



Crizal® PREVENCIA™

First selective blue light filter

Backside UV protection

Also available in *Crizal Prevenencia Kids*

For more information, contact your local Essilor® Sales Consultant or visit crizal.com.



ARE YOUR PATIENTS
PROTECTING THEIR EYES FROM
BLUE-VIOLET LIGHT?



Applies to the Crizal lens process

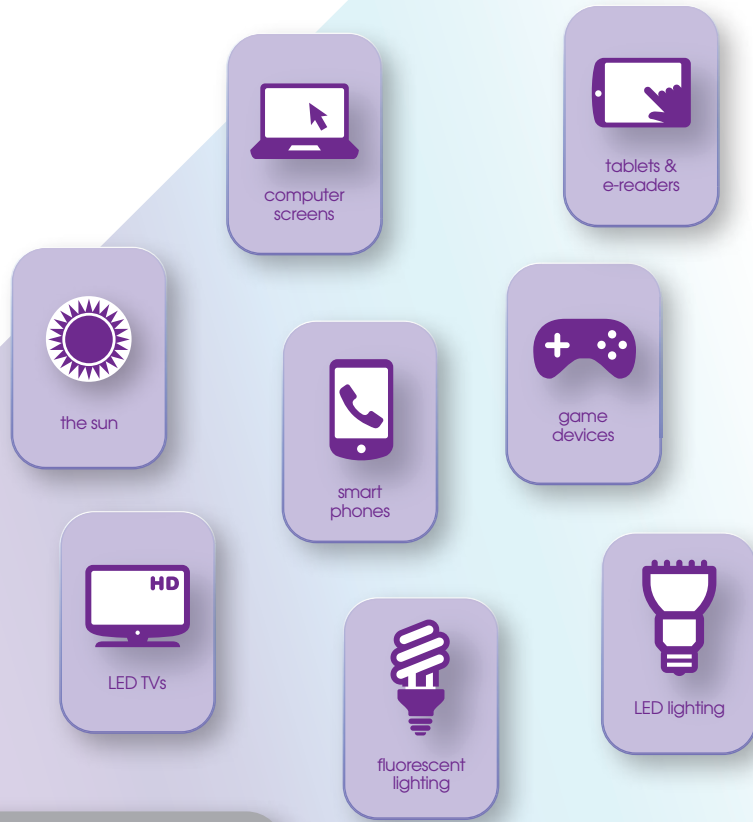
Crizal®
Live Life in the Clear®



Crizal® PREVENCIA™
Revolutionary Protection for Eyes

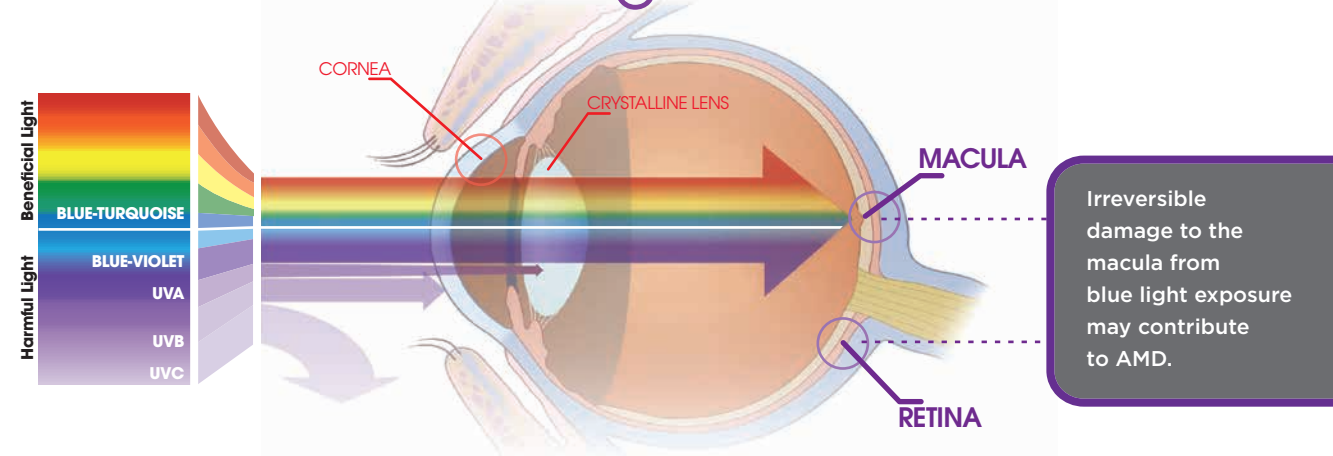
Blue Light Is Everywhere

In today's digital world, your patients are bombarded by blue light from both natural and man-made sources. Research suggests that this cumulative and constant exposure to blue light can damage retinal cells.*



