

FOR 81% OF SKI PROFESSIONALS, FOGGED SKI GOGGLES ARE AN UNRESOLVED PROBLEM, FINDS DEFOG IT ANTIFOG RESEARCH WITH NATIONAL SKI PATROL MEMBERS

June 10, 2010 – Valley View, Ohio – At a recent conference of the National Ski Patrol, attendees completing a research survey on the problem of fogged ski goggles said 81% of them often or sometimes had a fogged eyewear problem. The survey, conducted by [Defog It antifog](#), also found that while 75% agree that fogged goggles are unsafe on the slopes, 50% of them “just live with the problem.”

“The Defog It antifog research shows that ski professionals see fogged goggles as a safety issue, but they haven’t latched on to a solution for it,” says John Swett, Director of Marketing for Nanofilm, maker of Clarity Defog It anti fog towelettes and liquid. He adds, “Although this research was done with a relatively small sample, it points out a problem that Clarity Defog It can solve.”

Survey respondents also provided feedback on the effectiveness of Defog It antifog towelettes:

- 88% of respondents said Defog It antifog outperformed the product they were using now.
- 65% rated the product’s performance as superior
- 9 out of 10 would recommend Defog It antifog to a friend

Defog It anti-fog liquid and Defog It anti-fog towelettes have a formula used by the military around the world to prevent fogged eyewear in vision-critical situations. Just one application provides long-lasting anti-fog protection. Defog It anti-fog is safe and effective on all goggles, eyeglasses, safety glasses, safety goggles and faceshields.

Defog It has been rigorously tested for performance. In one test, a lens treated with Defog It was held over constant hot steam for 60 minutes without fog forming. Similar products failed in as little as 5 minutes. In another test, lenses coated with Defog It were moved between cold and hot environments 100 times without fog forming. Videos demonstrate the performance of Defog It. More information and product is available at www.defogitworks.com or at 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 Defog It™, Clarity Clean It™, and other lens care products, as well as nanotechnology-enabled coatings. More information is available at www.nanofilmproducts.com.

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