

CRIZAL® PREVENCIA™ NO-GLARE LENSES: SUPERIOR EYE & LENS PROTECTION



ONLY CRIZAL PREVENCIA LENSES HAVE EXCLUSIVE LIGHT SCAN™

- Protects the eyes from harmful light (Blue-Violet and UV)
- Allows beneficial light to pass through (visible light, including Blue-Turquoise)

CRIZAL PREVENCIA LENSES ALSO PROVIDE SUPERIOR CLARITY
OF VISION WITH IMPROVED PROTECTION

RESISTS



For more information, contact your local Crizal Sales Consultant or go to Crizal.com



NEW

Crizal PREVENCIA™
No-Glare Lenses

Revolutionary Protection for Eyes



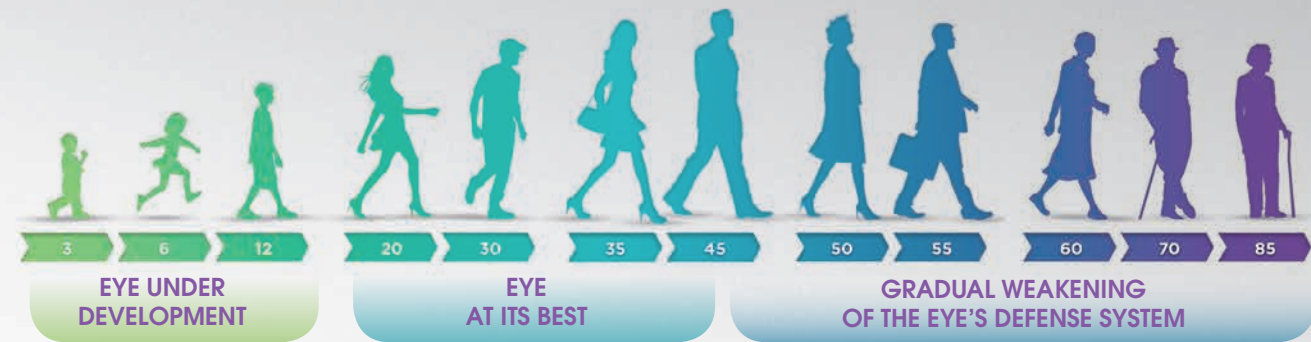
1. Taylor HR, West S, Munoz B, Bressler SB, et al. The long-term effects of visible light on the eye. *Arch Ophthalmol.* 1992;110: 99-104 [FN 51]. 2. Fletcher AE, Bentham GC, Agnew M, et al. Sunlight exposure, antioxidants, and age-related macular degeneration. *Arch Ophthalmol.* 2008;126: 1396-1403 [FN 54]. 3. Ishikawa H, Onodera A, Asakawa K, Nakadomari S, Shimizu K. Effects of selective-wavelength block filters on pupillary light reflex under red and blue light stimuli. *Jpn J Ophthalmol.* 2012;56(2):181-6 [FN 82]. 4. Arnault E, Barrau C, Nanteau C, et al. Characterization of the blue light toxicity spectrum on A2E-loaded RPE cells in sunlight normalized conditions. Poster presented at: Association for Research and Vision in Ophthalmology Annual Meeting; May 5-9, 2013; Seattle, WA.
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Crizal
Live Life in the Clear™

Crizal
Live Life in the Clear™

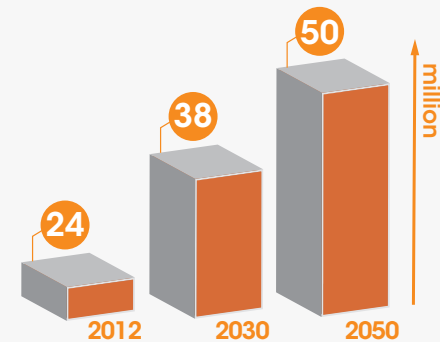
OUR EYESIGHT IS CRITICAL THROUGHOUT OUR LIFETIME

The prevalence of eye disease increases with age

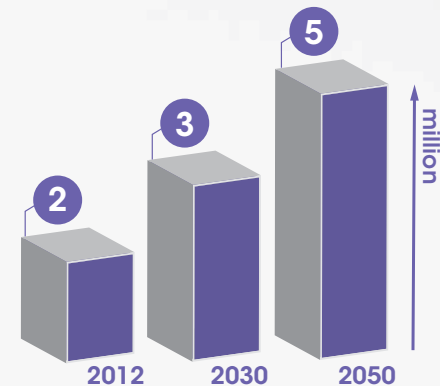


With an aging population, the occurrence of cataract and age-related macular degeneration (AMD) cases will double in 30 years

