



Introducing:

Shamir

GLACIER EXPRESSION™

A Ground-Breaking New
Anti-Reflective Coating

See Better • **Look Better** • **Feel Better**

Available NOW on ALL your favorite
Shamir digital designs

Contact your ABB Labs Account Manager
today to learn more!



The Benefits Of

Glacier Expression™

Glacier Expression Powerful
anti-reflective properties

Standard Premium coating

When eyeglass lenses reflect screen glare and other light sources, this not only reduces visual clarity but also obscures others' view of our eyes. Shamir **Glacier Expression™** – our new, innovative lens coating – is designed to remove substantial amounts of visual noise, reduce reflections, and enable clear, detailed vision ***unlike anything else currently on the market!***

SEE BETTER

Visual clarity & detail +25% improvement in contrast sensitivity

LOOK BETTER

Improved aesthetics

reduces up to **70% more** reflections than other leading AR coatings

FEEL BETTER

99% of ECPs reported increased
comfort & visual acuity



ItsClearItsYou.com