

NEW

Crizal® Rock™

Most scratch-resistant *Crizal* lens ever made⁽²⁾

On average, eyeglass wearers clean their lenses more than **14 times per week**⁽¹⁾. Moreover, **77% of wearers** wipe their lenses with t-shirts, tissues, towels, at least once per week⁽¹⁾.

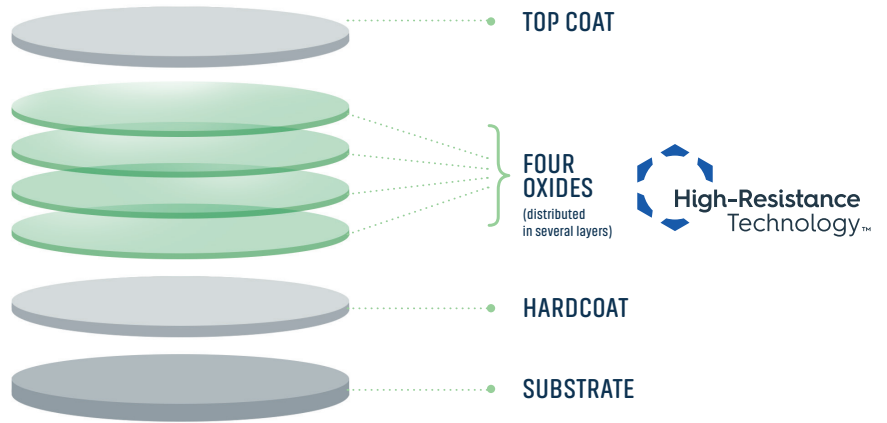
But improper cleaning can lead to scratches. **Crizal® Rock™** is the most scratch resistant *Crizal®* No-Glare lens ever made for durability like never before.⁽²⁾

A New Unique High-Resistance Technology

Crizal Rock features the innovative High-Resistance Technology™ – a combination of specific oxides proven to resist scratches and dust.

High Surface Density™ Super Hydrophobic Layer

Crizal Rock features the HSD™ superhydrophobic topcoat that provides excellent smudge resistance and makes lenses easy to clean.



A Tailored Lifeproof Multi-Test

Essilor developed the lifeproof multi-test to assess a lens' resistance to scratches and smudges.



> A New Sand-Resistance Test

- Measures scratch resistance.
- 300 shake-cycles in a sand tray.
- Supervised and certified by a third-party technician.



> A Stain-Release Test

- Re-enacts daily wearer activities.
- 20,000 wipes using ink splattered on lens every 5,000 wipes.
- Run in an independent external lab.



> Unique Torture Tests

- Reproduced daily wearer occurrences, like dropped eyeglasses and improper cleaning.
- Tested in front of consumers.
- Protocol and results certified by an independent third party.

Benefits

1. **Most scratch-resistant** *Crizal* No-Glare lens ever made⁽²⁾
2. **Best combination** of scratch and smudge resistance⁽³⁾
3. **Excellent clarity** of vision with reduced glare
4. **Optimal protection** against UV light with protection from backside UV reflection⁽⁴⁾

Proven Durability of Lenses

3x more scratch resistant than entry-level *Crizal* product⁽²⁾

2x easier to clean than main competitors after extensive smudging⁽⁵⁾

(1) Study conducted by ©Ipsos, 2019, among n= 2435 eyeglass wearers in France, USA

(2) Internal Sand Resistance test 2019 – compared to all previous generations of *Crizal* coatings

(3) External laboratories tests and internal technical tests in 2019. Combination here defined as the merger of two distinct criteria which are scratch resistance and smudge resistance – *Crizal Rock* rated best on smudge resistance and equal on scratch resistance, compared to the most known lenses brands by consumers (MSW brand tracking 2018 in 17 countries). Scratch resistance may vary depending on lens configuration.

(4) In a clear lens, *Crizal Sapphire®* 360° UV, *Criza®* Rock™, *Crizal®* Prevencia®, and *Crizal®* Avancé UV™, offer optimal UV protection on all lens materials, except 1.50 clear plastic, based on our E-SPF® 35 technology, the higher the E-SPF index, the greater the level of UV protection provided by the lens

(5) External laboratories tests and internal technical tests in 2019, among the most known lenses brands by consumers (MSW brand tracking 2018 in 17 countries).