BLUE LIGHT (HEV)

Blue Light Is A Risk Factor For Irreversible Damage To The Macula



BENEFICIAL BLUE LIGHT

Blue-Turquoise light allows the right functioning of the sleep/wake cycle, memory, and cognitive performance. It is part of the visible light spectrum and helps preserve color perception.

HARMFUL BLUE LIGHT

Blue-Violet light presents a risk factor for the onset of age-related macular degeneration (AMD). AMD is a leading cause of severe vision loss and blindness in adults over the age of 60.

Facts About Today's Digital Lifestyle

1 in 4

Number of kids who spend more than 3 hours each day on digital devices.**



72%

Percentage of adults unaware of dangers of blue light.**



9+

Amount of time 33% of adults spend on digital devices each day.**



100+

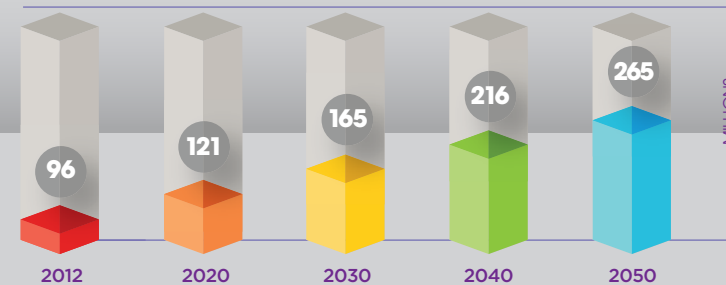
Average times each day people look at their mobile devices.***



A Need For Protecting Patients' Eyes



Our population is exposed to an ever-increasing amount of harmful blue light,* both indoors and out, and there is expected to be an increase in the number of patients at risk for age-related macular degeneration (AMD) in the coming decades.



The occurrence of AMD cases worldwide is expected to double in 30 years.**

* Photochemistry and Photobiology. "Effects of Light-emitting Diode Radiations on Human Retinal Pigment Epithelial Cells In Vitro." March 2013.

<http://onlinelibrary.wiley.com/doi/10.1111/j.1751-1097.2012.01237.x/abstract>

** The Vision Council, "2015 Digital Eye Strain Report." Hindsight is 20/20/20: Protect your eyes from Digital Devices.

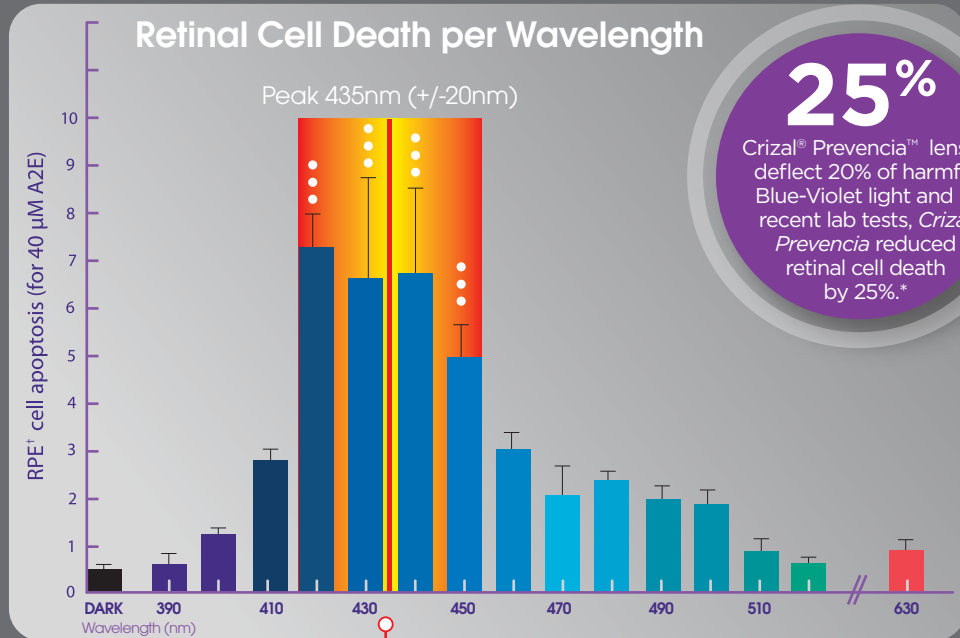
*** Vision Monday: The Vision Council, "2015 Digital Eye Strain Report."

