

NEW

# Crizal® Rock™

## The most scratch-resistant Crizal® lens ever made<sup>1</sup>

The *Crizal* portfolio continues to innovate in order to provide patients with the most advanced No-Glare lens technology. Our most recent innovation, Crizal® Rock™ No-Glare lenses, helps make scratches and smudges a thing of the past, for durability like never before<sup>2</sup>!

**92%** of wearers consider **scratch-resistance** as an important characteristic when choosing eyeglasses<sup>3</sup>

**64%** of wearers have already experienced **scratches** on their lenses<sup>3</sup>

(1) Within *Crizal* Range - External laboratories tests and internal technical tests in 2019 – compared to all previous generations of *Crizal* coatings.  
 (2) External laboratories tests and internal technical tests – vs all previous generations of *Crizal* coatings  
 (3) ©Ipsos – Risky behaviours of eyeglasses wearers - consumer quantitative research 2019 - declarative results - USA - n= 2435 eyeglasses wearers.  
 (4) EOA IDD ECP tracker – US – Decision Analyst 2018 – T2B>80% / *Crizal* Titanium qual research 2018 – US & India – 10 ECP per country  
 (5) External laboratories tests and internal technical tests in 2020. Combination here defined as the merger of two distinct criteria which are scratch resistance and smudge resistance - *Crizal Rock* rated best on smudge resistance and equal on scratch resistance, compared to the top No-Glare competitors. Scratch resistance may vary depending on lens configuration.  
 (6) External laboratories tests and internal technical tests in 2019, among the most known lenses brands by consumers (MSW brand tracking 2018 in 17 countries).  
 (7) Internal Sand Resistance test 2019 – compared to all previous generation of *Crizal* coating

### The History:

Our new innovative technology circumvents a common optical industry trade-off in terms of patient benefits.

Historically, when scratch resistance was improved, smudge resistance had to be decreased, and durability is made up of both scratch AND smudge resistance.

### The Need:

Durability is the top attribute stated by eyecare professionals when they dispense no-glare lenses.<sup>4</sup>

### The Technology:

- Essilor's newest High-Resistance Technology™ is a unique combination of oxides that delivers superior scratch resistance
- The High Surface Density™ (HSD) Super Hydrophobic topcoat repels smudges and water
- The Anti-Particulate layer actively repels particulates, dust and dirt at the molecular level



