

KODAK TotalCleAR Lenses

Offer the TOTAL package in Lens Protection for Clearer Vision



KODAK Lenses

🕶️ KODAK TotalCleAR Lenses are premium anti-reflective coated lenses. They offer all of the features and benefits of current KODAK AR-Coated Lenses, PLUS, 2x more scratch resistance.*

🕶️ Almost 1 in 2¹ consumers agree that their lenses scratch easily. 7 in 10¹ consumers also clean their lenses frequently, increasing the risk of getting scratches as they may clean their glasses incorrectly.

Increased Scratch Resistance

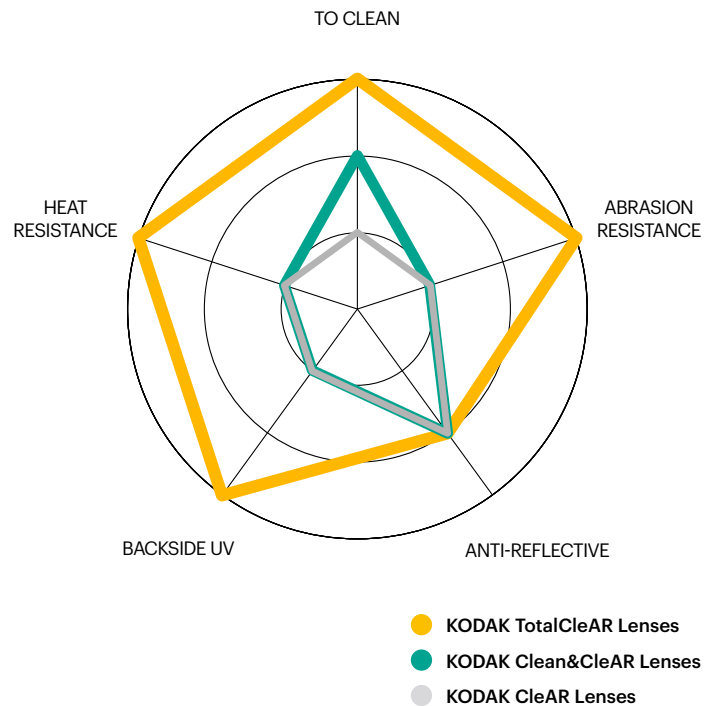
KODAK TotalCleAR Lenses offer 2X more scratch resistance.* This protects lenses from irritating scratches so they will last longer and look better over the lifetime of the prescription.

The comparison model shows TotalCleAR Lenses with improvements in Abrasion Resistance, Heat Resistance, Backside UV Protection and Cleanability while maintaining good performance for Anti-Reflective Efficiency.

To ensure a higher abrasion resistance, the structure of the anti-reflective stack and the production process have been optimized to reinforce and densify the layers.



- 🔹 Scratch Resistance
- 🔹 Easy to Clean
- 🔹 Heat Resistance
- 🔹 Great Clarity
- 🔹 UV Protection
- 🔹 Aesthetically Pleasing



Coating comparison chart based on internal measurement, 2021.

BENEFITS:

- 🕶️ **Scratch Resistance**
- 🕶️ **Great Clarity and Contrast**
- 🕶️ **Easy to Clean**
- 🕶️ **Aesthetically Pleasing**
- 🕶️ **Heat Resistance**
- 🕶️ **UV Protection**

CLAIMS:

- 🕶️ **TotalCleAR Lenses offer 2X more scratch resistance.***
- 🕶️ **Increased performance in easiness to clean, heat resistance, abrasion resistance and backside UV protection.**

*On average based on internal measurement campaign compared to KODAK Clean&CleAR UV Lenses.

¹ External quantitative study – 2019 – Brazil, China, France, India, and USA – 14276 respondents