



THE ONLY
OPTION IS
PROTECTION



Crizal[®] PREVENCIA⁺
WITH SMART BLUE FILTER™

Crizal[®] PREVENCIA[®]

Now even more protection against all sources of Harmful Blue Light.

For more information, contact your local Essilor Sales Consultant
or visit Crizal.com.



Harmful Blue Light*:
The exposure is unavoidable, the damage could be irreparable

Crizal[®] PREVENCIA[®] **Crizal[®] PREVENCIA⁺**
WITH SMART BLUE FILTER™

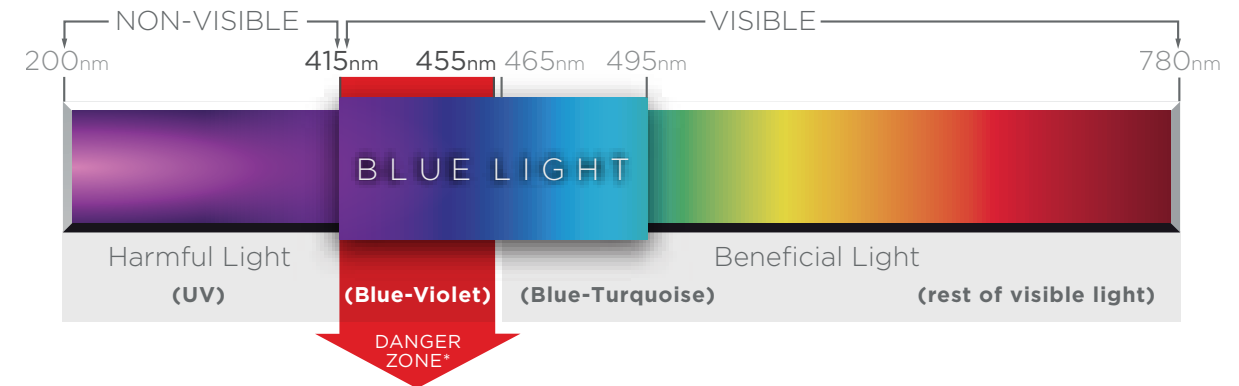
Now even more protection against all sources of Harmful Blue Light.

Your Patients Can't Avoid Harmful Blue Light.* But You Can Reduce Their Risk.

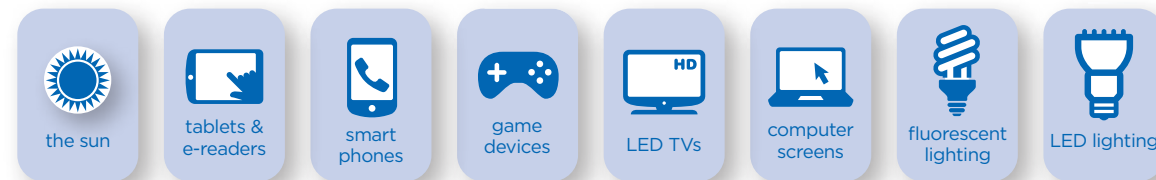
Simply put, it's everywhere. And research has shown that constant exposure to Harmful Blue Light increases the risk of damage to retinal cells. You can't avoid it, and it's potentially doing permanent harm to your patients' vision.

Your patients are under constant assault from Harmful Blue Light. And, as our reliance on technology continues to expand, that exposure is only going to increase, putting your patients at even greater risk.

Harmful Blue Light: By The Numbers



Sources of Blue Light



HARMFUL BLUE LIGHT

Blue-Violet light is a risk factor for the onset of age-related macular degeneration (AMD). AMD is a leading cause of severe vision loss and blindness in adults over the age of 60.

BENEFICIAL BLUE LIGHT

Blue-Turquoise light allows the correct functioning of the sleep/wake cycle, memory, and cognitive performance. It is part of the visible light spectrum and helps preserve color perception.

