

CLARITY DEFOG IT PRAISED BY MOMMY PR REVIEWERS

February 5, 2010 – Valley View, Ohio – Reviewers from the online site [MommyPR](#) praised the effectiveness of [Nanofilm Clarity Defog It™ anti-fog](#) for preventing fog on eyeglasses and other optics. “I was really impressed,” says reviewer Andrea Millay. Clarity Defog It anti-fog treatment is a high-performance solution to help defog eyeglasses, safety glasses, ski goggles, scuba masks, motorcycle faceshields, binoculars, scopes and other optics. A single application can keep optics fog-free up to all day.

The Defog It fog prevention formula is used by the military around the world for optics in vision-critical situations and its performance has been proven in rigorous lab tests. In one [test](#), when treated lenses were held over constant hot steam, Clarity Defog It kept the lens fog-free for a full 60 minutes. Competitors failed in as little as 5 minutes.

In another test, coated lenses were repeatedly moved between freezing and room temperatures, simulating a worker moving between hot and cold environments. Fog formed almost immediately with competitive products, but Clarity Defog It anti-fog treatment stayed clear for 100 cycles of heat and cold.

“We’re glad *MommyPR* is telling their readers how Clarity Defog It delivers fog-free vision for work, play and every day.” says Jodi Groh, Nanofilm Director of Marketing.

Nanofilm has received hundreds of customer kudos for the performance of Clarity Defog It.

- “Every time I opened the oven in my restaurant my glasses fogged over. NO MORE.”
- “I ride a bike to work and in morning my glasses fog up at every stop. But with this defog on my glasses I can is very clear at all times.”
- “Works great. Used on my shop glasses which always seem to fog over when I am working hard. After using this product, no more fogging.”
- “They work great! I've used them on my scope and binoculars, glasses and even my camera.”
- “Prevents fogging of glasses or goggles in the workshop. This is a safety issue as well as a quality issue.”

Clarity Defog It is available at [Amazon.com](#) and other retailers. Three reusable towelettes in a plastic carrying case sell for \$7.49 (MSRP). A half-ounce bottle of the all-in-one cleaner and anti-fog liquid is \$4.99 (MSRP). More information is available at [nanofilmproducts.com](#) or by calling 1-888-ENDS-FOG.

Nanofilm, founded in 1985, is a global optical leader in lens care and coatings. Millions of people around the world use Nanofilm products, including Clarity Clean It™, Clarity Defog It™ and other lens care products, as well as nanotechnology-enabled coatings. More information is available at [www.nanofilmproducts.com](#).

MommyPR, which calls itself “PR for Moms,” has reviewed hundreds of products for women, men and children, including travel, electronics, and health and fitness items. Alexa ranks them in the top 1% of all websites. More information at www.mommypr.com