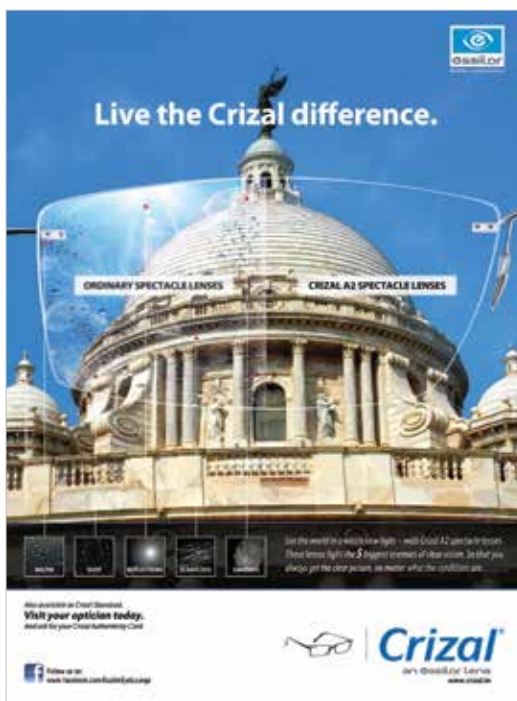


# Crizal®

an Essilor Lens

Did you know that 80% of the information received by your brain is through the eyes? That's right. So when was the last time you went for an eye check up? India has about 695 million people in need of vision correction. Sadly, only 150 million have access to spectacle lenses; the remaining has no idea what to do or where to go. It is the three A's – awareness, accessibility and affordability – that trigger the rot. In this market of fashion and low involvement, Crizal is the largest-selling, branded anti-reflective spectacle lens. But it didn't happen overnight. The result is a collective, sixteen-year effort from Essilor, opticians, optometrists and other eye care professionals to bring awareness about spectacle lenses to the Indian consumer.



Crizal was launched in India in 1999 offering arguably the most superior clarity of any lens then available. This lens allowed up to 99.20% transmission of light making it the clearest lens.

Crizal not only presented the best optical performance but because of their anti-reflective property they were virtually invisible, allowing people to see the eyes of the wearer and not the reflection in the lens. Since then, Crizal has literally *Opened the Eyes of the World* helping them look better, see better and feel better. The brand is one of the most innovative in the optical industry and within the Essilor stable – Crizal Previncia with light scan technology for blue light protection – is the most recent innovation in the Crizal brand.

Crizal has been so successful in India that through each of its sixteen year presence in the country, it has recorded double or near-double digit growth. This credibility is reflected in the fact that some years ago it crossed the one million-customer mark – and continues to gain in strength.

Innovation is the key to Crizal's success. While the original Crizal lenses fought three enemies of clear vision – scratches, reflection and water – the next innovation in the form of Crizal Forte UV added vision correction and vision enhancement, backside UV protection as well as warding off smudges and dust.

## History

At a time when the term mergers and acquisitions hadn't even been coined, two entrepreneurial and innovative companies – Essel and SILOR – joined hands to create Essilor, 162 years ago. Today, this nearly ₹40,810 crore-per-year French giant has operations in more than 100 countries and invests more than ₹1155 crore annually on research and development. In fact, it is research at Essilor that is responsible for most meaningful developments that have ever happened worldwide in the spectacle lens industry.

Orma, the first light-weight, unbreakable lens was launched by it in 1959 and is considered to be the origin of most plastic lenses; Varilux became the world's first progressive lens invented

## Market

Spread across a vast population – with a high percentage of eye care issues – the eye care market harbours a huge potential. Pegged currently at ₹6500 crore, comprising all optical products including spectacle lenses, the adoption of innovative products is largely confined to tier 1 and tier 2 towns. Despite severe concerns of untreated problems related to vision, the market in smaller towns is inhibited by poor awareness, restricted accessibility and constrained affordability.

In spite of this, the Indian spectacle lens market is one of the fastest growing segments among other optical products like spectacle frames, sunglasses, accessories, contact lenses etc. This is driven mostly by increasing awareness about lenses, technology and innovation. The lens industry is more evolved particularly in larger towns where people have switched from glass to plastic lenses. However, there is a huge anomaly in the smaller cities and villages of India: glass lenses are still sold – although glass as a category is almost unheard of in other part of the world.

The attempt by Essilor is several fold. In the main, it is on shifting people from glass to plastic; from uncoated lenses to Crizal, from low index to high index lenses, from clear to branded photo-chromic lenses such as Transitions and from bi-focal to branded progressive lenses like

Varilux. Several exciting changes are unfolding in the lens segment. Technology has now made possible spectacle lenses that protect the wearer from harmful UV and blue light (emitted from LED lights, mobiles and tablet screens), lenses that are clear indoors and turn dark outdoors and a number of other innovative technologies.

## Achievements

In reality lenses are a low involvement category for consumers. This can best be understood by recognising how much time is spent on choosing the right frame and how little on choosing the right lens.