US CATARACT POPULATION



US AMD POPULATION



Source: nei.nih.gov/eyedata

LIGHT IS BOTH HARMFUL AND BENEFICIAL TO VISION AND HEALTH

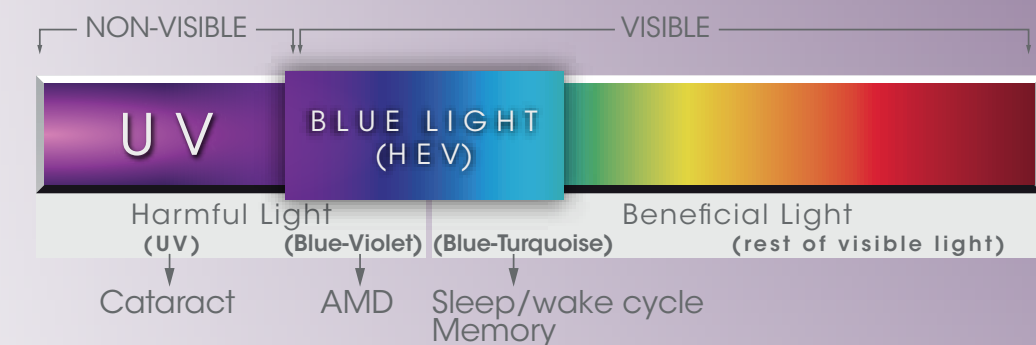
NON-VISIBLE AND VISIBLE LIGHT ARE RISK FACTORS FOR DEVELOPING EYE DISEASE^{1,2}

- **ULTRAVIOLET (UV) LIGHT IS A MAJOR RISK FACTOR FOR MANY SEVERE EYE DISEASES, INCLUDING CATARACT**
 - Surgery is the only solution to cataract— 20 million procedures every year in the world
- **BLUE LIGHT (ALSO KNOWN AS HIGH ENERGY VISIBLE, OR HEV LIGHT), AT SPECIFIC WAVELENGTHS, IS A RISK FACTOR FOR THE ONSET OF AMD**
 - AMD is the leading cause of severe vision loss and legal blindness in adults over 60
 - There is no generalized cure for AMD today

VISIBLE LIGHT IS IMPORTANT FOR VISION AND EVERYDAY HEALTH³

- **ALL VISIBLE LIGHT IS BENEFICIAL FOR**
 - Color perception
 - Acuity
- **BLUE-TURQUOISE LIGHT IS BENEFICIAL FOR**
 - Pupillary constriction reflex— Retina's natural protection against light overexposure
 - "Human biological clock" synchronization— Allows the right functioning of the sleep/wake cycle, memory, and cognitive performance

LIGHT SPECTRUM



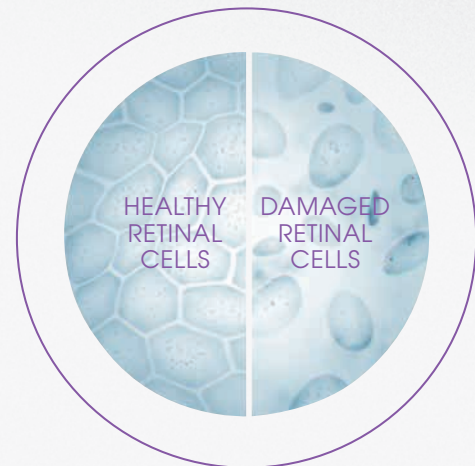
EYES NEED TO BE PROTECTED FROM HARMFUL BLUE-VIOLET AND UV LIGHT

A BREAKTHROUGH DISCOVERY:

IDENTIFYING THE PRECISE BAND OF LIGHT WITHIN THE BLUE-VIOLET SPECTRUM THAT IS MOST HARMFUL TO RETINAL CELLS⁴

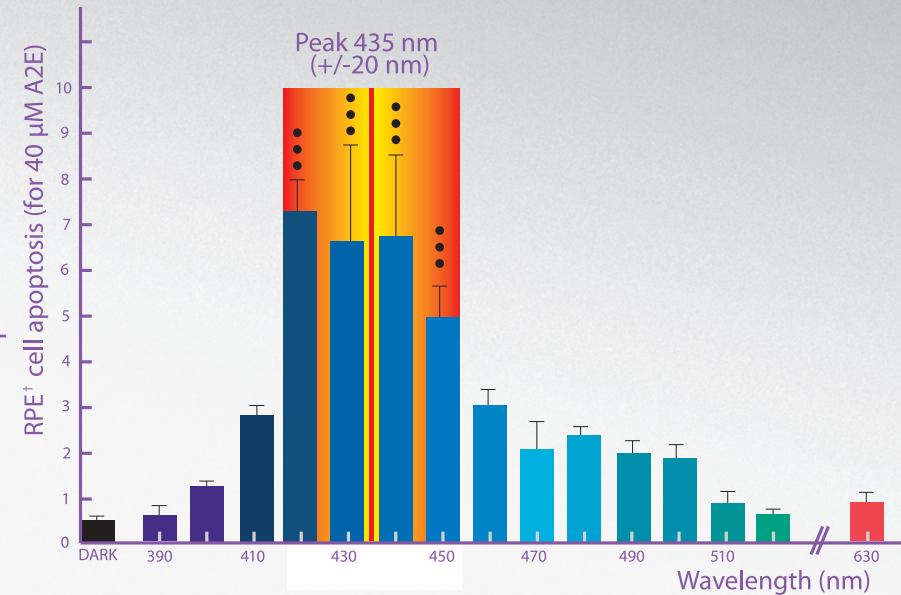
Essilor and the Paris Vision Institute discovered the precise 40 nanometer band within the Blue-Violet spectrum that is most harmful to retinal cells.

The band of Blue-Violet light that is most harmful to retinal cells ranges **between 415 and 455 nm⁴**



THE 1ST *IN-VITRO* TESTS ON RETINAL CELLS IN THE OPHTHALMIC INDUSTRY

Retinal cell death per wavelength*⁴



*Based on *in vitro* tests on swine (pig) cells.
[†]RPE = Retinal Pigment Epithelium.
 Source: IDV/Essilor R&D 2011



Protecting eyes from overexposure to Blue-Violet light decreases retinal cell death.

Introducing
Light scan™

THE SELECTIVE NO-GLARE TECHNOLOGY THAT WORKS 3 WAYS TO FILTER OUT HARMFUL LIGHT AND PROVIDE OPTIMAL VISION



1 SELECTIVELY FILTERS OUT HARMFUL LIGHT (BLUE-VIOLET & UV)

2 ALLOWS BENEFICIAL LIGHT TO PASS THROUGH (VISIBLE LIGHT, INCLUDING BLUE-TURQUOISE)

3 MAINTAINS EXCELLENT TRANSPARENCY (CLEAR NO-GLARE LENS) for optimal vision at all times

COVERED BY ONE OR MORE PATENTS

SELECTIVELY FILTER HARMFUL LIGHT AND

BLUE-VIOLET LIGHT IS PRESENT EVERYWHERE

OUTSIDE Blue-Violet light is emitted from the sun all year round in any weather (sunny, cloudy, rainy, etc). This is even true when the light comes through windows in your home, office or car.

