



Optifog by Essilor, the 1st high performance and durable anti-fog eyeglass lens, is voted Product of the Year Canada by consumers, in the personal comfort category.

ST. LAURENT, April 3, 2012 - Within the framework of the Product of the Year Canada program from Rogers Publishing Limited, Optifog was voted Product of the Year in the category personal comfort by Canadian consumers.

"The 2012 Product of the Year winners have every right to be proud of this accomplishment," says Sandra Parente, Program Director, Product of the Year. "This designation shows that these are innovative companies that have listened to what Canadian consumers want and are delivering it."

Product of the Year Canada in the personal comfort category

Optifog's candidacy was first accepted by a panel and then submitted to a vote by consumers. Six thousands of them have taken part in the online survey to choose their favorite products in many categories, Optifog being their choice in the personal comfort category. Optifog and the other winning products will be promoted in many publications including the June issue of Chatelaine, Marketing Magazine and Today's Parents.

Fog: A Persistent Problem for Eyeglass Wearers

EssilorCanada, the leading manufacturer of eyeglass lenses, surveyed Canadians who have experienced foggy lenses, revealing the dangers, embarrassments and frustrations associated with lenses that fog. While a majority of respondents (81 per cent) found foggy lenses to be a problem when going from outside to inside temperatures, fog affected glasses wearers in many everyday situations, including cooking (34 per cent) and spending time outdoors (20 per cent).

Over half (52 per cent) of survey respondents admitted that they had experienced an embarrassing – and potentially dangerous – moment when their glasses have fogged. This includes walking into something (27 per cent), failing to recognize a familiar face (21 per cent) and tripping or falling down due to foggy lenses (14 per cent). Despite still needing to see, 33 per cent of respondents have removed their glasses while walking due to their lenses fogging up, while 19 per cent did so while working. Finding a solution to foggy lenses is critical to continued safety and productivity, no matter the activity.

"Fog can be a problem for glasses wearers year-round. Foggy lenses can occur when drinking a hot beverage or even working, especially in jobs where safety or precision are important, such as a



News Release

surgeon wearing a mask,” said Dr. Lawrence MacAulay, of Armstrong Optometry in Armstrong, B.C. “Initial consumer feedback about Optifog™ has been incredible. It’s given glasses wearers a new-found freedom; they love being able to see clearly without worrying about fog.”

– 30 –

About Product of the Year Canada

Product of the Year is the broadest category distinction award for consumer products that rewards innovation, is voted on by consumers, and has global recognition. Established in France over 24 years ago, this consumer-driven award is presented annually in over 25 countries, including the U.S., the U.K., Brazil, Italy, Australia, South Africa, India and Canada. Product of the Year invites a representative panel of over 5,400 Canadian consumers across the country to vote on products that demonstrate innovation in design, function and/or packaging, via an online survey conducted by Rogers Connect Marketing Research and Client Services Group. productoftheyear.ca

SOURCE : Marie-Claude Deschamps, Communications Manager
Essilor Canada Ltd
514 337-2943 ext. 3218
mdeschamps@essilor.ca
<http://www.youtube.com/user/EssilorCanada?feature=mhee>