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## **PROFESSIONAL PHOTOGRAPHER USES DEFOG IT™ ANTI-FOG, TO “NEVER MISS THE SHOT”**

April 27, 2010 – Valley View, Ohio – Professional photographer, [Don Bensman Jr.](#), recently discovered [Defog It anti-fog](#) towelettes and liquid as a safe, reliable solution to reduce the possibility of fog on his camera lenses, filters, viewfinders and ground glass. “With Defog It, I can focus my attention on the project at hand, and not toward constantly cleaning my lenses and viewfinders in temperature-changing environments.” says Bensman.

Defog It anti-fog towelettes and Defog It anti-fog liquid, made by Nanofilm, are proven safe and effective on optical lenses, eyeglasses, safety glasses, safety goggles and faceshields, even high-tech anti-reflective and super-hydrophobic lenses. Just one application can help keep optics fog-free up to all day without any streaking or smearing to interfere with getting a great photograph.

Don Bensman Photography specializes in photographing people and still-life images, such as client products. Principle photographer and owner, Don Bensman Jr., combines traditional photographic values with modern techniques and trend-forward styles. The company is located in the Cleveland, Ohio area and serves clients across the United States.

“I’ve been creating images for over 20 years, and fogging has been a problem for me when moving between indoor and outdoor set-ups, and working in industrial environments with high humidity & steam. As someone that also wears corrective lenses, I use Defog It on my everyday eyewear, to prevent the possibility of anything coming between me and a great image.”

“Defog It stops lens fog.” He adds, “For nature photographers or sports photographers, it can be a real lifesaver. In fact, it’s an essential that should be in any photographer’s camera bag – professional and amateur.”

Defog It is formulated to stop fog under the most extreme conditions. It’s used by the military around the world to prevent fogged eyewear in vision-critical situations.

The product 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. A video demonstrates the performance of Defog It.

Three reusable Defog It anti-fog cloths in a plastic carrying care are \$7.49. Each cloth is good for 8-10 applications on eyeglasses or safety glasses, 4-5 applications on goggles or faceshields. A Defog It Care Kit is \$5.99 and includes a 5 mL bottle of anti-fog liquid

concentrate and a microfiber cloth. High-volume and distributor pricing is available upon request.

Defog It is available at [www.defogitworks.com](http://www.defogitworks.com), Amazon and other retailers. More information available at 1-888-ENDS-FOG.

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

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