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NANOFILM SENDS DEFOG IT ANTIFOG TOWELETTES TO U.S. SOLDIERS IN IRAQ

February 15, 2010 – Valley View, OH – [Nanofilm](#) is sending [Defog It antifog towelettes](#) to the 308th B-Co 17th Fires BDE unit of the U.S. Army serving in Basra, Iraq. The unit, which is there to help maintain the productivity of essential vehicles, goes into desert regions to repair army vehicles and needs clear, fog-free glasses, safety glasses and goggles to do their work in the high-heat environment. [MommyPR](#), the online product review site, helped make the connection.

The “care package” of Defog It antifog towelettes came about after [MommyPR](#), the online product review site, gave the defogger a positive product review. Nanofilm found that Sergeant Roy, the husband of MommyPR owner and reviewer Angela Roy, and Specialist Tanguay, husband of reviewer Tina Tanguay, are serving in Iraq. The combination of Defog It’s antifog performance and the soldiers’ need for clear vision made the donated shipment a perfect juncture of problem and solution.

When approached by Nanofilm, MommyPR reviewer Angela Roy responded, “I am sure my husband and the other guys in Iraq would love to have a shipment of Defog It from you. For him, clarity is essential, so after testing the product on my own glasses, I was going to send him some myself.”

Jodi Groh, Nanofilm Director of Marketing, adds, “We’re thrilled to send Defog It antifog to our soldiers in Iraq. They’re exactly the reason we developed it – to prevent fogged eyewear in vision critical situations under the toughest conditions.” The high-performance anti-fog helps prevent fogging on eyeglasses, safety glasses, safety goggles, protective faceshields, shooting glasses and other optics.

The Defog It antifog formula is used by the military around the world as well as by snowsports fans, scuba divers, hunters, industrial workers and first responders. A single application can keep optics fog-free up to all day. The product’s performance has been proven in rigorous lab tests. In one test, when treated lenses were held over constant hot steam, Defog It kept the lens fog-free for a full 60 minutes. Competitors failed in as little as 5 minutes.

Nanofilm is also sending [Clarity Clean It](#) lens cleaner towelettes to the soldiers. Says MommyPR reviewer Tina Tanguay, “Thanks! My husband wears his glasses a lot and has been known to use things to clean them that scratch them all up. So to have a product that will keep the clarity and not harm the lenses is a huge plus. And they are small enough they can carry it easily.”

The Clarity Clean It Lens Cleaner formula earns the highest ratings for safe cleaning of soils, fingerprints and dirt without leaving streaks or haze. It’s proven safe and effective

on all eyeglass lenses, and it's also effective for camera lenses, computer screens, binoculars and other optics.

Three Clarity Defog It™ reusable towelettes in a plastic carrying case sell for \$7.49 (MSRP). A kit that includes a 5 ML bottle of concentrated anti-fog liquid and a microfiber cloth is \$4.99 (MSRP). A 30-pack of Clarity Clean It lens cleaner towelettes is \$4.99 (MSRP).

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 at www.defogitworks.com or 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

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