

ADVANCE NOTICE

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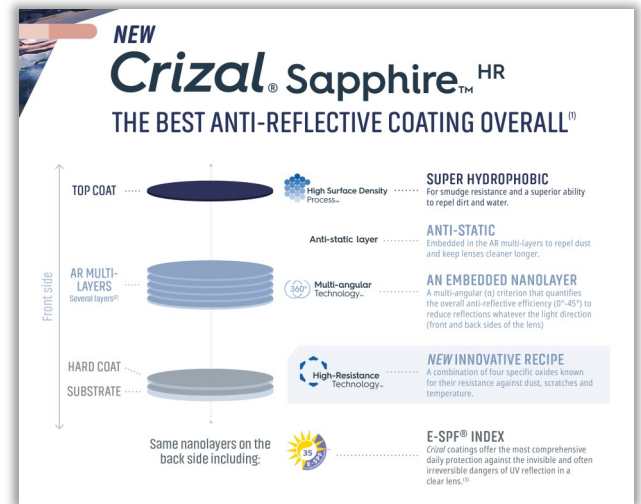
NEW CRIZAL® PRODUCT LAUNCHES REFRESHER

On October 4th, Essilor announced the launch of these three innovations in no-glare coatings - **Crizal® Sapphire™HR, Crizal® EasyPRO, and Crizal® Easy No-Glare lenses (in Rx and FSV stock lenses).**

**Crizal®
Sapphire™^{HR}**

NEW Crizal Sapphire HR is an upgrade from Crizal Sapphire™ 360° UV™ No-Glare lenses and offers improved protection against scratches and smudges while maintaining the same level of transparency. *Crizal Sapphire HR* will be the best anti-reflective coating overall powered by unique technologies:

- **Multi-Angular Technology™** provides best in class transparency, reducing glare not only in front of the lens, but at + / - 45 degrees on the sides of the lens as well. This ensures that wearers receive protection from glare at all angles.
- **High Resistance technology™** is a combination of four specific oxides, known to resist scratches, dust, and dirt.
- **High Surface Density Process™** is a nano-layer of fluorinated molecules that provides highly effective smudge resistance property making the lens much easier to clean, plus anti-static property to repel dust.



Q:	Who should you recommend Crizal Sapphire^{HR} to?
A:	Any wearer looking for durability and best-in-class transparency in their lenses.
Q:	How should you discuss this with your customers?
A:	With <i>Crizal Sapphire^{HR}</i> , you get a clear lens that's lifetime: <ul style="list-style-type: none"> • An image rendering that is pure and comfortable thanks to reduced reflections • An aesthetic lens that eliminates virtually all glare/enhances your look • Best in durability

(1) External laboratory tests and internal technical tests - 2020. Compared to the competitor most known lens-brands by consumers (2019 external brand tracking in 11 countries). The word 'overall' refers to anti-reflective coatings important criteria, ranked through an external quantitative consumer study - 2019. (2) Number of layers for illustration purpose. (3) 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). *Except for Orma[®]: E-SPF[®] 10 index.(12) Based on R&D measurements: Criteria calculations are based on the studied products only... (1 star)UV Protection based on E-SPF (Ruv + Tuv) – scale from 0 to 50 (2)Scratch Resistance based on Sand Resistance Test value – scale from >3,5 to 0. (3 stars)Easiness-to-clean based on sliding angle – scale from >22° to 0°. (4 stars)AR Efficiency based on Rv – scale from >1,2 to <=0,3 - (5 stars) Antistatic property yes/no

**Crizal®
Easy^{Pro}**

NEW Crizal Easy^{PRO} is an upgrade from Crizal Alizé™ No-Glare lenses and offers improved ease of cleaning by utilizing the patented **High Surface Density Process™** and an added **Anti-Particulate layer** that makes these lenses easier to clean and keeps them cleaner longer.

**Crizal®
Easy**

NEW Crizal Easy is an upgrade from *Crizal Easy UV™* No-Glare lenses and offers easier cleaning with an improved topcoat.

Please Note: Although the “UV” from the names of the products has been removed, ALL Crizal products have backside UV protection with E-SPF 35.

For more info, visit the Crizal folder in our Document Center at advanceoptical.com

GET CERTIFIED *LIVE* AS A TRANSITIONS® SPECIALIST



All the benefits of the Transitions Certification Program are available at Transitions Certified LIVE, a unique educational opportunity where you can interact with technical experts and experience Transitions® lenses. Bring two additional team members and become a Transitions Certified Provider with special status on Transitions “Where to Buy” online locator and receive exclusive resources to share with patients.



Learn from Transitions experts and R&D team through in-person product demonstrations and topics including:

- How do Transitions lenses provide superior blue light protection?
- How can a lens go from clear to polarized?
- What are the improvements of Transitions® XTRActive® new generation and why the hype?
- Why is light management and sensitivity a timely topic to bring up with patients?

Get access to materials designed to better prepare you to talk to your patients about light management and earn:

- One trial pair of Transitions lenses* to experience the product firsthand and sharpen your expertise on the features and benefits of Transitions latest technology.
- A framed certificate recognizing your Transitions Specialist status
- A lapel pin to wear in the office
- A social post to utilize on practice social channels
- Access to additional product demonstration tools

See upcoming event dates below, and **visit the registration link at [transitions.com/certifiedlive](https://www.transitions.com/certifiedlive)** for additional information:

2/15/23 - Charlotte, NC	2/23/23 - Dallas, TX	3/1/23 - Ontario, CA
3/8/23 - Philadelphia, PA	3/18/23 - New York, NY**	3/22/23 - Chicago, IL

*In person attendees can choose one of the following options: Transitions® XTRActive® Polarized™ in gray, Transitions XTRActive new generation in gray, brown or graphite green OR Transitions® Signature® GEN 8™ in gray, brown or graphite green. The trial pair does not include Transitions XTRActive style mirrors, Transitions Signature GEN 8 style colors or Transitions Drivewear. ** At Vison Expo East. Attendees to the Vision Expo East event will need to be registered for Vision Expo East. You can register here at east.visionexpo.com. Attendees are not obligated to purchase, order or recommend the ordering or purchasing of any products or services from Transitions Optical or its affiliates. If you do make any such recommendation, you will do so in an honest, accurate, complete, and non-coercive manner that is consistent with and honors each patient’s freedom of choice and serves the patient’s best interests. Transitions is a registered trademark, and the Transitions logo and Transitions Light Intelligent Lenses are trademarks of Transitions Optical, Inc. used under license by Transitions Optical Limited. ©2022 Transitions Optical Limited. Photochromic performance and polarization are influenced by temperature, UV exposure and lens material.