

▲ HOW TO SELL OPTIFOG ? ▲

Ask your patients:

- Do your lenses fog when moving from cold to hot environment?
- Do your foggy lenses leave you feeling unsafe or uncomfortable because you're unable to see in activities such as:
 - Trying to drive with foggy lenses?
 - Walking down the stairs with foggy lenses?
- Do your lenses get foggy when drinking hot beverages, eating hot food, boiling a pot of water?
- Do foggy lenses inconvenience you when doing things around the house such as:
 - Emptying your dishwasher?
 - Getting ready after a shower?
- Are foggy lenses an issue for you when playing sports or enjoying outdoor activities such as running, cycling or playing tennis?
- Do foggy lenses bother you at work where precision and safety are a priority?

Demonstrate:

- Activate the Optifog 50/50 demo lenses with Optifog Activator in front of your patient
- Place the Optifog 50/50 demo lenses in front of steam

▲ HOW TO CARE FOR OPTIFOG LENSES ? ▲



- Apply one drop of Optifog Activator on each side of your Optifog lenses.



- Gently wipe the lens surfaces using the microfiber cloth provided, making sure to coat the entire lens.
- Daily application is not required unlike other fog-free products on the market.
- The bottle should last about 6 months in normal use condition.



Essilor international is the world leader in the design, manufacture and customization of ophthalmic lenses. Active on five continents, Essilor offers a wide range of lenses under the flagship Varilux, Crizal, and Essilor brands to correct myopia, hyperopia, presbyopia and astigmatism.



STANDARD LENS

OPTIFOG LENS

OPTIFOG LENS

THE NEW TECHNOLOGY AGAINST FOG

STOP THE FOG WITH

OPTIFOG™

▲ FOG IS EVERYWHERE... ▲

Always appears with temperature change



▲ **Changing environment:**
Moving from cold to hot environment



▲ **Indoor activities:**
Drinking hot beverages, eating hot food, boiling a pot of water or opening the dishwasher



▲ **Outdoor activities:**
Playing sports such as running, cycling or tennis



▲ **At work:**
Work environment where precision and safety are a priority

75% of wearers want an anti-fog solution for their lenses

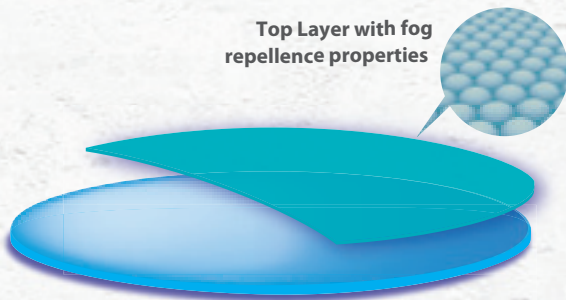
Source: 2010 worldwide AR Study, 7 countries, 1 493 wearers.

▲ BUT NOT ON OPTIFOG ▲

Introducing **OPTiFOG™**

NEW **OPTiFOG™** Lenses

Top Layer with fog repellence properties



activated by

OPTiFOG™ ACTIVATOR



The result: truly long-lasting fog free vision

No distortion or loss of contrast:

The many tiny water droplets caused by fog perfectly spread on the lens surface, creating a uniform film of water, invisible to the wearer.



Standard lens

Optifog lens

Durable:

The Optifog lenses durably retains the Optifog activator, preventing fog from appearing for up to one week.

WEARERS CONFIRM

OPTIFOG™ : the most advanced anti-fog product

Efficiency: 79%⁽¹⁾
of wearers are satisfied with its fog
repellence efficiency⁽²⁾



Test conducted in accordance
with an endorsed protocol
by the Pr. José Sahel's team
at the Institut de la Vision

*Prof. José Sahel receives no
remuneration for validating
these protocols

Durability: 81%⁽¹⁾
of wearers are satisfied with its efficiency one week
after activation⁽²⁾

Easy to clean: 77%⁽¹⁾
of wearers are satisfied with its ease of cleaning

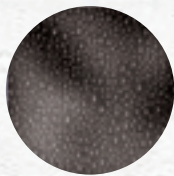
Transparency: 87%⁽¹⁾
of wearers are satisfied with its transparency after cleaning

(1) Wearer test conducted by a 3rd independent party (France / 2011) - Base: all wearers included (n=100)
(2) Average assessment on fog repellence efficiency at 0, 8 and 20 seconds

OPTIFOG OFFERS MORE THAN FOG FREE VISION

OPTIFOG™ lenses available with HMC and HC

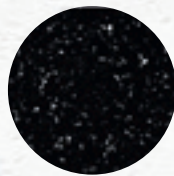
OPTIFOG with Hard Multi Coat for optimum performances



Fog repellence



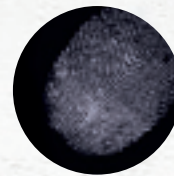
Glare reduction



Dust repellence



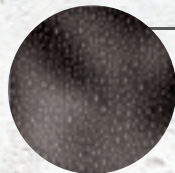
Scratch resistance



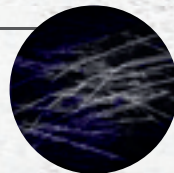
Easy to clean

OR

OPTIFOG with Hard Coat



Fog repellence



Scratch resistance