

FAQs

Q: What new features are offered by Crizal Avancé™ with Scotchgard™ Protector lenses?

A: There are two primary improvements:

1. Improved hydrophobicity - Crizal Avancé with Scotchgard Protector features an improvement in contact angle to 116 degrees. The nearest competitor is 108°.
2. Improved hydrophobic DURABILITY- Although many Anti-Reflective (AR) lenses offer hydrophobic properties when new, over time their hydrophobic layer is stripped away with repeated cleanings, but not with Crizal Avancé with Scotchgard Protector.

Conclusion: Crizal Avancé with Scotchgard Protector provides a lens with the easiest to clean surface. More importantly, the surface will remain easy to clean throughout the life of the lens. No other lens offers the combination of cleanability and durability offered by Crizal Avancé with Scotchgard Protector!

Q: Crizal Avancé with Scotchgard Protector lenses have anti-static properties. What does this mean?

A: When ordinary lenses are cleaned, static electricity forms on the surfaces of the lenses, attracting dust, lint, and other minute particles. Crizal Avancé with Scotchgard Protector lenses prevent this static electricity from ever occurring, meaning the lenses stay free of dust, lint, and other annoying particles.

Q: What value does Scotchgard Protector bring to ECPs and patients?

A: Scotchgard Protector is a 3M brand known worldwide for protecting valuable items from spills and stains. Crizal Avancé with Scotchgard Protector lenses combine the highly regarded benefits of both Crizal and Scotchgard Protector to offer the easiest-to-clean AR lens. With 96% brand awareness and over 50 years on the market, nearly 10 out of 10 patients know and trust the Scotchgard Protector brand name and have experienced its stain-fighting and repellency abilities first hand. That's powerful – and that's the kind of brand recognition and longevity that will help you unleash your AR lens sales.

Q: LensCrafters® offers AR lenses under the Scotchgard trademark - is this the same technology?

A: No. The AR technology sold by LensCrafters is not Crizal® technology. The lenses sold at LensCrafters under the Scotchgard name do not offer anti-static technology, do not have the improved cleanability or topcoat durability, and are only sold in Poly and 1.67.



Introducing Crizal Avancé™ with Scotchgard™ Protector.

*Neither rain, nor sleet, nor smudge, nor dust, nor dark of night...
can stop the AR lens that's made to stay clean.*

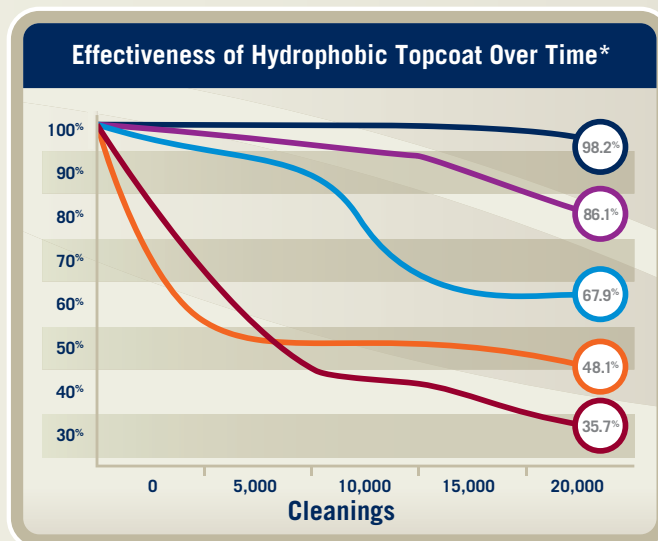


TEST RESULTS - *The Proof*



Contact Angle Test*

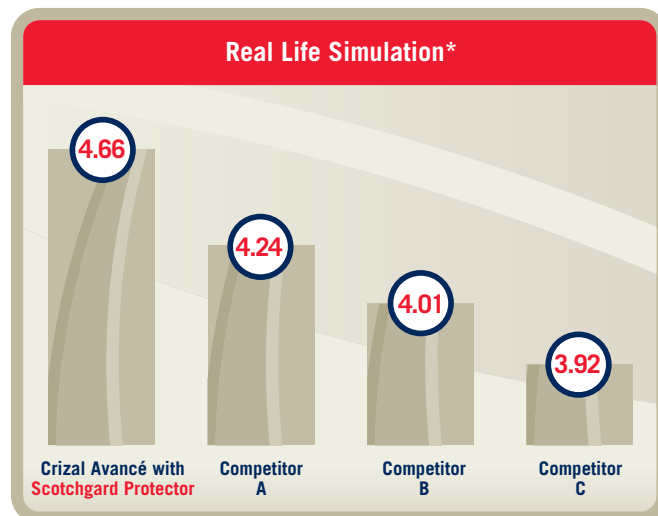
The Contact Angle Test measures the angle of the edge of a droplet of water as it rests on the surface of the lens. The higher the angle, the easier the lens is to clean.



The Effectiveness of Hydrophobic Topcoat Over Time Test* †

Cleanability over time

The Effectiveness of Hydrophobic Topcoat Over Time Test shows the level of cleanability over time. It measures the impact of 20,000 cleaning cycles on the topcoat. The more a wearer cleans a lens, the more the topcoat disintegrates. With Crizal Avancé with Scotchgard Protector lenses, virtually all of the topcoat remains even after 20,000 cleanings!



Real Life Simulation Test* †

The Real Life Simulation Test attempts to simulate actual wearer conditions for an AR lens. This shows us the complete durability and scratch resistance of the integrated AR lens. It is actually a series of 5 tests. Scores range from 1 to 5, where 5 is best. Crizal Avancé with Scotchgard Protector is by far the market leader in durability and scratch resistance.

Why Crizal Avancé™ with Scotchgard™ Protector is Better

Nothing can get in the way of the clarity of new Crizal Avancé with Scotchgard Protector - the lenses that combine the superior performance of Crizal® with the unmatched protection of Scotchgard Protector.

Features

- Crizal Avancé with Scotchgard Protector lenses have an improved topcoat, giving them the highest contact angle in the industry – 116°
- Anti-Static Technology
- Double-Sided Integrated, Diamond-Like Hardcoat
- Two-Sided Integrated AR Protection
- Patented Pad Control System™

Benefits

- Easiest lenses to clean, remaining that way for the life of the Rx
- Repel dust, dirt, fingerprints, smudges, oil and water
- The improved resistance to vision obstructions gives the wearer unparalleled visual clarity
- Less cleaning and more durable topcoat mean fewer scratches
- Reduced glare, reflections and eyestrain from sunlight, light bulbs and computer screens
- Lenses are easy to edge without slipping

Permanent Ink Test



The advanced super-hydrophobic properties of Crizal Avancé with Scotchgard Protector lenses repel oil, water, smudges and even tough stains - like permanent ink.

New High Surface Density (HSD) Process



Standard AR

Crizal Avancé with Scotchgard Protector

The HSD Process forces the molecules in the topcoat to be packed together very densely, giving strength and uniformity to the surface. This creates a higher surface contact angle and gives the topcoat the durability that prevents it from breaking down, even after 20,000 cleanings.

*The Essilor lenses were tested against the premium lens offerings from major competitors like; Hoya, Sola and Zeiss †Independent Laboratory Test