

## **CLARITY DEFOG IT ANTIFOG FEATURED IN ROADBIKE MAGAZINE**

January 22, 2010 – Valley View, Ohio – Nanofilm Clarity Defog It antifog solution was featured in [Roadbike Magazine's Hot Products for the Holidays](#). The December, 2009 issue, commented on the product's effectiveness preventing fog on motorcycle faceshields in cold weather, "Sounds perfect for that Christmas Day ride."

"Clarity Defog It can help motorcyclists keep their helmets fog-free and that's a safety plus," says John Swett, Nanofilm Vice President of Sales and Marketing. "We appreciate RoadBike Magazine helping to spread the word."

Clarity Defog It anti-fog towelettes and anti-fog liquid are safe and effective on motorcycle faceshields, eyeglass lenses, scope lenses, goggles, safety glasses and optics, even those with anti-reflective and super-hydrophobic surfaces. A single application can keep optics fog-free up to all day.

The Defog It formula is used by the military around the world in vision-critical situations, and its performance has been proven in rigorous lab tests. In one test, when treated lenses were held over constant hot steam, Clarity Defog It kept the lens fog-free for a full 60 minutes. Competitors failed in as little as 5 minutes.

Defog It has received a number of positive product reviews in recent weeks, including [webBikeWorld](#), which said "The Clarity Defog It anti-fog treatment has given us the best results of any anti-fog treatment we've tried." The anti-fog Seal of Approval from the Handyman Club of American and The North American Hunting Club.

Clarity Defog It is available at Wal-Mart Vision Centers, [Amazon.com](#) and other retailers. A half-ounce bottle of the all-in-one cleaner and anti-fog liquid is \$4.99 (MSRP). Three reusable towelettes in a plastic carrying case sell for \$7.49 (MSRP). More information is available at [www.nanofilmproducts.com](#) or by calling 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 Clean It™, Clarity Defog It™ and other lens care products, as well as nanotechnology-enabled coatings.

[RoadBike Magazine](#) provides street-motorcycle enthusiasts with reviews of new bikes and products, tech and how-to articles, breaking news, useful information, personality profiles, tours, and event coverage.

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