



# Essilor Group claims process

June 2018

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- ▶ *The accelerated organic growth of the company and its important development of product characteristics have reinforced the commitment of Essilor to communicate through clear and true marketing claims, in compliance with the regulation all around the world.*
- ▶ *Before a new product or service is launched, the marketing claims follow a strict validation process, all operational functions of the Group being involved: global and regional marketing teams, Global Quality, Global engineering, Research and development, legal teams etc...*
- ▶ *Throughout 5 gates and key deliverables, each one corresponding to a specific step of Essilor innovation process, marketing claims are built, approved and subject to internal global Guidelines, a specific internal position being dedicated to Claims conformity.*
- ▶ *This process, which ensures that everything is done within the Group to ensure that our claims are substantiated in a proper and timely manner, is one more illustration of Essilor Group commitment of sustainability and transparency towards both customers and consumers.*