

# #1

ESSILOR, #1 BRAND IN  
EYEGASS LENSES  
WORLDWIDE\*

NEW

# Crizal® Rock™

The most  
scratch-resistant  
Crizal® lens ever  
made<sup>1</sup>



CRIZAL® ROCK™ NO-GLARE LENSES

The best combination against scratches and smudges.<sup>2</sup>  
Powered by the unique High-Resistance Technology™.



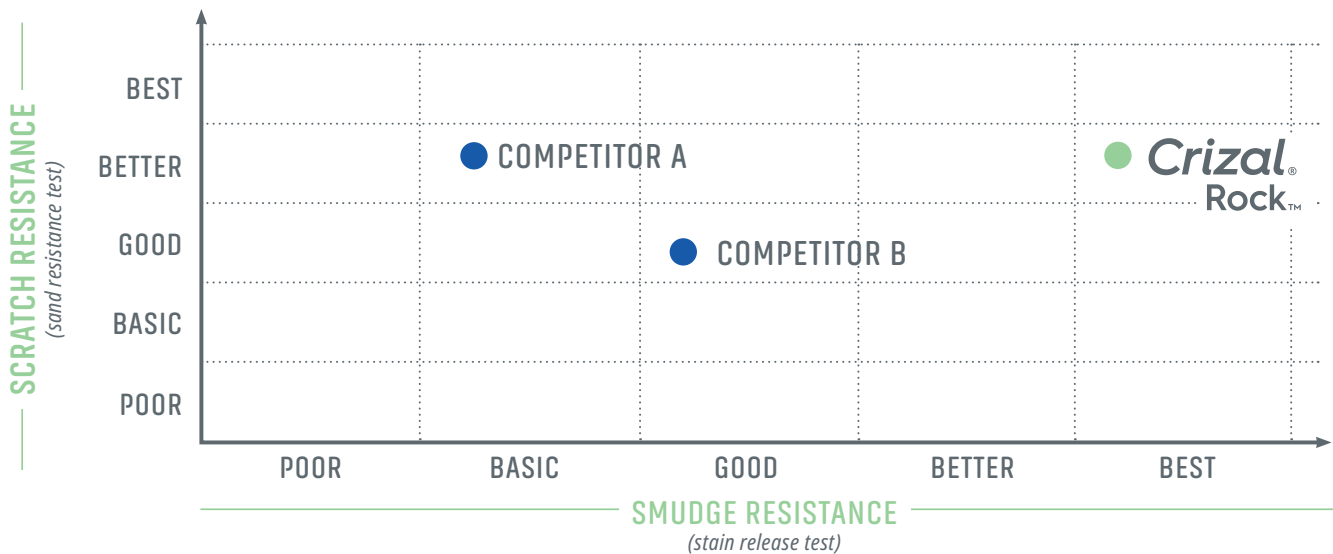
essilor

Crizal®

\*Euromonitor, Eyewear 2020 edition; Essilor International; Retail value sales at RSP.  
(1) Within Crizal range - External laboratories tests and internal technical tests in 2019 - compared to all previous generations of Crizal® coatings.  
(2) 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.

# CRIZAL<sup>®</sup> ROCK<sup>™</sup> OFFERS THE BEST COMBINATION OF SCRATCH AND SMUDGE RESISTANCE.\*

Crizal Rock reaches the highest class of scratch resistance while also being the best in smudge resistance. When comparing the combination of scratch and smudge resistance against the top two competitors, Crizal Rock far exceeds in performance.



Crizal Rock No-Glare lenses also offer excellent clarity of vision and optimal UV light protection against backside UV reflection.



RESISTS  
SCRATCHES



RESISTS  
SMUDGES



REDUCES  
GLARE




UV  
PROTECTION

\*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<sup>®</sup> Rock<sup>™</sup> 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.



# OUR EVERYDAY LIVES ARE FILLED WITH UNPREDICTABILITY, MAKING LIFE TOUGH ON LENSES.

 The unpredictability of our environment paired with wearers' unintentional behavior can have a big impact on their clarity of vision.

1 OUT OF 3

eyeglass wearers accidentally drop their glasses at least once a week<sup>1</sup>

3 OUT OF 4

wearers wipe their lenses with T-shirts, tissues or towels at least once a week<sup>1</sup>

