

**WWW.DEFOGITWORKS.COM, NEW E-COMMERCE SITE FOR  
DEFOG ITANTI-FOG, ALSO FEATURES FREE EYE SAFETY TIPS FOR  
WORKERS, HUNTERS, SNOWSPORTS FANS AND FIRST RESPONDERS**

February 28, 2010 – Valley View, Ohio – At the new Defog It anti-fog website, [www.defogitworks.com](http://www.defogitworks.com), consumers and the trade can download eye safety advice in addition to purchasing the long-lasting, high-performance anti-fog towelettes and liquid. Resources include eye safety tips for first responders, construction workers, hunters and skiers, as well as testing data, product reviews and consumer comments. The Defog It formula, used by the military worldwide, is safe and effective on eyeglasses and safety and sports glasses, goggles and faceshields.

At [www.defogitworks.com](http://www.defogitworks.com), 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. Distributor pricing is available upon request. More information is available at 1-888-ENDS-FOG.

Defog It anti-fog 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. Visitors to the site can get detailed information on the product, watch performance videos and order product.

Defog It anti-fog liquid and towelettes are for work, helping workers, safety personnel and do-it-yourselfers keep their safety glasses fog free. They're also for play, helping keep hunting glasses, ski goggles and paintball masks defogged. And they're for everyday, to keep glasses clear in the kitchen or on a cold day's walk. The formula is safe and effective on all optics, including high-tech anti-reflective and super-hydrophobic lenses. It goes on clear so there's no haze or smearing.

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](http://webBikeWorld) and other sources. Consumer comments include:

- “Usually when I use a dust mask I get extensive fogging on my goggles. After using Defog It Dry Towelettes the goggles did not fog up at all.”
- “I used Defog It on my glasses in my forge shop and never had any of the normal fogging of lenses that I normally have. It is easy to use.”
- “Since I wear a face mask when working on my lathe, I used to fog my glasses. With this product I have had no problems with fogging.”

- “This product works great. I've put it on my sunglasses and shooting goggles that always used to fog up and now they don't -- not even on a foggy river.”

“With [www.defogitworks.com](http://www.defogitworks.com), consumer and trade customers can see what makes Defog It the best choice for defogging optics, purchase the product, and learn important eye safety advice,” says John Swett, Nanofilm Vice President of Sales and Marketing.

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](http://www.nanofilmproducts.com).