



Teflon® *easy*care

**Even easier to clean,
even longer lasting.**





The new generation Teflon® lens coating.

Advancements in cleaning performance from the biggest name in coating technology.

Since its launch, Teflon® EasyCare has taken lens coatings to an entirely new level, offering wearers and eyecare professionals the confidence only available from one of the world's biggest brands.

Developments in coating technology and a programme of continuous research and development have now resulted in a new generation Teflon® EasyCare lens coating, offering significant improvements across two critical areas:

Unbeatable cleaning performance

- New improved Teflon® EasyCare means smudges on the lens surface wipe away more easily.

Longer lasting

- Thanks to a new proprietary process, Teflon® EasyCare will last significantly longer than conventional 'easy clean' coatings.

Tough, clear and now even easier to clean. Only Teflon® EasyCare provides the complete performance package across every area to deliver a superior experience for wearers.

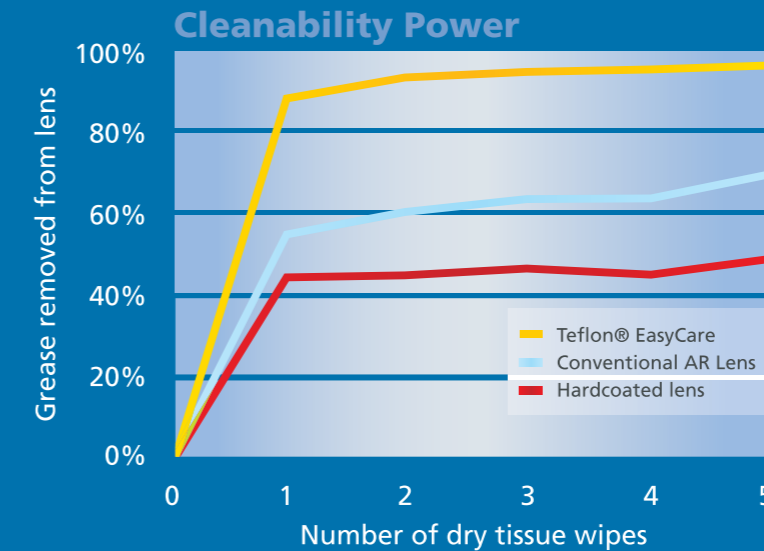
	Clear	Tough	oleophobic	Cleaner anti-static	durable
Teflon® EasyCare	***	***	***	***	***
Competitor X	**	***	***		
Competitor Y	**	***	***		***
Conventional AR lens	*	**	*		
Hardcoat lens		**			
Hard resin lens		*			



Easier to clean.

Smudges wipe away more easily.

Grease, oil and water repellent. New Teflon® EasyCare shrugs off smudges more easily than before, because of the unique chemical composition of its top coating; a hydrophobic and oleophobic formulation.



After 1 rub with a tissue, 90% of grease is removed from a Teflon® EasyCare lens - less than 50% from a hardcoated lens.



A hardcoated lens has seven times more haze from leftover grease than a Teflon® EasyCare coated lens.

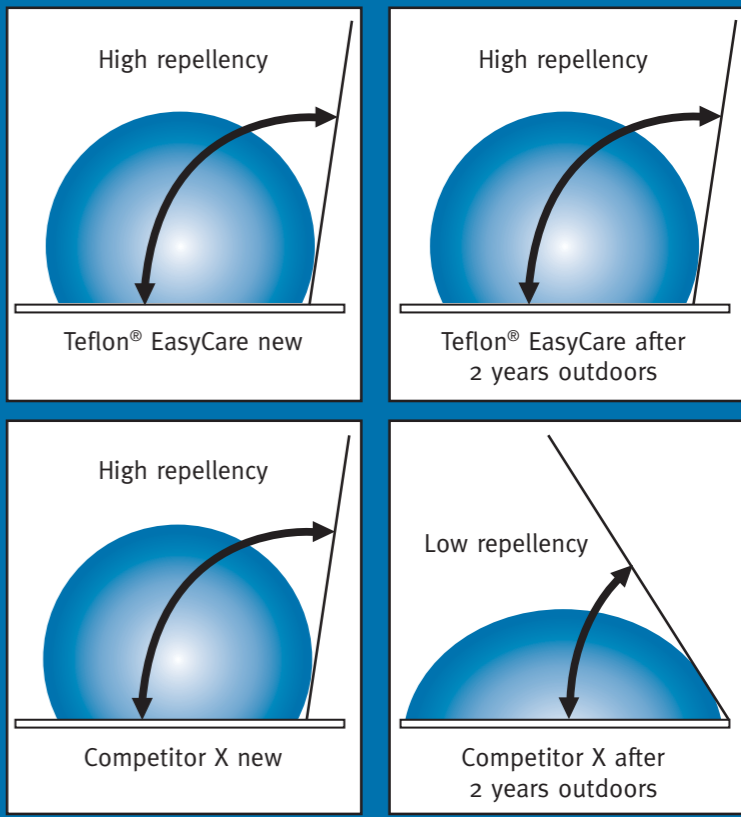


Lasts longer than conventional 'easy clean' coatings.

Many AR coatings are easy to clean at the time of purchase, but often their hydrophobic and oleophobic topcoats fail under the strain of daily cleaning and exposure to moisture and UV rays.

Teflon® EasyCare significantly outlasts conventional AR lenses. That's the quality and performance you and your customers can expect from Teflon®.

Contact angle showing beading of water droplets on lens surface.

