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## **EYEZEN LENSES VOTED ONE OF CANADA'S 2016 PRODUCTS OF THE YEAR**

Eyezen™ lenses, an Essilor innovation for connected life, was voted the most innovative eye care product of 2016 in Canada's Product of the Year™.

In total 36 new products in food, health and beauty were given the Product of the Year™ Canada seal of approval which aims to guide consumers to the most innovative brands and products in the marketplace. Entries are tested and reviewed by a panel of product experts, academics and media personalities who choose the finalists that are then rated by consumers. The Product of the Year™ seal serves as a standard of consumer confidence in 40 countries worldwide.



Eyezen™ lenses are the result of extensive research into increasing screen usage and the impact on our eyes. Over 90% of people between 20 and 65 use digital devices every day and 60% of adults spend an average of 5 hours on their devices. It's not surprising that 3 out of 4 people say they suffer from visual fatigue and two thirds feel the need to make extra efforts to see well. Eyezen™ lenses were created to address emerging vision issues linked to connected lives and prevent damage to the eyes, in particular from the harmful effects of blue-violet light mainly emitted from

sunlight, but also from digital screens and some artificial lighting.

On 4 April, Essilor launched its Eyezen™ Challenge - an immersive digital experience designed to educate gamers about the importance of preserving their vision as well as test their skills against Rekkles from the Fnatic team, one of the world stars of egaming. [Click here](#) if you haven't yet taken up the challenge - the competition ends 24 April.