### The Results:

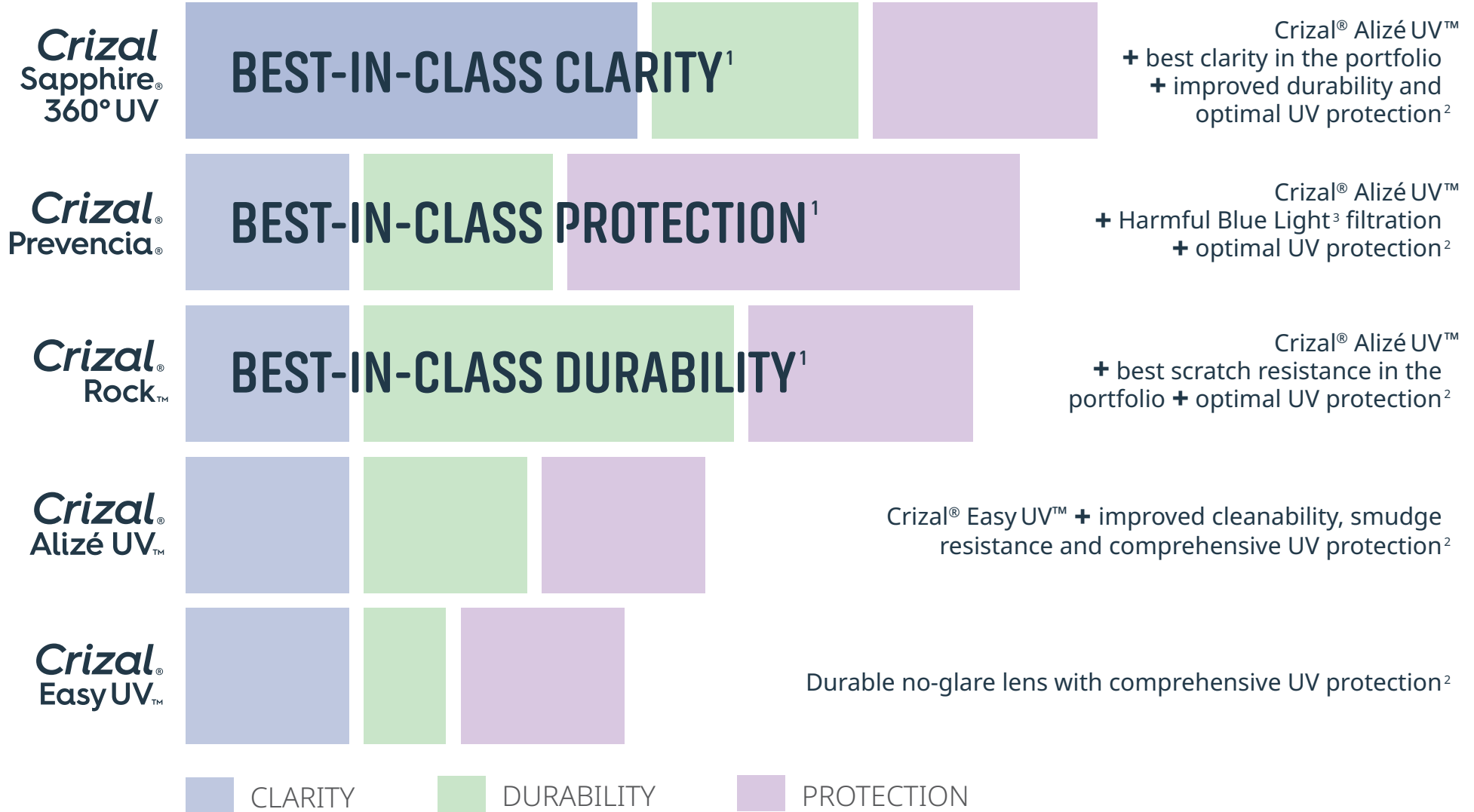
The best combination of scratch and smudge resistance in a no-glare lens<sup>5</sup>

- A lens that is 2x easier to clean than main competitors<sup>6</sup>
- *Crizal Rock* is 70% more scratch-resistant than its predecessor, *Crizal® Avancé UV*<sup>7</sup>

MVC CATEGORIZATION	CRIZAL® ROCK™
VSP	Category D
EYEMED	Premium Tier 3
UHC	Tier 4 (NEW Tier)
VERSANT	Ultimate
VBA	Premium AR 2

PRIVATE-PAY PRICING		CRIZAL® AVANCÉ UV™	CRIZAL® ROCK™	PRICE INCREASE
24K Gold	NET Price	\$68	\$70	+\$2.00
	Package Price	+\$2.00 increase in package price		
Vision Source	Price List	+\$2.00 increase on price list		
	Package Price	+\$2.00 increase in package price		
PERC	Price List	\$68	\$70	+\$2.00
	Package Price	+\$2.00 increase in package price		
IDOC	Price List	\$68	\$70	+\$2.00
	Package Price	+\$2.00 increase in package price		

# CRIZAL® NO-GLARE LENS PORTFOLIO



(1) Best-in-class is defined as best performance of a certain attribute within the Crizal® portfolio.

(2) In a clear lens, *Crizal Alizé UV* and *Crizal Easy UV* offer comprehensive UV protection, while *Crizal Sapphire® 360° UV*, *Crizal® Rock™*, *Crizal® Previncia®*, and *Crizal® Avancé UV™* offer optimal UV protection, on all lens materials except 1.50 clear plastic, the higher the E-SPF® index, the greater the level of UV protection provided by the lens // E-SPF is an index rating the overall UV protection of a lens. E-SPF was developed by Essilor International and endorsed by third party experts. The E-SPF index relates to lens performance only and excludes direct eye exposure that depends on external factors (wearer's morphology, frame shape, position of wear).

(3) Harmful Blue Light is the blue-violet wavelengths found between 415–455nm on the light spectrum believed most toxic to retinal cells. Harmful Blue Light protection only available with *Crizal Previncia*. *Crizal Previncia* No-Glare lenses block up to 20% of Harmful Blue Light.

