

2014.05.07

## CRIZAL PREVENCIA VOTED ONE OF CANADA'S 2014 PRODUCTS OF THE YEAR

March is often full of innovations for the ophthalmic industry with international trade events on both sides of the Atlantic. Essilor showcased its latest solutions in optics instruments and equipment to support prescription labs and lens manufacturers as well as eye care professionals in their edging and lens mounting.



Crizal Prevenzia has been selected as the 2014 eye care product of the year in Canada. In total 39 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. This award is considered a gold standard for consumer-voted product innovation and provides guidance and quality assurance to Canadian shoppers.

Brands entered into the Product of the Year Canada process are tested and reviewed by a panel of product experts, academics and media personalities who choose the finalists that are then rated by consumers according to satisfaction, innovation, appeal and intent to purchase.

Essilor launched Crizal Prevenzia: the first preventive lenses offering selective protection from harmful blue light and UV rays in February 2013.

