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## US SOLAR ECLIPSE: ESSILOR PROTECTS EYES ON THE SKY

On Monday, 21 August, people across the United States got to see the first total solar eclipse in North America in more than 38 years.

Essilor of America created a campaign to engage internal teams and external audiences and highlight the need for proper eye protection to view the eclipse safely. With the slogan 'all eyes on the sky', packages including eclipse glasses were distributed to nearly 3,000 employees in both the path of totality (14 locations) and Essilor's CI&T campus in Dallas, Texas to protect those going outside to experience this unique astronomical event.

Essilor live-streamed the eclipse and people's reactions via social media at its Opti-craft lab in Portland, Oregon, where teams saw the full solar eclipse with more than two minutes of nighttime, as well as at the American Optometric

Association in St Louis, Missouri.

Essilor, along with its partners and customers across the US were active advising people how to enjoy the eclipse while protecting their eyes. Sunburn of the eye (photokeratitis) and permanent damage to retina at back of the eye (solar retinopathy) can happen after just a short time of directly looking at the sun without adequate eye protection. Special eclipse glasses feature either pitch-black lenses or silver mirror coating on the outside which act as solar filters to block more than 99% of the intense and visible light from the sun. The next eclipse in US will take place in April 2024.

See a selection of some of the eclipse photos shared by Essilor teams.

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