UV Radiation and the Eye

Crizal®
Live Life in the Clear™
Objectives

Â Define Ultraviolet (UV) radiation risks

Â Highlights the features and benefits of Crizal UV™ No-Glare Technology

  So Safe
  ï Crizal is the only No-Glare range on the market offering the most complete protection against the invisible and often irreversible dangers of backside UV reflection

  So Clear
  ï Crizal continues to offer the best enduring clarity of vision by fighting the five enemies of clear vision—glare, scratches, smudges, dust and water.

Â Introduce the Eye-Sun Protection Factor™ (E-SPF) as a simple way to communicate UV protection to your patient
Ultraviolet Radiation and Human Health
Chronic exposure to UV rays can be harmful

Aside from the skin, the eye is the organ most likely to be damaged by UV radiation.

Exposure to UV rays can affect all ocular structures.

As a result, people can suffer from acute and/or chronic eye pathologies.
Risks of Exposure
UV Protection

Needed 365 Days A Year

We receive 40% of the UV light when we might not be aware of UV exposure

<table>
<thead>
<tr>
<th>UV qty (Lx)</th>
<th>UV qty per year</th>
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<tbody>
<tr>
<td>500</td>
<td>~8%</td>
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<tr>
<td>5,000</td>
<td>5%</td>
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<tr>
<td>25,000</td>
<td>30%</td>
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<tr>
<td>100,000</td>
<td>58%</td>
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</tbody>
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> 40%

Crizal

Live Life in the Clear™
Crizal UV™
Features and Benefits
Introducing exclusive Broad Spectrum

Exclusive Broad Spectrum Technology (patent pending) extends our superior No-Glare efficiency from visible to UV light

- Virtually eliminates UV light reflection into a wearer’s eye
Introducing the Eye-Sun Protection Factor (E-SPF)
Eye-Sun Protection Factor™ (E-SPF)

Â New global index developed by Essilor and endorsed by independent third parties

Â E-SPF = How many times better protected am I compared to no protection at all

Â Help patients to:
- Understand the level of UV protection they will receive
- Make better-informed purchasing decisions by selecting eyewear with optimal UV protection

E-SPF is a new global index developed by Essilor, endorsed by independent third parties, measuring the lens' UV protection excluding direct eye exposure from around the lens. E-SPF of 25 means the wearer is 25 times more protected than without any lens. With clear 1.5 plastic, E-SPF of 10.
To conclude
Recommend The Most Complete Everyday Solution

- Every patient deserves the benefits of No-Glare technology
- Recommend Crizal UV™ lenses to provide your patients with technology which protects both their eyes and their vision
- Discuss their visual needs by asking open-ended questions, such as:
  - How are you currently protecting your eyes against UV damage?
  - How do you protect your eyes on a daily basis?
  - What precautions do you currently take to protect the skin around your eyes from UV exposure?
Thank you