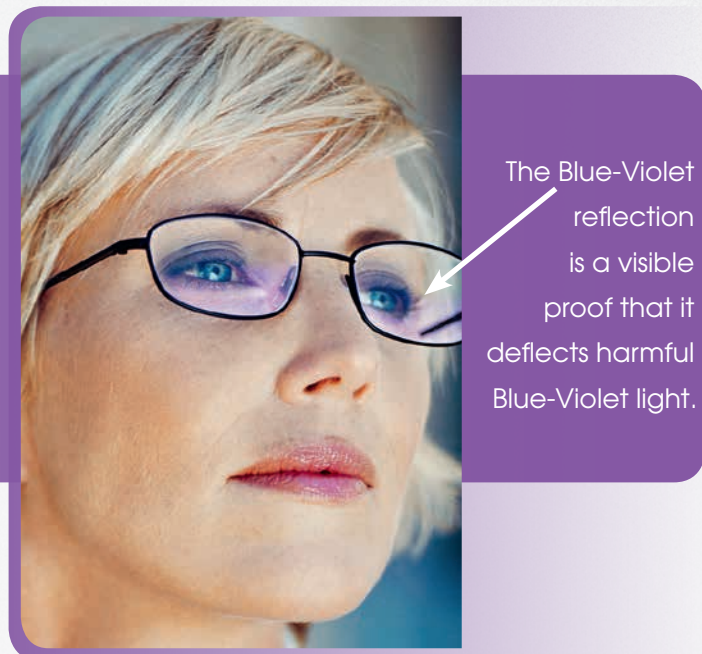
INSIDE Blue-Violet light is also present throughout the day and night. It is emitted from many modern digital devices including computers, tablets, most smartphones and compact fluorescent lightbulbs.

CRIZAL® PREVENCIA™ LENSES SELECTIVELY DEFLECT HARMFUL BLUE-VIOLET LIGHT PROVIDING IMPROVED PROTECTION

Crizal® Previncia™ lenses deflect 20% of harmful Blue-Violet light and in recent lab tests, Crizal Previncia reduced retinal cell death by **25%**⁺

⁺Results from *in-vitro* tests on swine (pig) retinal cells⁴

Note: Crizal Previncia lenses maintain the same overall No-Glare performance as Crizal Avancé UV™ lenses (Visible Light Transmission = 99%; Visual reflection (Rv) = 0.6%).



PROVIDE IMPROVED PROTECTION

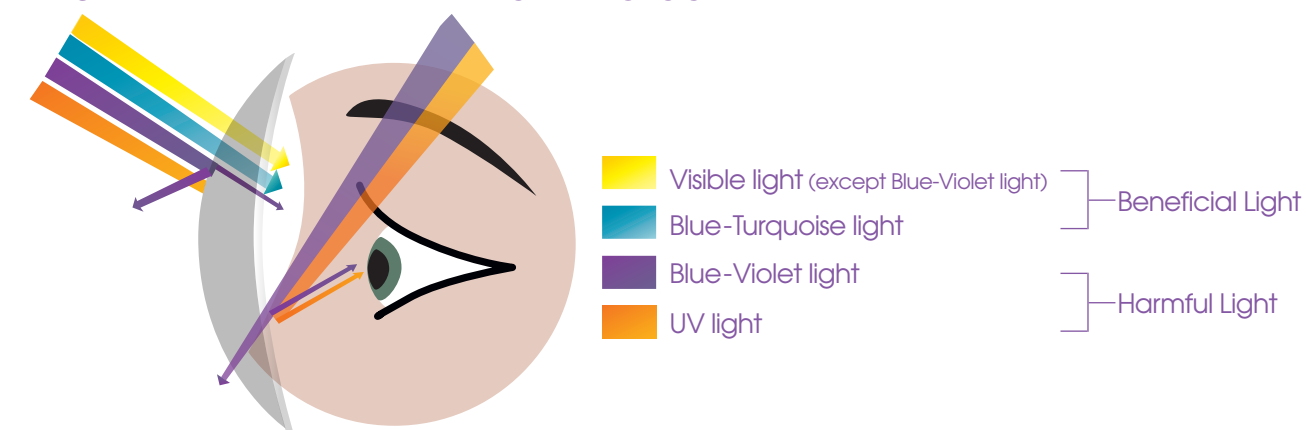
CRIZAL® PREVENCIA™ ALSO PROTECTS EYES FROM DAMAGING UV RAYS.*

Featuring an Eye-Sun Protection Factor (E-SPF®) of 25,* Crizal Previncia provides wearers' eyes with **25x more protection** from UV than with no lens at all.



FRONT SIDE PROTECTION
Deflects UV light† & **20%†** of Blue-Violet light

BACK SIDE PROTECTION
Back side reflection virtually eliminated



[†]The Blue-Violet light cut may differ slightly, depending on lens material.
[†]For Crizal Previncia lens made with any material other than clear 1.5 plastic.

*E-SPF of 25 means the wearer is 25 times more protected than without any lens. E-SPF of 25 when Crizal is made with any lens material other than clear 1.5 plastic.