*Blue Light Roundtable, NYC. A report on Blue Light Hazard: new knowledge, new approaches to maintaining ocular health, March 16, 2003.

**Source: Essilor International, DMS, EL, Jan. 2013. United Nations: World Population Prospects, epidemiological and marketing studies.

A Breakthrough Discovery - Revolutionary Protection For Eyes

Essilor and the Paris Vision Institute discovered the precise band of Blue-Violet light within the blue light spectrum that is most harmful to retinal cells. 415-455 nm are the most harmful wavelengths for the retinal cells.*



*Based on in vitro tests on swine (pig) cells.
 † RPE = Retinal Pigment Epithelium. Source: Institut de la Vision/Essilor R&D

HEALTHY
RETINAL
CELLS

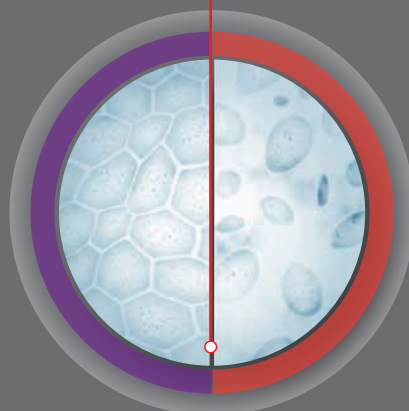
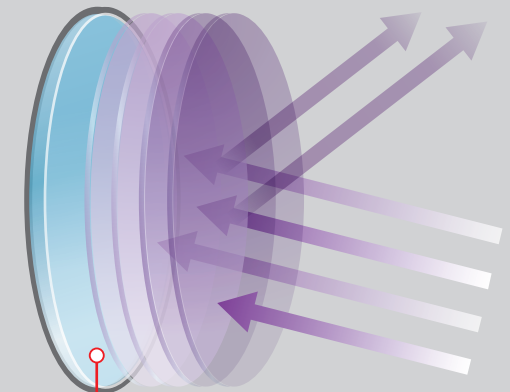


Image is for illustration only.

DAMAGED
RETINAL
CELLS



Crizal® PREVENCIA™



✓ Selectively filters out harmful Blue-Violet light.

✓ Allows beneficial light, including Blue-Turquoise light, to pass through.

