



2016.08.26

## **SUNLENSES: COMBINING FASHION AND EYE PROTECTION**

From enhancing visual depth to reducing glare, sunglass lens colors serve a variety of different purposes across sport and lifestyle situations. Essilor® Sun Solution™, the Group division dedicated to sun lenses, has introduced new colors and coatings in line with current fashion trends.

Beyond protecting their eyes, many people choose sunglass lens colors for aesthetic reasons. But the reds, greens, browns, yellows, blues and other tints of your sunglass lenses can enhance contrasts, color perception, reduce eye fatigue and improve your enjoyment of everyday activities in all kinds of light conditions.

Essilor® Sun Solution™ launched an on-trend choice of colors in green, red, lavender, champagne, pink, nacre rose pearly and violet for non-prescription lenses. These new tints are also available in the Kolor Up™ collection that uses a

special Essilor technology to modulate light and improve color perception. This range of color coatings has the double objective of helping wearers see better with lenses that enhance their view of the world and protect their eyes, as well as give them a better look with a range of on-trend colors and mirrors.

Essilor® Sun Solution™ was set up in 2015 to bring the sunwear technology and know-how of the Essilor Group to sunglasses designers and manufacturers.

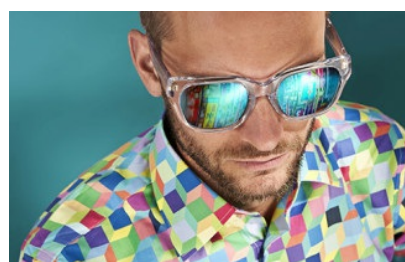
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INNOVATION

### **KOLOR UP™: A NEW SUNLENS COLLECTION TO ENHANCE WEARER EXPERIENCE**

With an ambition to build strong brands that are top of mind with consumers, Essilor has received awards for two of its brands in early 2016: Costa sunglasses and Crizal.

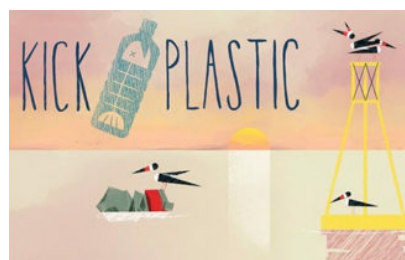


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SUSTAINABILITY

### **COSTA INITIATIVE AIMS TO HELP KEEP PLASTIC OUT OF THE OCEANS**

Costa, a specialist in high-performance sunglasses for fishing and watersports, has been leading an initiative to educate its customers about the growing problem of ocean trash and encourage them to kick the plastic habit.



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