1 in 4

Number of kids who spend more than 3 hours each day on digital devices.**



72%

Percentage of adults unaware of dangers of blue light.**



9+

Number of hours 33% of adults spend on digital devices each day.**

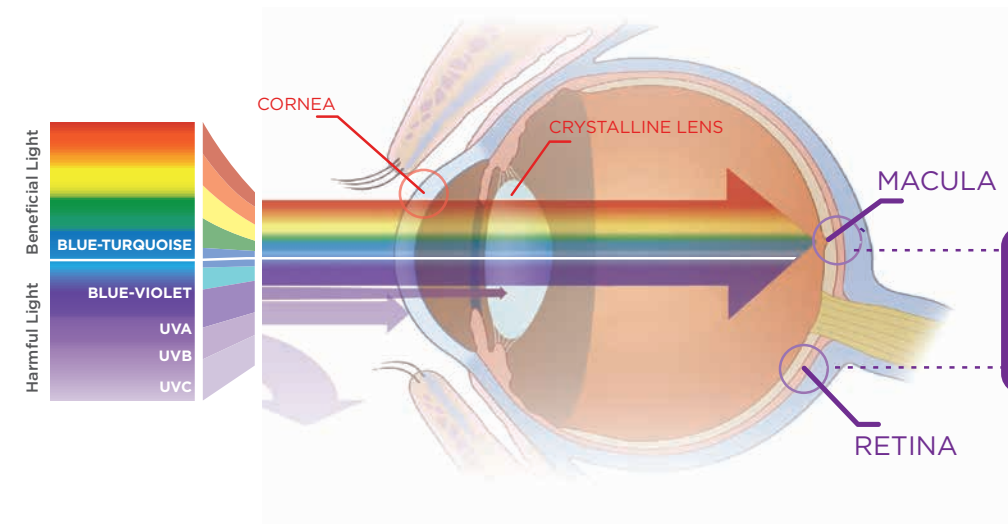


84%

Expected penetration of LED lighting by 2020.**



Revealing The Risk: Harmful Blue Light May Damage The Macula



Accelerated aging of the macula from Harmful Blue Light exposure may contribute to AMD.

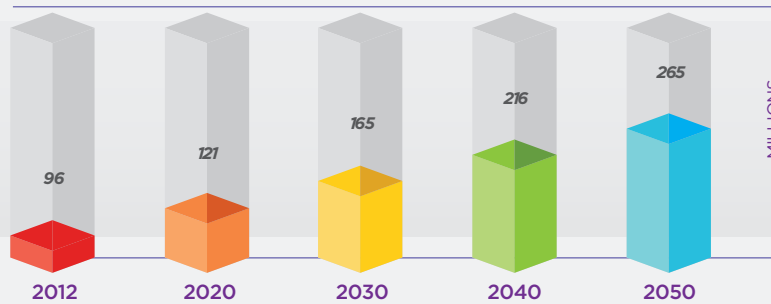
*Harmful Blue Light is the blue-violet wavelengths believed most toxic to retinal cells, which lie between 415-455nm on the light spectrum. Through in vitro experimentation on swine retinal cells, Essilor and the Paris Vision Institute identified the wavelengths of visible light believed most toxic to retinal cells, which fall between 415-455 nm on the light spectrum and peaking at 435nm (blue-violet light).
**The Vision Council, "2015 Digital Eye Strain Report." Hindsight is 20/20/20: Protect your eyes from Digital Devices.

Our Eyes Are On The Future

Our population is exposed to an ever-increasing amount of Harmful Blue Light*, both indoors and out, and there is expected to be an increase in the number of patients at risk for age-related macular degeneration (AMD) in the coming decades.



The occurrence of AMD cases worldwide is expected to double in 30 years.**



*Blue Light Roundtable, NYC. A report on Blue Light Hazard; new knowledge, new approaches to maintaining ocular health, March 16, 2003.
 **Essilor International, DMS, EL, Jan. 2013. United Nations: World Population Prospects, epidemiological and marketing studies.

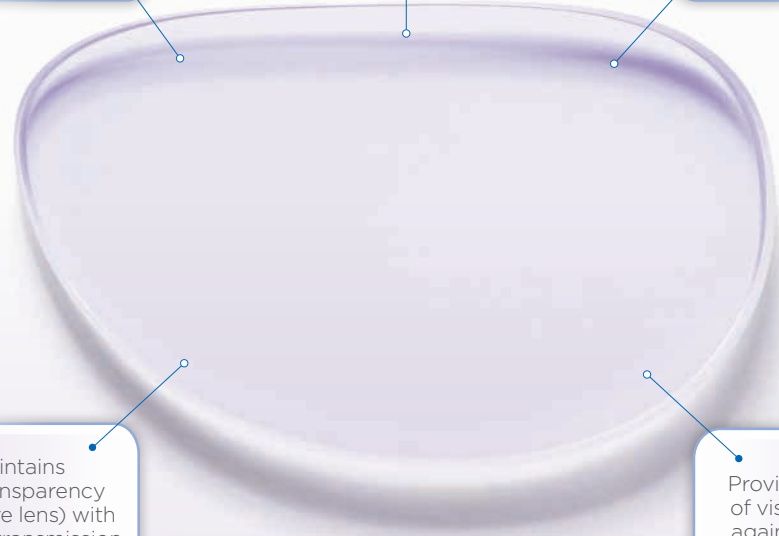
Crizal[®] PREVENCIA[®]