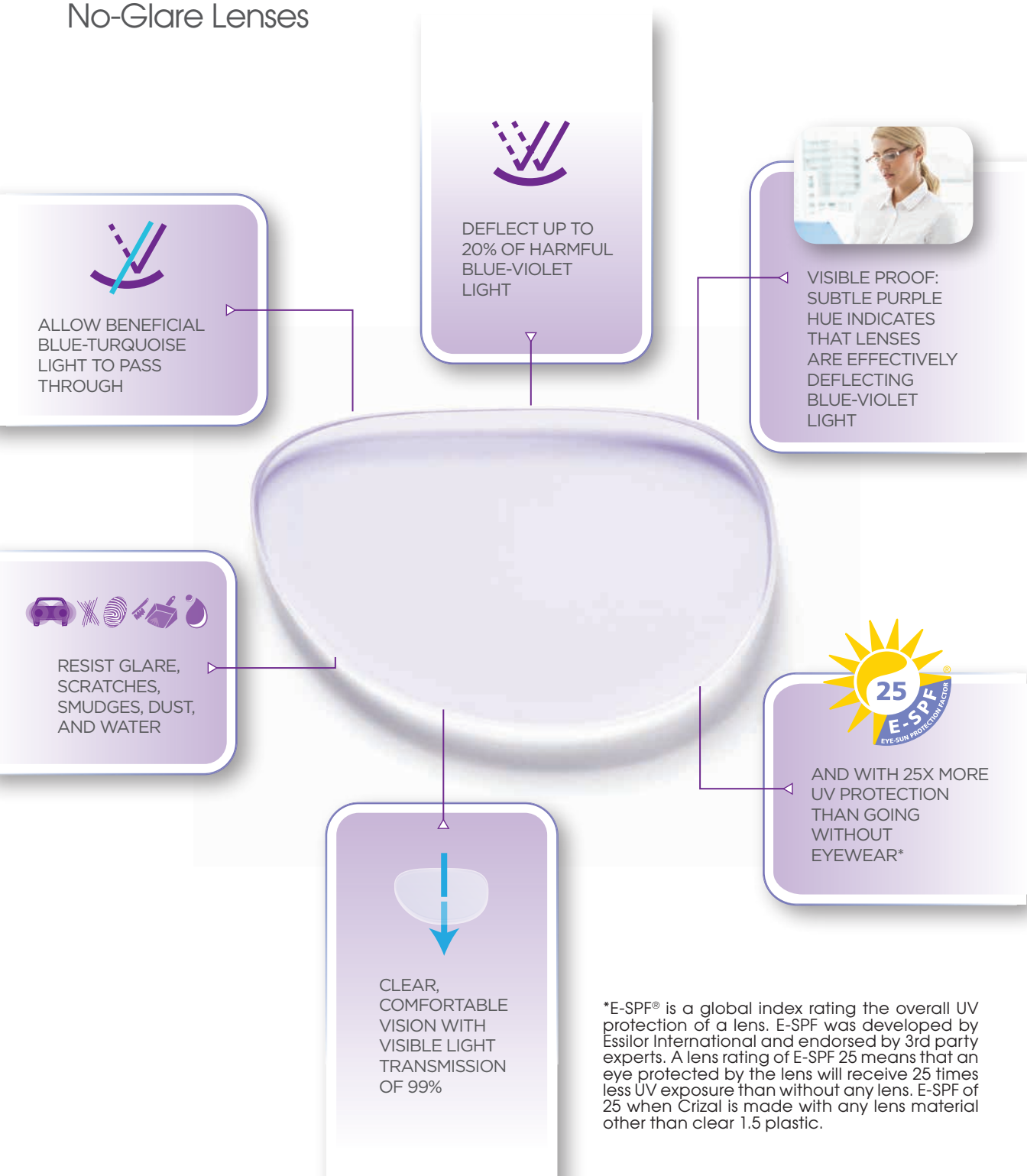
✓ Maintains excellent transparency with a clear, No-Glare lens for optimal vision at all times.

The Crizal Previncia Difference

The Crizal Previncia proprietary formulation of anti-reflective treatments deflects Blue-Violet light while allowing beneficial light to pass through.

Crizal® PREVENCIA™

No-Glare Lenses



AND WITH 25X MORE UV PROTECTION THAN GOING WITHOUT EYEWEAR*

*E-SPF® is a global index rating the overall UV protection of a lens. E-SPF was developed by Essilor International and endorsed by 3rd party experts. A lens rating of E-SPF 25 means that an eye protected by the lens will receive 25 times less UV exposure than without any lens. E-SPF of 25 when Crizal is made with any lens material other than clear 1.5 plastic.



“ I wear *Crizal Prevenzia* lenses, as does everyone in our office. We're on the computer all day so it allows healthy blue light to come through the lenses while deflecting the harmful blue light, helping protect the health of the retina as well as helping keep sleep patterns normal.”

- Jana M. Souza, OD | Hawaii Vision Specialists



“ Some patients show some concern about the purple hue of *Crizal Prevenzia* lenses. However, once they learn the facts and know exactly why the hue is reflecting the blue light back, they always choose *Crizal Prevenzia*.”

- Tricia Wingate, Optician | Dr. Fishel & Associates



“ The way we assess risk factors is by taking a good history. How much exposure does this patient have to visible blue light? How many hours a day is this patient working on the computer? How often do they use their cell phones? Are they exposed to LED lights? All these are risk factors in macular degeneration.”

- Robert A. Davis, OD, FAAO | The Eye Center



Your Patients Want To Know

Your patients look to you for education about eye health. A thorough assessment of patient risk factors while in the exam chair, including the use of digital devices and exposure to UV light, is a vital step towards protecting their eyesight.

High Risk Patients

- Family history or exhibiting signs of AMD
- Heavy digital device users:
 - Working professionals
 - Children and teens
 - Gamers