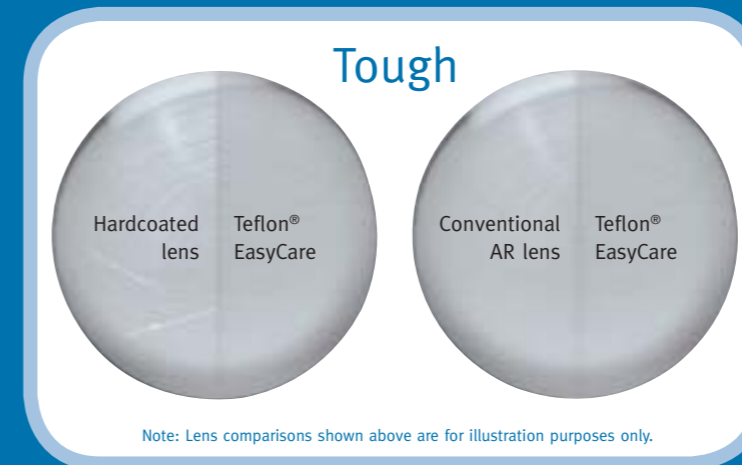


Easy clean coatings create a high contact angle as illustrated above. This is maintained with Teflon® EasyCare but not with conventional 'easy clean' coatings.

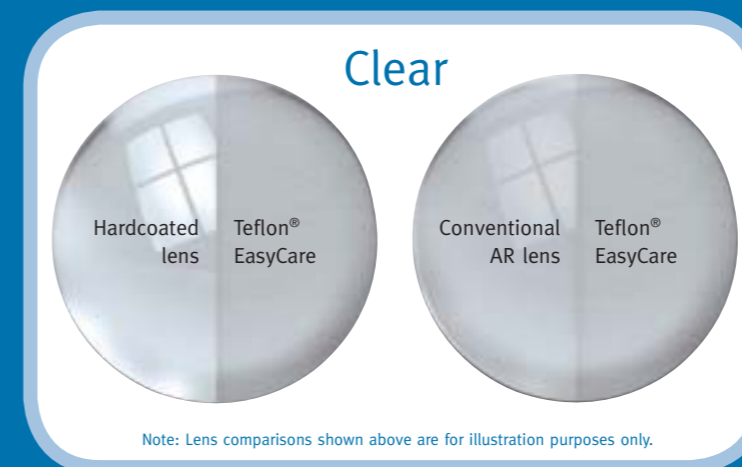
Lasts longer.

Guaranteed scratch resistance.

Teflon[®] EasyCare continues to deliver outstanding clarity and scratch resistance.



To combat the damage daily wear can do to lenses, new Teflon[®] EasyCare offers the toughest scratch resistance, surpassing conventional AR lenses in controlled abrasion tests.



New Teflon[®] EasyCare eliminates more reflective glare than conventional AR lenses. Here's how:

- The luminous reflex colour intensity of Teflon[®] EasyCare is more than 50% lower than conventional AR lenses.
- Ghost images and internal reflections are now more than two times less visible than conventional AR lenses.

Clearly better.

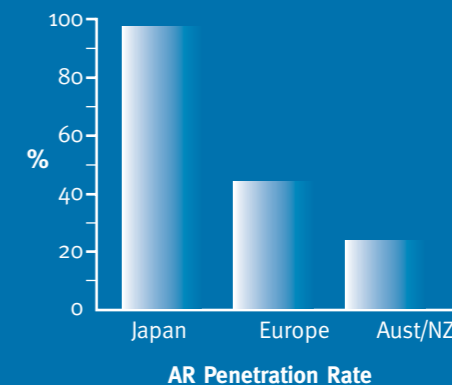
Teflon®. A real business opportunity.

Consumers know, understand and trust the Teflon® brand.

It's a well known fact that consumers like brands, as they offer quality assurances.

With 99% consumer recognition, Teflon® has become synonymous with quality, performance and innovation. Its a brand known for making people's lives easier.

*In fact, research has told us that 88% of wearers will ask their eyecare professional about Teflon® and that 60% would actively seek out eyecare professionals who dispense it.



At a penetration rate near 20%, AR coatings have a long way to go in Australia and New Zealand to match the sales rates in Europe and Japan. Teflon's high level of consumer recognition is the fastest way to grow AR coating sales.

Lead with Teflon® EasyCare in your lens dispensing discussion with patients to see immediate benefits to your sales and your patients' satisfaction.



Teflon® *easy*care

* Source: Basis research on file



Edging instructions.

Because of the easier clean properties of Teflon® EasyCare, pads should be used during the edging process to remove the chance of slippage. Carl Zeiss Vision will distribute pads with each Teflon® Lens order. Process guidelines are available. Please contact us for further advice and guidance.

Availability



Surfaced Prescription Lenses

New generation Teflon® EasyCare is available on all SOLA surfaced lenses.

Finished Stock Lenses

Material	Coating	Diameter	Rx Range	Cyl
SOLA Single Vision 1.67	Teflon® EasyCare	75mm 70mm 70mm	-2.25 to -6.00 -6.25 to -8.00 -8.25 to -10.00	Up to -2cyl Up to -2cyl
SOLA Single Vision 1.59	Teflon® EasyCare	65mm 73mm	+0.25 to +4.00D -4.00 to plano	Up to -2cyl Up to -2cyl
SOLA Single Vision 1.50	Teflon® EasyCare	65/70mm	-4.00 to +4.00	Up to -2cyl (max comb power -4.00D sphere)

For more information, contact Carl Zeiss Vision on 1800 882 041 (Aus) and 0508 765 271 (NZ) or your preferred SOLA lens supplier.

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