2 OUT OF 3

wearers have already experienced scratches on their lenses<sup>1</sup>

## DURABILITY OF NO-GLARE LENSES



RESISTANCE TO SCRATCHES  
AND DAILY WEAR AND TEAR



RESISTANCE TO SMUDGES  
AND EASINESS TO CLEAN

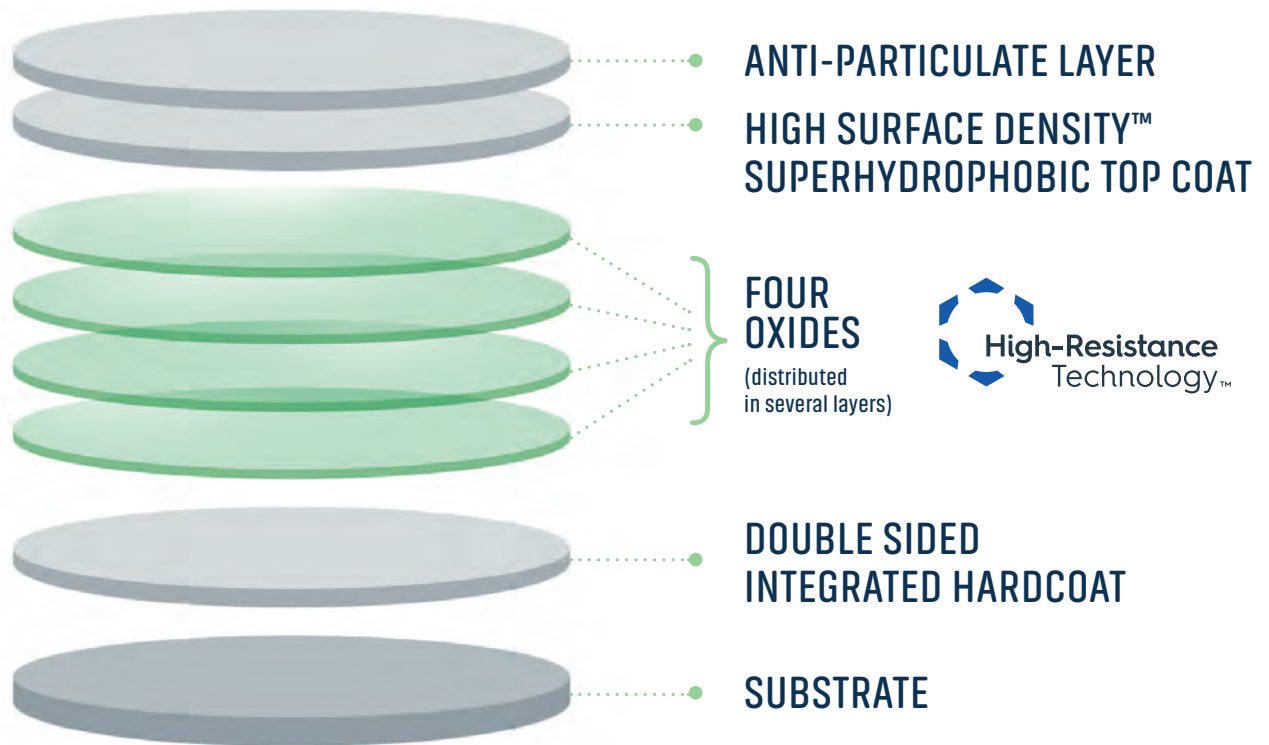
93%

of wearers consider **scratch resistance** as an important characteristic when choosing eyeglasses

87%

of wearers consider **easiness to clean** an important characteristic when choosing eyeglasses

# INTRODUCING CRIZAL® ROCK™ NO-GLARE LENSES FOR DURABILITY LIKE NEVER BEFORE.†



## NEW *CRIZAL ROCK* NO-GLARE LENSES FEATURE:

### THE UNIQUE HIGH-RESISTANCE TECHNOLOGY™

A combination of four specific oxides known to resist scratches, dust and dirt, providing protection from daily wear and tear

### The High Surface Density™ Superhydrophobic Top Coat

Repels smudges and water, and makes lenses easy to clean

### The Anti-Particulate Layer

Repels dust and other particulates and keeps lenses cleaner longer

Essilor developed a robust testing protocol to assess a lens' resistance to scratches, smudges, and daily wear and tear.

## 1 A NEW SAND-RESISTANCE TEST



- Based on the same principle as the Bayer test
- Uses sand as the medium for testing and provides a more controlled/repeatable process
- Measures scratch resistance of lenses with 300 shake-cycles in a sand tray

**CRIZAL ROCK IS 3X MORE SCRATCH-RESISTANT THAN ENTRY-LEVEL CRIZAL PRODUCT\***

## 2 STAIN RELEASE TEST



- Measures the long-term durability of the top coat of the lens
- Lenses are cleaned / wiped 20,000 times with ink splattered on the lens every 5,000 cleaning cycles
- Light transmission is measured at the end of 20,000 cleaning cycles
- Run in an external laboratory

**CRIZAL ROCK IS 2X EASIER TO CLEAN THAN COMPETITORS AFTER EXTENSIVE SMUDGING.\*\***

## 3 UNIQUE TORTURE TESTS



- Reproduces daily wearer activities such as improper cleaning, dropping eyeglasses from a height, etc.
- Tested in front of real consumers
- Protocol and results certified by an independent third party

**CRIZAL ROCK NO-GLARE LENSES CERTIFIED UNDAMAGED AFTER THE TESTING.**

See the lenses in action:



\*Internal Sand Resistance test 2019 - compared to all previous generations of Crizal® coatings

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

NEW  
**Crizal<sup>®</sup>**  
**Rock<sup>™</sup>**

WHY CRIZAL<sup>®</sup> ROCK<sup>™</sup> NO-GLARE LENSES

**EASY TO PRESENT  
TO ALL PATIENTS**

*Crizal Rock* is available on a variety of lens designs and materials, and is covered by major managed vision care plans.

**LONG TERM  
DURABILITY OF  
LENSES**

*Crizal Rock* offers the best combination of scratch and smudge resistance.\*

**PATIENT  
SATISFACTION**

All Crizal<sup>®</sup> lenses are backed by a strong 2-year warranty.

\*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<sup>®</sup> Rock<sup>™</sup> 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.

©2021 Essilor of America, Inc. All rights reserved. Unless indicated otherwise, all registered trademarks and trademarks are the property of Essilor International and/or its subsidiaries in the United States and in other countries. These products may be protected by one or more patents listed at [www.essilorusa.com/patents](http://www.essilorusa.com/patents). 116800\_PRO\_ZAL DIG/HB 03/21

