

LensCrafters Introduces New FeatherWates Complete Lenses Made with Scotchgard Protector; New Lens with Scotchgard Protector Technology Answers Cleaning Complaints of Glasses Wearers

You've used it on your carpet to repel stains, applied it on your couch to protect against spills, even sprayed it on your clothing to protect it from messy spaghetti sauce. Now, one of the most popular and effective brand names in surface protection, Scotchgard Protector from 3M, can be found on the lenses of your eyeglasses.

In a blend of fashion, function and innovation, LensCrafters and 3M have come together to answer eyeglass wearers' top frustration of constant, difficult lens cleaning with the introduction of FeatherWates Complete lenses Made with Scotchgard Protector.

Available exclusively at LensCrafters, these new eyeglass lenses actually resist water, dirt and dust, allowing them to stay clearer and cleaner longer, and making them easier to care for than ever before. The FeatherWates Complete lenses Made with Scotchgard Protector are the best lenses that LensCrafters now offers, with features including anti-reflective coating, scratch resistance and 100 percent UV protection in a lightweight and thin polycarbonate lens.

"As a leader in the optical industry, we know how frustrating it can be for glasses wearers to keep their glasses clean and what better answer to this leading complaint than Scotchgard brand protector, a brand already known for its ability to protect household valuables," said Vanessa Wise, director of lens management for LensCrafters. "Wearers will also feel more confident in their glasses when they appear cleaner and clearer to others."

The difficulty of keeping glasses clean is one of the most common complaints LensCrafters has noted from glasses wearers, heard even more from wearers of the increasingly popular anti-reflective (AR) coating for lenses. AR is a special feature that allows the wearer to see more clearly in harsh conditions such as night driving and while working at a computer. Excessive rubbing and cleaning of AR lenses, as with any lens, usually leads to lens damage.

"Scotchgard Protector has helped protect everything from carpets to leather so what better product to use to protect glasses lenses," said Bob Chad, business manager for 3M Specialty Materials Division. "We're thrilled to be able to help LensCrafters once again offer something unique and innovative to their customers."

The FeatherWates Complete Lenses Made with Scotchgard Protector are now available nationwide exclusively at LensCrafters. To locate the nearest LensCrafters store, use the store locator at www.lenscrafters.com or call 1-800-522-LENS (5367).

About LensCrafters

LensCrafters is the largest optical retailer in the world based on revenue with 888 locations in the United States, Canada and Puerto Rico. LensCrafters is wholly owned by Luxottica Group S.p.A. Luxottica Group, based in Milan, is the world leader in design, manufacturing, marketing and distribution of prescription frames and sunglasses. Additional information is available at www.lenscrafters.com and www.luxottica.com.

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the

company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 69,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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