

FOR IMMEDIATE RELEASE

INTRODUCING EYE PROTECT SYSTEM™ ESSILOR SETS A NEW REFERENCE IN EYE HEALTH

Harmful Light Protection.
FOR EVERY LENS. EVERY EYE. EVERYONE.

Launching June 27, 2016 - In order to better protect your patients' eyes, Essilor, the world leader in ophthalmic lenses, introduces Eye Protect System™, a new reference in eye health, ensuring the most comprehensive eye protection against harmful light*. The Eye Protect System™ originates from Essilor's latest breakthrough innovation, Smart Blue Filter™, providing protection against harmful blue light embedded in a wide range of clear lenses in Orma, Airwear, TL16 and TL1.67.

Other product combinations guaranteed to block at least 20% of harmful blue light and offering a minimum UV protection of E-SPF 25* are also part of the **Eye Protect System™**.

Eye protection is not an option: Presenting Smart Blue Filter™



Findings about the consequences of increased exposure to harmful blue light led the Essilor R&D team in developing a revolutionary innovation that can be **embedded** in a clear lens: Smart Blue Filter™. At the core of Smart Blue Filter™ is a unique absorption process: the molecular blend smartly absorbs the most harmful blue-violet light wavelengths and neutralizes, with specific complementary colour absorbers, the residual yellow tint that would have been perceptible because of the blue filtering. As a result, 20% of harmful blue light is filtered out while the beneficial blue-turquoise light passes through. In short, lenses with Smart Blue Filter™:

- Absorb harmful blue light by having protection that is embedded into the lens
- Are clear in appearance
- Block at least 20% of harmful blue-violet light (in the range between 415-455nm)
- Transmit beneficial blue-turquoise light (in the range between 465-495nm)

• Harmful light = UV and blue violet light

The new reference in eye health



In a common mission to improve lives by improving sight, Essilor is launching a new reference called Eye Protect System™ which can become your insurance of providing the optimal visual solution for the short and long-term eye health of your patients, whether you are recommending clear or adaptive lenses.

Definition of Eye Protect System™:



Only product combinations guaranteed to block at least 20% of harmful blue light and offer a minimum UV protection of E-SPF 25** can be part of the **Eye Protect System™**.

Thus, thanks to the new Smart Blue Filter™ lens innovation embedding protection against harmful blue light in a clear lens combined with a Crizal® coating offering a minimum UV protection of E-SPF 25, Essilor's widest range of premium clear lenses will now meet the minimal conditions of protection and be referenced in the Eye Protect System.

Essential, advanced and ultimate level of protection against harmful light (UV rays and blue-violet light) will be identified on the new Essilor price list, issued in June, for every lens and coating combination offering the new reference level in eye health for the most comprehensive eye protection ever.

For more information about Smart Blue Filter™ and Eye Protect System™, please contact your Essilor sales consultant.

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** A new index developed by Essilor, certifying the global UV protection of a lens. Lens performance only: the E-SPF index excludes direct eye exposure that depends on external factors (wearer's morphology, frame shape, position of wear). E-SPF of 25 when Crizal is combined with any lens material other than clear 1.5 plastic.