

# Crizal<sup>®</sup> for Kids

IS THERE A  
**LITTLE VOICE**  
TELLING YOU THAT  
YOU CAN MAKE A  
**BIG DIFFERENCE?**

Start all your young patients on the right path  
to their best possible vision and protection.



essilor

Crizal<sup>®</sup>

# Correct and protect their vision, because they deserve a clear future.

## Recommend long-lasting, durable lenses:



### 80% of a child's learning occurs through their eyes.\*

Crizal® for Kids lenses help children see without the glare that can cause visual strain and discomfort.



### Children play hard and are rough on their glasses.

Crizal for Kids lenses resist scratches, and they are impact resistant. This is a packaged product that includes No-Glare protection and Airwear® polycarbonate lens material, sold at one price.



### 50% of lifetime UV exposure to the eyes can occur before age 20.\*\*

That is why all Crizal for Kids lenses provide exceptional daily UV protection.



**Up to 90% of all classroom learning comes to students via the visual pathways,\*\*** and nearly everything a child does in school depends on good vision. That's why Crizal for Kids lenses help remove visual obstacles like smudges, so that children can see as clearly as they should.



\* <http://www.aoa.org/patients-and-public/good-vision-throughout-life/childrens-vision/school-aged-vision-6-to-18-years-of-age?sso=y>

\*\* AOA Focus, July/Aug 2014, p. 25

\*\*\* <http://www.aoa.org/newsroom/health-reform-offers-better-childrens-vision-care-in-the-us?sso=y>

# Recommend with confidence

the only fully comprehensive Rx solution for kids.



## Comprehensive UV Protection, recommended by the Skin Cancer Foundation



**100% protection on the front side of the lens<sup>†</sup>** with additional protection from UV rays that reflect off of the backside of the lens and into the patient's eye.

<sup>†</sup> With the exception of clear plastic (1.50) substrates



# Crizal<sup>®</sup> Previncia<sup>®</sup> for Kids

All the benefits of Crizal Kids UV<sup>™</sup>  
**PLUS selectively filters up to 20%  
of Harmful Blue Light<sup>1</sup>** while letting  
beneficial blue light through.

**Day in and day out**, children are  
exposed to Harmful Blue Light from  
a range of sources.

Sunlight



LED Lights



Fluorescent  
Lights



Computers



Tablets



Smartphones



Video Games



**From the moment  
we're born, our  
eyes are exposed  
to damaging light.**

Today's modern  
digital devices  
can increase this  
exposure.

## DID YOU KNOW?

**83% of children**  
use an electronic  
device for three or  
more hours a day.<sup>2</sup>

1) Harmful Blue Light is the blue-violet wavelengths found between 415–455nm on the light spectrum believed most toxic to retinal cells. Harmful Blue Light protection only available with Crizal<sup>®</sup> Previncia<sup>®</sup>. Crizal Previncia No-Glare lenses block up to 20% of Harmful Blue Light.

2) AOA Focus, July/Aug 2014, p.25

# Nothing is more important than how children see and experience the world.

Be sure their vision correction solution includes:



**Crizal<sup>®</sup>**  
**for Kids**



# Crizal<sup>®</sup> for Kids

## Two great lens options for your smallest patients

### Crizal<sup>®</sup> Kids UV

Impact resistant, and protects  
against glare, scratches,  
smudges, water and UV light

### Crizal<sup>®</sup> Previncia<sup>®</sup> for Kids

All of the same lens benefits as  
Crizal Kids UV<sup>™</sup>, plus additional  
protection from the added Harmful  
Blue Light\* filtration layer that  
reduces exposure by up to 20%

\*Harmful Blue Light is the blue-violet wavelengths  
between 415-455nm on the light spectrum  
believed most toxic to retinal cells.

Fits pediatric patients

**5-12** Years  
Old

**RX RANGES**

**-6.00D to +6.00D**



For more information, visit [EssilorUSA.com](http://EssilorUSA.com)



Applies to the Crizal lens process

