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VIDEOS DEMONSTRATE HOW DEFOG IT ANTI-FOG STOPS FOG ON EYEGLASSES, SAFETY GLASSES, GOGGLES AND FACESHIELDS

April 9, 2010 – Valley View, Ohio – “When people see a lens coated with Defog It [anti-fog](#) staying perfect clear while being held over a steaming, boiling pot of water, they’re convinced it works,” says John Swett, Vice President of Marketing for the product’s maker Nanofilm. “That’s why we made these demonstration videos, so people could see how easy it is to have high-performance fog protection for eyeglasses, safety glasses, goggles and faceshields.”

There are separate videos for [Defog It anti-fog liquid](#) and [Defog It anti-fog towelettes](#), which can be viewed on YouTube and are being added to the FAQ at www.defogitworks.com. In each one, a company employee demonstrates the application by applying Defog It to one lens of a eyeglasses, while leaving the other one clear. He then holds the eyeglasses over boiling water to show that the treated lens stays clear while the untreated lens fogs over. The same process is then repeated to show no-fog protection of safety glasses, goggles and a faceshield.

“Seeing is believing,” added Swett. “People who watch our videos will see Defog It stops fog – period.”

The demonstration echoes lab testing done for the fog prevention product. In one lab 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.

The Defog It formula is used by the military around the world to prevent fogged eyewear in vision-critical situations. Just one application can help keep optics fog-free up to all day. It goes on clear so there’s no haze or smearing.

Three reusable Defog It anti-fog cloths in a plastic carrying care are \$7.49. Each cloth is good for 5-10 applications, depending on the size of the lens. A Defog It Care Kit is \$5.99 and includes a 5 mL bottle of anti-fog liquid concentrate and a microfiber cloth.

Defog It has earned the Seal of Approval of the 750,000-member Handyman Club of America after testing with professional-level craftsmen. It’s also earned the Seal of Approval of the 760,000-member North American Hunting Club, as well as positive reviews from [webBikeWorld](#) and other sources.

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.