

**UV and Blue-Violet light  
are present everywhere**

**Outside in any weather**

From sunshine to storm clouds to  
everywhere in between



**Inside in many situations**

Blue-Violet light is emitted from many modern  
devices used today (computers, tablets,  
LED and compact fluorescent lights)



**New Crizal® Previncia™  
lenses provide you with  
superior clarity of vision  
and improved protection**

**RESISTS**



**Crizal®  
PREVENCIA kids**

For improved protection for  
your child's vision, ask about  
Crizal® Previncia™ Kids lenses



Ask us about Crizal Previncia  
or Crizal Previncia Kids  
or go to [Crizal.com](http://Crizal.com) for more information.



**Crizal®**  
*Live Life in the Clear™*

Essilor Crizal® Previncia™ lenses are Class I medical devices intended for the correction of ametropias and presbyopia and offering selective protection from harmful blue light and UV rays. Essilor informs you that the above information is general information given as public awareness. For more information, Essilor invites you to consult a healthcare professional (eye doctor, ophthalmologist). Covered under U.S. Patent No. 8,360,574. Additional U.S. and foreign patents pending.

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**Revolutionary  
Protection  
for Your Eyes**

**NEW  
Crizal®  
PREVENCIA™**

## Did You Know?

### Light plays an important role in your everyday life

- Light helps you see the surrounding world—shapes, details, colors—and aids in your normal body function
- Light helps regulate your sleep/wake cycle and aids in memory, mood and other brain functions

### Light can also be harmful to your vision

#### UV light

- Damages your eyes like it damages your skin
- Accumulates over a lifetime, accelerating eye aging and the occurrence of cataract

#### 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 legal blindness in adults over 60
  - Having a family history can increase chances of developing AMD



CATARACT



NORMAL



AMD

NEW

**Crizal<sup>®</sup> PREVENCIA<sup>™</sup>** No-Glare Lenses

### New Crizal<sup>®</sup> Prevencia<sup>™</sup> No-Glare lenses selectively filter out harmful light while letting good light pass through

#### Blue-Violet light

Crizal Prevencia lenses deflect harmful Blue-Violet light, providing improved protection for your eyes

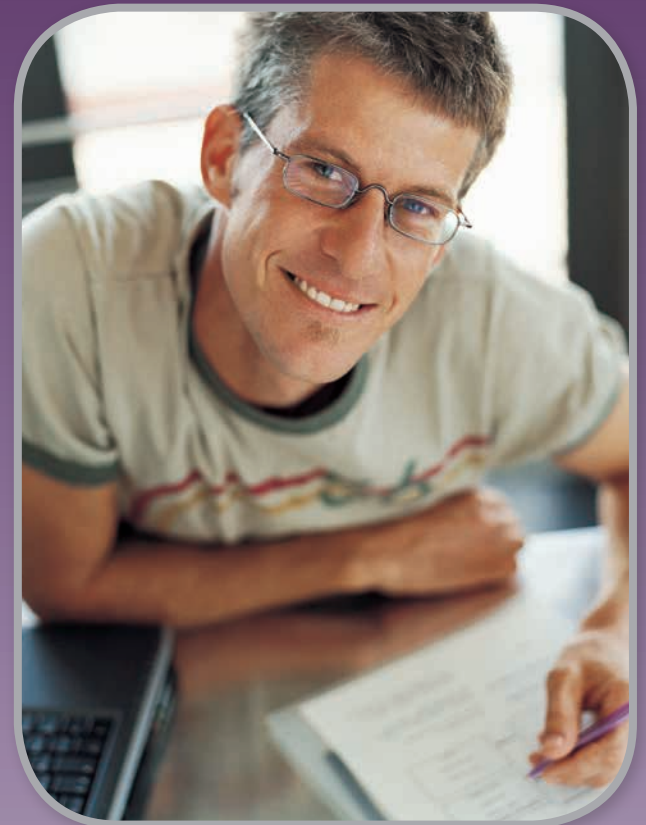
#### UV light

Crizal Prevencia lenses provide 25 times more protection against the damaging rays of the sun, with an Eye-Sun Protection Factor (E-SPF<sup>®</sup>) of 25\*



#### Blue-Turquoise light

Crizal Prevencia lenses allow beneficial Blue-Turquoise light to pass through, which helps preserve color perception



- Help protect your eyes from harmful Blue-Violet and UV light that contributes to premature aging of your eyes
- Allow beneficial light to pass through
- Keep your vision clear and comfortable

\*E-SPF of 25 means the wearer is 25 times more protected than without any lens. E-SPF of 25 when Crizal is made with any lens material other than clear 1.5 plastic.