Before the Crizal brand was introduced, consumers were largely unaware of what lenses were being fitted into their spectacles. Essilor entered the Indian market in 1998, introduced the first successful branded hard-coated lens and brought a revolution in the quality and variety of lenses available to the opticians and consumers. With the support of opticians, Essilor started the initiation of consumers into branded lenses and lenses for different usage.



**Crizal PREVENCIA**  
The First Smart Blue Light Blocking Lens



by Essilor in 1959; Crizal from Essilor made its debut in 1994. This was an organic, multi-purpose lens that combined a very hard coating, multi-layer high-performance anti-reflective coating and a final coating that made the lens water- and oil-resistant. Since then, Crizal has become one of the largest selling brands of anti reflective lenses in the world.

Crizal came to India in 1999 and quickly became one of the most reliable brands in quality and performance.

Today, Crizal has quadrupled its efforts, expanding its distribution to more than 10,000 opticians across India and servicing them through a network of more than 74 labs and stock points.

**Product**

There was a time when science worked on the principle of finding solutions. Today, however, research has become more aggressive, preferring to prevent rather than just find an answer to a problem. Crizal's Prevenica is one such product from Essilor.

In a world increasingly dependent upon digital screens – laptops, tablets, mobiles et al – eyes are constantly being subjected to harsh blue light. The good blue light supports several bodily functions such as sleep, hunger and emotions but the bad blue light is responsible for cataracts and for speeding up age-related macular degeneration. Crizal Prevenica using cutting-edge light scan technology allows the good blue light into the eyes and filters away the harmful blue.

Crizal, without doubt, is an innovative brand. Across its products are a number of common features: clarity provided by superior anti-reflective coating; comfort presented by thinness and transparency and complete protection from ultra violet rays and blue violet light.

**Recent Developments**

Purely from what they do and how well they do it, the eyes are possibly the most sensitive organs in the human body. Exposed constantly to the harsh environment the eyes, uncomplaining as they are, quite simply need protection.

Essilor comes in here. Its range of lenses keeps eyes young. The most advanced Crizal Forte UV lenses provide complete protection against harmful ultra violet light. Unimpeded, UV light is powerful and dangerous, accelerates eye aging and is a known source of cataracts. It relentlessly assaults the eyes – indeed, it has been estimated that 40% of UV light reaches the eyes when not in full sunlight.

While most lenses give you protection from harmful UV rays from the front surface of the lenses there is still a large amount of UV that enters the eyes from the side and from back of the lens.

Crizal Forte UV combines, for the first time, an exclusive front and backside UV protection. Thanks

to the new broad spectrum technology developed by Essilor, the thickness of each nanometric layer constituting anti-reflective coating applied to the backside of the lens has been optimised to virtually eliminate UV light reflection into the eyes, even while maintaining perfect transparency of the lens.



The extent of protection that a lens provides against UV light is measured by the Eye-Sun Protection Factor (E-SPF) a new international standard developed by Essilor's research and development. The higher the E-SPF, the better the UV protection the lens is providing. Thus, E-SPF 25 means that the eye is 25 times better protected with the lens than without any lens.

**Promotion**

The eye care market is a complex amalgam of lack of consumer knowledge and the partiality to eye frames that look good without an equal measure of predilection for the lens that will

do all the hard work. To negate this resistance, Essilor has tied up with a number of eye care professionals to take screening to schools and colleges and to build awareness of the importance of annual eye tests. It is believed that one in four children in school do poorly in class because of poor vision.

Crizal is a premium brand of crystal clear spectacle lenses. It developed the market, strengthening and talking a single language: Crizal stands for crystal clear lenses.

Its first campaign – open your eyes to Crizal – advised people to ask for a Crizal lens if they needed to wear spectacles. Today, at least the urban market has substantially matured. While crystal clear vision continues to be its differentiator the brand now also talks of the



five enemies of clear vision- scratches, reflection, water, smudges and dust – and how Crizal is best positioned to negate them.

**Brand Values**

Crizal stands for clarity in vision. It is meant for the go-getter who wants the best for himself.

Trust, quality and reliability have been the fabric of the brand. This explains why Crizal is always pushing the innovation paradigm. The brand continues to probe and seek answers to vexing questions: is the brand giving the best in both protection and prevention to its clients? What else can Crizal do to give consumers an even clearer vision? What can be the next big innovation? How will people in India benefit from it?

It is this concern – and care – that drives Crizal forward and gives it the belief that when tomorrow's big leap happens Crizal will have a big hand to play in it.



**Things you didn't know about CRIZAL**

- ▶ Crizal is the world's only branded anti-reflective lens with backside UV protection
- ▶ All Crizal lenses have their own unique fog IDs; just blow and see
- ▶ Crizal is the only preventive lens in existence that helps in the delaying of age-related macular degeneration
- ▶ Crizal is available in more than 100 countries