For Protection Against Harmful Blue Light

Harmful Blue Light and UV Blocking lens treatment selectively filters for optimal protection and vision **at all times**

Reflects up to **20%** of Harmful Blue Light (while letting in beneficial Blue-Turquoise light)

Harmful Blue Light, when blocked by *Crizal Prevenzia* lenses, results in a reflected **purple hue** on the lens, proving it's working



Lens maintains excellent transparency (clear no-glare lens) with a visible light transmission of **99%**

Provides **superior** clarity of vision with protection against glare, scratches, smudges, dust and water



Optimal UV protection in a clear lens

The higher the E-SPF Index, the greater the level of UV protection provided by the lens

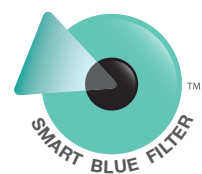
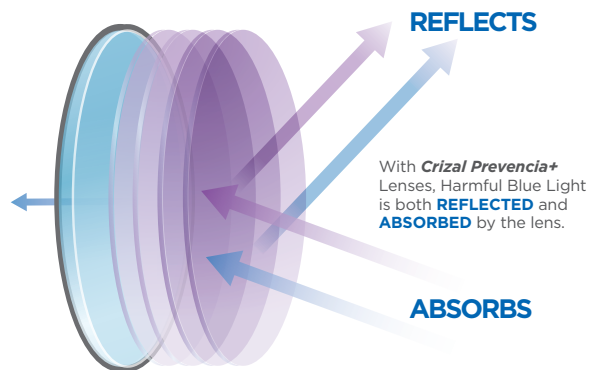
E-SPF[®] is an index rating the overall UV protection of a lens. E-SPF[®] was developed by Essilor International and endorsed by third party experts. The E-SPF[®] index relates to lens performance only and excludes direct eye exposure that depends on external factors (wearer's morphology, frame shape, position of wear).

The Next Evolution

Crizal® PREVENCIA®+

WITH SMART BLUE FILTER™

Crizal Previncia lenses have always provided protection against Harmful Blue Light. And now they're even better. When you apply **Crizal Previncia** to any lens with the **Smart Blue Filter** feature, you are now prescribing **Crizal Previncia+**, **enhanced protection against Harmful Blue Light.**



Crizal PREVENCIA = **Crizal PREVENCIA+**
WITH SMART BLUE FILTER™

All the benefits of **Crizal Previncia** Lenses plus at least **30%*** protection against Harmful Blue Light, when applied to any single vision or progressive lens with the **Smart Blue Filter** feature.

**30%
PROTECTION**

Smart Blue Filter feature provides embedded protection, reducing Harmful Blue Light by at least **20%**. It provides high transmission of visible light and essential Blue-Turquoise light.

Smart Blue Filter feature is available in Transitions®, Eyezen™+, and select Varilux® Digital lenses.

CRIZAL
PREVENCIA+

LENS TYPE	PROTECTION FROM HARMFUL BLUE LIGHT
Crizal Previncia Lenses	UP TO 20%
Crizal Previncia Lenses combined with Smart Blue Filter Feature (Transitions® Signature®, Eyezen™+, or select Varilux® Digital Lenses)	AT LEAST 30%

*Combining a Smart Blue Filter™ lens with Crizal® Previncia® No-glare coating reduces exposure to Harmful Blue Light by at least 30% and provides UV protection.



Crizal Previncia is actually our go-to anti-reflective lens choice for patients in our practice due to its blue light filter and No-Glare technology. Adding the Smart Blue Filter feature makes the lens even more beneficial because it's giving patients more protection both indoors and outdoors."

- Holly Cheong, Optical Manager, ABO | Eye Optics Optometry



Patients are going to be thrilled when they learn that Crizal Previncia+ provides extra protection against Harmful Blue Light."

- Shannon Price, Dispensing Optician | Dunlap Vision



Combining Crizal Previncia with Smart Blue Filter is great! It adds an increase in protection for my patients that also decreases exposure to Harmful Blue Light. It's also a great feature for my patients with a family history of AMD or certain demographics that are prone to eye health issues."

- Dr. Erica Ngo, Doctor of Optometry | Vision Optique



Prescribe To High-Risk Patients For Even Greater Levels of Protection

- Heavy digital device users (working professionals, children and teens, gamers)
- Family history of AMD

Prescribe Crizal Previncia+ Lenses today.