

## Essilor develops Rx sun lens range

Essilor has developed a most comprehensive range of fashionable prescription sun lens options that provide total protection under the sun and also enhance sports performance.

There are five categories of sun lenses that cater for all occasions:

- Essilor Polarising lens for everyday activities
- Sport SOL-ution lens for the active
- Airwear Melanin lens for the health conscious
- Wraparound lens for wraparound frames
- Silver Shadow clean touch coating for fashion enthusiasts.

The sun lens market is constantly changing to meet the demands of patients. Essilor has recognised this and has packaged all these lens options into a guide to make patient selection easier.

"Awareness of the need for sun protection is now greater than ever as consumers realise the need for visual protection. Today, wearers demand fashionable sunglasses that provide optimal visual performance with total sun protection that is tailored to their everyday activities. The complete Essilor sun lens range fulfils the market needs and wearers demands by providing prescription sun lenses for every occasion," said Olivier Chupin, General Manager for Essilor New Zealand.

### "Much more than Standard Sunwear" - Essilor Polarising Xelios

Essilor Polarising lenses have a special filter that blocks glare. Glare occurs when natural light waves hit reflective surfaces such as pavement, windshields, snow and water at an angle that causes the light to be transmitted in a horizontal direction. In addition, Essilor polarising lenses offer 100 percent UV protection shielding eyes from sun damage that can lead to cataracts and macular degeneration.

**Who is the polarised patient?** Everyone basically especially patients who enjoy the outdoors. Water sport fans, like fishing and boating enthusiasts, value the way polarised lenses block the glare that bounces off the water. Likewise many skiers appreciate the way these lenses significantly reduce glare from the sun reflecting off the snow. The big bonus with polarised lenses is that they can actually help improve vision – images are sharper, better depth perception and colour definition and distracting glare is significantly reduced. Their features and benefits are easy to demonstrate and practice staff can have confidence in selling this product.

### "Prescription Sunwear for the Active" - Sport SOL-ution

Each sporting activity has its own environment and visual conditions. A cyclist for example can face additional glare from the road or passing cars, golfers need to identify the ball against the expanse of the green and skiers need to identify bumps and moguls on snowy days. That's why standard sunglasses aren't always suitable and sports sunglasses become even more important.

A range of single vision corrective sun protection lenses tailored to any sports, Sport SOL-ution lenses are available in 6 colours, each for a specific range of sports activities. The lenses absorb 100% of UV rays and also filter out harmful blue light without altering the perception of colour.

They are made from Airwear 1.59 polycarbonate and are lightweight and impact resistant making them the ideal lens for sports. Sport SOL-ution comes with Crizal Sun coating as standard, to eliminate reflections into the eyes without altering the colour of the lens. Lenses stay clearer for longer and are easier to clean. Crizal Sun comes with a hard coating on the front surface of the lens and an anti-reflective coating on the back surface.



Sport SOL-ution  
Demonstration kit

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**Who is the Sport SOL-ution patient?** The Sports SOL-ution sun wear range is ideal for anyone engaged in sport activities.

### "Double Protection under the Sun" - Airwear Melanin

When spending several hours in the sun without eye protection, harmful UV and blue light rays can damage eyes and contribute to eye conditions such as cataracts, macular degeneration and cancer.

Although UV rays are the most harmful rays, they rarely reach the retina, where as blue light does radiate on the retina. Violet and blue light, also called HEV (High Energy Visible), are the rays that carry the most energy within the visible light spectrum. Recent scientific studies have revealed that the accumulative effect of such rays could damage the retina in the long term.

Melanin is a natural pigment which is found throughout the human body. Its role is to protect us against sunlight damage by filtering UV and blue lights. Essilor has developed a new single vision prescription sun lens containing synthetic melanin that blocks 100% of UV and 98% of blue light to protect the retina and SPF 140 to protect skin around the eyes.

Airwear Melanin lenses are 85% brown tinted lenses available as single vision lenses and are made from Airwear 1.59 polycarbonate material which is both lightweight and impact resistant. It also comes with Crizal Sun coating as standard.

**Who is the Airwear Melanin patient?** For people who spend a lot of time in the time as well as being ideal for daytime driving as well as a general purpose sun lens.

