon Single Vision⁵, E-Life Pro and Progressive clear lenses in 1.50, 1.60 and 1.67 indexes.

To learn more about SeeCoat™ Next Reveal, visit Nikon's new [Professional Hub](#) or contact your Nikon Business Development Partner at 1-800-663-8654.

Precision is at the heart of what we do at Nikon. Now you can let your patients enjoy the latest innovations, see every detail and enjoy every moment.

1. Perspectives on consumer health and wellness | Consumer Packaged Goods | McKinsey & Company

2. SeeCoat Next Reveal protects from UV light and glare and filters blue light (blue light between 380nm to 500nm with blue-violet light between 400 and 455nm as stated by ISO TR 20772:2018).

3. SeeCoat Next Reveal blocks 100% of UV light on the front side of the lens according to ISO standards and comes with backside protection.

4. Blue light between 380nm to 500nm (with blue-violet light between 400 and 455nm as stated by ISO TR 20772:2018)

5. Except KIDS, Solo and stock lenses.