

With the **New Optifog® Activator Cloth**

Long-lasting, fog-free vision

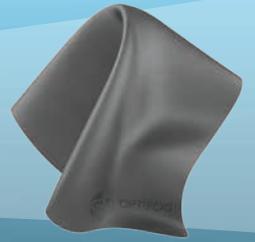
CAN BE EFFORTLESS

Optifog lenses have a breakthrough top layer with fog-repellent properties. Plus, the new Optifog Activator Cloth has the power of anti-fog molecules to double the benefits of a regular cleaning cloth.

It cleans and activates at the same time!



Optifog lens with anti-fog top layer



New
Optifog
Activator Cloth

OPTIFOG®
THE NEW TECHNOLOGY AGAINST FOG

*Optifog lenses are not available with lined multifocal lenses, 1.74 lenses and 1.67 tinted lenses. 1.67 is available in Clear, Transitions® and Polarized lenses.
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Recommend Crizal® Optifog® lenses or TD2® Optifog® lenses for optimized visual performance. Optifog lenses are available in a wide range of lenses and materials* for a customized anti-fog solution. To learn more, visit OptifogUSA.com.

Talk to your patients about the benefits of superior, fog-free vision with Optifog.

New and improved Optifog® lenses and the Optifog Activator Cloth—breakthrough technology with powerful anti-fog properties. Now, long-lasting clear vision is only a swipe away.

**Give Patients What They Want—
LONG-LASTING, FOG-FREE VISION**

**New and improved
OPTIFOG® lenses**

**New
Optifog Activator Cloth—
Cleans and activates at the same time**



Enhance visual performance like never before with a revolutionary anti-fog solution.



OPTIFOG® LENSES

CLARITY OF VISION WHEN IT COUNTS

Fog is everywhere—

it appears unexpectedly with temperature changes and occurs more frequently than you may think.

More than **36%** of your patients are often bothered by fog.¹ Because it's such a prevalent issue, be sure to ask all of your patients if fog affects them.

YOUR PATIENTS WANT FOG-FREE VISION



CHANGING ENVIRONMENT

Moving from cold to warmer areas



INDOOR ACTIVITIES

Boiling a pot of water, opening the dishwasher, drinking hot beverages or eating hot food



OUTDOOR ACTIVITIES

Playing sports, such as running, cycling or tennis



AT WORK

Work environments where precision and safety are critical

1 of 3 patients prefer lenses that never fog up over lenses that stay clean longer.²
Now, there's a reason to talk to your patients about fog-free vision with *Optifog*.

(1) IPSOS-Evaluation of Anti-fog treatment (2010).

(2) Wearer test conducted by an independent 3rd party (2013).

CLEAR, FOG-FREE VISION IS AS EASY AS 1-2-3



1

EVERY DAY

Clean *Optifog* lenses with the *Optifog* Activator Cloth



2

EVERY 2 WEEKS

Wash *Optifog* lenses with water



3

EVERY 3 MONTHS

Replace the *Optifog* Activator Cloth

With the **NEW *Optifog* Activator Cloth**, anti-fog properties are activated every time patients clean their *Optifog* lenses.

Simply wipe *Optifog* lenses with the Activator Cloth provided for **long-lasting protection against fog.**

96% of people who previewed new *Optifog* lenses enjoyed fog-free vision and found the cloth easy to use.²