### "180 Degrees Clear Vision" - Wraparound

Wraparound frames are becoming an increasingly popular feature in prescription sunglasses with more and more wearers looking for a sun lens solution. Essilor has been successful in meeting this demand with grind lenses that offer a panoramic field of vision and optimal visual performance.

Essilor wraparound lenses provide maximum protection against UV rays, wind, sand, dust and other invasive elements. The lens is available in grind single vision and Varilux progressive designs in a wide range of materials, Orma 1.5, Airwear 1.59 and Nikon 1.67. With options available in polarising, tinted or clear combined with Crizal Sun coating or Silver Shadow Clean Touch coating.



Essilor wraparound lenses are compatible with many curved frames currently available in the market. Essilor has developed a guideline for the best possible finish to wrap sunglass frames based on the patients' prescription power and the curvature of the frame. The wraparound lens guideline will be available in the Sun range booklet available from 1<sup>st</sup> Nov 07.

**Who is the wraparound patient?** Wraps provide good protection from the sun and wind so almost any wrap frame is now Rxable.

### "Stylish flash mirrors on Prescription Lenses" - Silver Shadow

Silver Shadow Clean Touch is a highly fashionable flash mirror coating providing a style that will not go unnoticed. Silver Shadow Clean Touch coating includes TD2 which provides excellent anti-abrasion and scratch resistant performance and Crizal Alize on the concave side to ensure optimal visual comfort. Lenses remains cleaner for longer and are easier to clean thanks to the hydrophobic and oleophobic top coat which comes as standard.

This stylish coating is available on Single Vision and Varilux Progressive designs in Orma 1.5, Airwear 1.59 and Nikon 1.67. It is also available on clear, polarised and a range of tint densities for prescription lenses.

**Who is the Silver Shadow patient?** Someone that is looking for that special look whether it be sporty, casual or elegant.

The Essilor Sun Range will be available from 1<sup>st</sup> November 2007. Keep an eye out for the Essilor Sun Range booklet in the November issue of the NZ Optics magazine. The book contains product information including range guide, dispensing and technical details. Meanwhile, please refer to the tables below for the list of products in the Essilor Sun Range.

Essilor Polarising	
Product Description	Coating
Varilux Physio 1.5 Grey	Crizal Sun or TD2 / Silver Shadow Optional
Varilux Physio 360 1.5 Grey	Crizal Sun or TD2 / Silver Shadow Optional
Varilux Comfort 1.5 Grey	Crizal Sun or TD2 / Silver Shadow Optional
Varilux Physio 360 Airwear Grey	Crizal Sun or TD2 / Silver Shadow Optional
Varilux Physio 360 Airwear Brown	Crizal Sun or TD2 / Silver Shadow Optional
Varilux Physio (ex-Sydney)	Crizal Sun or TD2 / Silver Shadow Optional
Varilux Physio Airwear Grey	Crizal Sun or TD2 / Silver Shadow Optional
Varilux Physio Airwear Brown	Crizal Sun or TD2 / Silver Shadow Optional
Varilux Physio Airwear Grey (ex-Sydney)	Crizal Sun or TD2 / Silver Shadow Optional
SFSV Airwear Grey	Crizal Sun or TD2 / Silver Shadow Optional
SFSV Airwear Brown	Crizal Sun or TD2 / Silver Shadow Optional
SFSV 1.5 Grey	Crizal Sun or TD2 / Silver Shadow Optional
SFSV 1.5 Brown	Crizal Sun or TD2 / Silver Shadow Optional
Sport SOL-ution	
Product Description	Coating
SOL Inuit Polar	Crizal Sun as Standard / Silver Shadow Optional
SOL Apache	Crizal Sun as Standard / Silver Shadow Optional
SOL Master	Crizal Sun as Standard / Silver Shadow Optional
SOL Mistral Polar	Crizal Sun as Standard / Silver Shadow Optional
SOL Touareg	Crizal Sun as Standard / Silver Shadow Optional
SOL Sherpa	Crizal Sun as Standard / Silver Shadow Optional
Airwear Melanin	
Product Description	Coating
Airwear Melanin	Crizal Sun as Standard / Silver Shadow Optional