

Essilor®

#1 in prescription lenses

worldwide*

Crizal® Easy Pro

EASIER CLEANING

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

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

That's almost **60 HOURS** every year⁽³⁾

THE TECHNOLOGY IN NEW CRIZAL® EASY^{PRO} 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.



*Euromonitor, Eyewear 2023 edition; Essilor International company; worldwide retail value sales at RSP.

(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^{Pro} 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^{Pro} 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^{Pro}



Crizal® Easy^{Pro} coating has high water droplet repellence performance based on contact angle criteria.



Crizal® Easy^{Pro} coating has superior ability to repel oil and smudges compared to main competitors⁽⁴⁾.



The anti-static properties of Crizal® Easy^{Pro} coating help to repel dust.

Significantly higher contact angle
vs main competitors⁽⁴⁾

3x easier to clean after extensive smudging
vs main competitors⁽⁴⁾

Optimal protection
against reflections, dust and UV rays

Crizal® Easy^{Pro} is easy to clean and thanks to its oleophobic, hydrophobic, and anti-static properties, the lenses stay cleaner longer.

CRIZAL® EASY^{PRO}
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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