

Would you ever order lenses without Anti-Reflective(AR) coating? Likely, the answer is no! Crizal lenses offer sharp vision, backside UV protection, and durable lenses. 9 out of 10 consumers would purchase Crizal AR coatings again. TeamVision offers options when it comes to AR coatings, but when selling Varilux X Fit you will notice these are paired with Crizal Sapphire, Previncia, & Rock (i.e., Prem AR & Easy Pro are not available).

TeamVision AR Assortment							
	Reduces Reflections	Easy to Clean	Repels Oil & Dust	Backside UV	Durable Resistance	Optimal Transparency	Blue Light Filter
Crizal Sapphire							
Crizal Rock							
Crizal Previncia							
Crizal Easy Pro							
Premium AR							

## Why Are Crizal Coatings Beneficial To My Patient?

Crizal Sapphire is the most scratch resistant lens in our portfolio. EssilorLuxottica testing shows that after extensive smudging, the coating is three times easier to clean than premium competitors and after 18 months of wear, is 70% more scratch resistant than previous generations of AR coatings.

Crizal coatings offer the most comprehensive daily protection against the invisible and often irreversible dangers of UV reflections in a clear lens. UV protection shields your eyes as light passes through the front of the lens. Lenses with AR treatment and backside UV reflect UV rays from the back when sunlight comes from behind. While many lenses offer inherent 100% UV protection for incidents on the front surface, we should focus on UV reflection incidents on the back surface, which all Crizal lenses offer.

## Learn, Listen Lead:

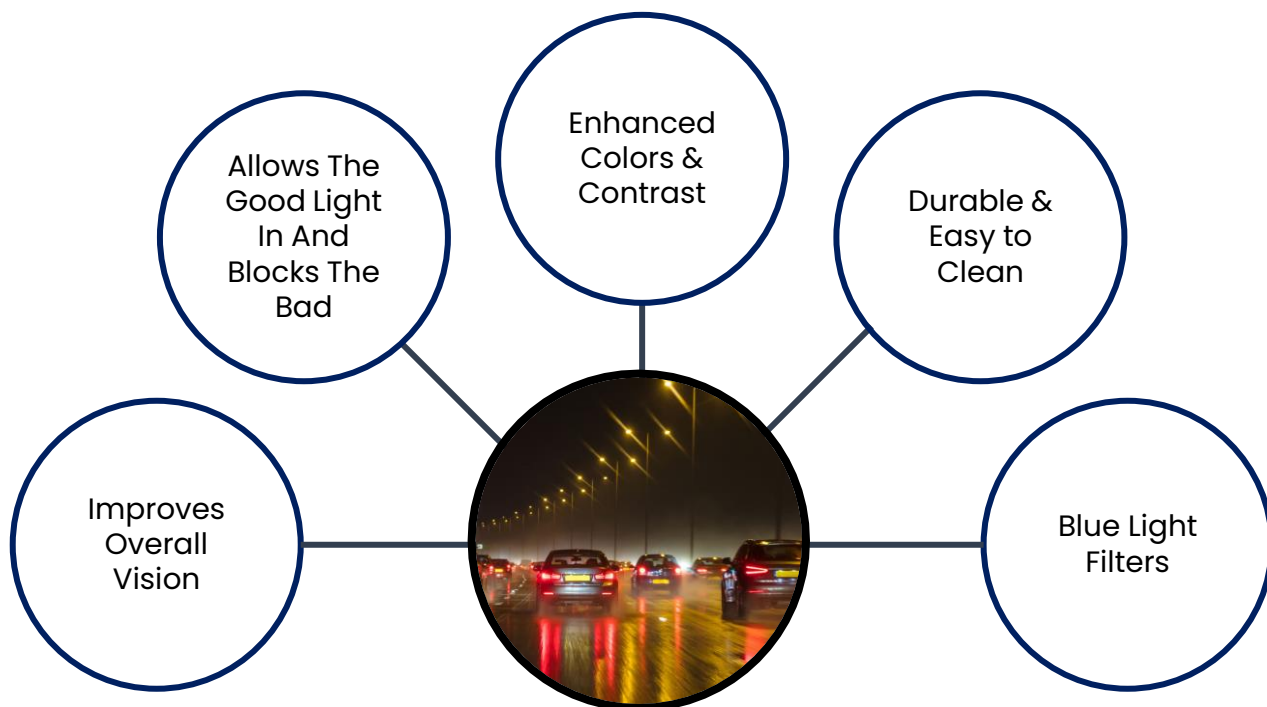


"You've mentioned that driving at night has become more challenging. I'm recommending our Crizal Sapphire lenses because it provides optical transparency and will be easier to clean. Scratching on the lens can make it harder to see at night and cause more glare. This coating is very durable and has UV protection which will help protect your eyes."

The key is to link what you've learned about your patient to the lens you are offering and educate your patient on how it's going to be beneficial to them by personalizing your recommendation.

Glare can be a significant issue. Anti-Reflective (AR) coatings help mitigate glare by minimizing reflections, resulting in clearer vision or images, especially in bright environments or when dealing with direct light sources (night driving, digital devices, etc.)

## Benefits of Anti-Reflective Coatings:



- **Improves Overall Vision:** Whether it's through eyeglasses, camera lenses, or displays, AR coatings contribute to a better viewing experience by reducing distractions caused by reflections. This is particularly important in applications where prolonged viewing is common, such as reading or working on a computer.
- **Improved Light Transmission:** AR coatings reduce reflections on the surface of lenses. By minimizing reflection, more light can pass through the surface, resulting in increased clarity and brightness.
- **Enhanced Contrast and Color Fidelity:** With reduced reflection, AR coatings improve contrast and colors. This helps provide better vision for patient that enjoy photography, art, hairstylists, etc.
- **Improved Durability:** Some AR coatings also offer scratch resistance and protection against environmental factors such as dust, moisture, and oils. This enhances the longevity of the lens and makes it easier to clean.
- **Blue Light Protection:** Blue-violet light, defined as 400 to 455 nm, is considered potentially harmful range.<sup>1</sup> Crizal Previa lenses filter 20% of Blue Light.