

CRIZAL®  
**#1**

PERFORMING NO-GLARE BRAND  
ACCORDING TO INDEPENDENT  
EYECARE PROFESSIONALS\*

# NEW Crizal® Easy<sup>Pro</sup>

## EASIER CLEANING

is amongst the top-5  
criteria for consumers  
when choosing  
prescription eyeglasses<sup>(1)</sup>

On average, eyeglass  
wearers wipe their  
lenses **20,000 TIMES**  
before renewing them<sup>(2)</sup>

That's almost **60**  
**HOURS** every year<sup>(3)</sup>

THE TECHNOLOGY IN NEW CRIZAL® EASY<sup>PRO</sup> PROVIDES  
OUTSTANDING EASINESS-TO-CLEAN TO EASILY REPEL  
SMUDGES, DUST, AND WATER.



**High Surface Density**  
Process™

Reinforces the resistance to  
smudges and water on both  
sides of the lens for easier and  
optimal cleaning.

**Anti-Static**  
Layer

The **anti-static layer**  
reduces static on the lens,  
allowing it to repel dust and  
other particulates and keeps  
lenses cleaner longer.



\*Survey conducted in 2020 by an independent third party, sponsored by Essilor. 383 Independent Eyecare Professionals were surveyed.

(1) Ipsos - Risky behaviours of eyeglasses wearers - online consumer quantitative research 2019 - declarative results - France, USA, India - n= 2435 eyeglass wearers from 18-65yo.  
(2) Essilor Estimations - France, USA, India- taking into consideration: cleaning per by week, wipes per cleaning, and eyeglasses renewal date. (3) Estimating 20 seconds per wiping.

Crizal® Easy<sup>Pro</sup> lenses went through a rigorous protocol of tests to assess the performance technically and in real-life simulations.

### CONTACT ANGLE TEST

To validate hydrophobic & oleophobic properties the contact angle measurement is used. The higher it is, the better the smudge efficiency.

### STAIN RELEASE TEST

20,000 wiping motion with ink splatter on the lens every 5,000 times.

To demonstrate the superior resistance of Crizal® Easy<sup>Pro</sup> against water, oil, and dust vs. standard anti-reflective coatings, a series of situations were reproduced in real-life simulations.

Standard coating



WATER



OIL



DUST

Crizal® Easy<sup>Pro</sup>



Crizal® Easy<sup>Pro</sup> coating has high water droplet repellence performance based on contact angle criteria.



Crizal® Easy<sup>Pro</sup> coating has superior ability to repel oil and smudges compared to main competitors<sup>(4)</sup>.



The anti-static properties of Crizal® Easy<sup>Pro</sup> coating help to repel dust.

Significantly higher contact angle vs main competitors<sup>(4)</sup>

3x easier to clean after extensive smudging vs main competitors<sup>(4)</sup>

Optimal protection against reflections, dust and UV rays

Crizal® Easy<sup>Pro</sup> is easy to clean and thanks to its oleophobic, hydrophobic, and anti-static properties, the lenses stay cleaner longer.

# CRIZAL® EASY<sup>PRO</sup> EASIER CLEANING, SIMPLER LIVING

Contact your Essilor Account Executive for more details.

(4) External laboratories tests – 2019 and 2020 – compared to the competitor most known lens-brands by consumers (2019 external brand tracking in 11 countries).  
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