



Press Release

May 3rd, 2021

Nikon Optical Canada

Montreal, Canada

Nikon Launches New Top-of-the-Line Coatings and an Innovating Lens Material

In a continuous effort to improve visual precision, protection and aesthetics, Nikon is proud to launch two new innovations as of **May 3rd 2021**:

SeeCoat™ Next coatings offer lens wearers the best combination of clarity and durability.

Constant cleaning reduces the lifespan of lenses. With a **SeeCoat™ Next** coating, lens wearers will significantly reduce the cleaning frequency of their lenses.

Due to its Diamond Booster technology and its Best-in-Class-topcoat, **SeeCoat™ Next** is our longest lasting coating, proven and tested against: the harshest of environments for a more durable and clear coating. ¹

Patients who are always on-the-go do not need to worry about frequently cleaning their lenses as they can now enjoy unparalleled protection and durability.

Let your patients choose among our premium, top performing coatings.

SeeCoat™ Next Bright: a superior light-sensitive coating that corrects reduced colour reception and improves contrast, especially in low light intensity.

SeeCoat™ Next Blue: with a blue light filter is designed to protect your vision and reduce eyestrain from constant digital device usage.

SeeSun Next: a multi-layer coating with an anti-reflection on the back lens offering patients a full UV protection on their sun lenses.

Pure Blue UV lens offers your patients the purest of light

In the past year, patients' concern about their exposure to harmful UV and blue light has increased and more lens wearers are inquiring about blue light protective lenses.

Pure Blue UV is a new lens material that allows protection and aesthetics to co-live together. With Nikon's Light Purification Technology, embedded molecules within the lens intelligently filter UV and part of the blue light

¹ 2x more resistant and easier to clean than our SeeCoat™ Plus UV coating



before it reaches the patient's eyes. Essentially, this light purification technology captures the invisible danger you can't see while offering enhanced aesthetics.

Thanks to **Pure Blue UV** lens material, your patients' eyes not only are protected against harmful blue light but they are also protected against UV light. This lens material absorbs up to 35% of blue light without the need of an additional blue light coating², eliminating any yellow residual color on the lens, making them the most aesthetically appealing solution in comparison to standard lenses with similar levels of protection.

Pure Blue UV is available in surfaced lenses in 1.50, 1.60 and 1.67 indices and all of our lens designs except: NLAS, SOLO and Kids. Stock lenses will become available this Fall.

To learn more about our new products and for an updated price list 2021, visit the Professional section of www.nikonlenswear.ca or contact your Nikon Business Development Partner.

² Up to 40% when combined with SeeCoat Next Blue.