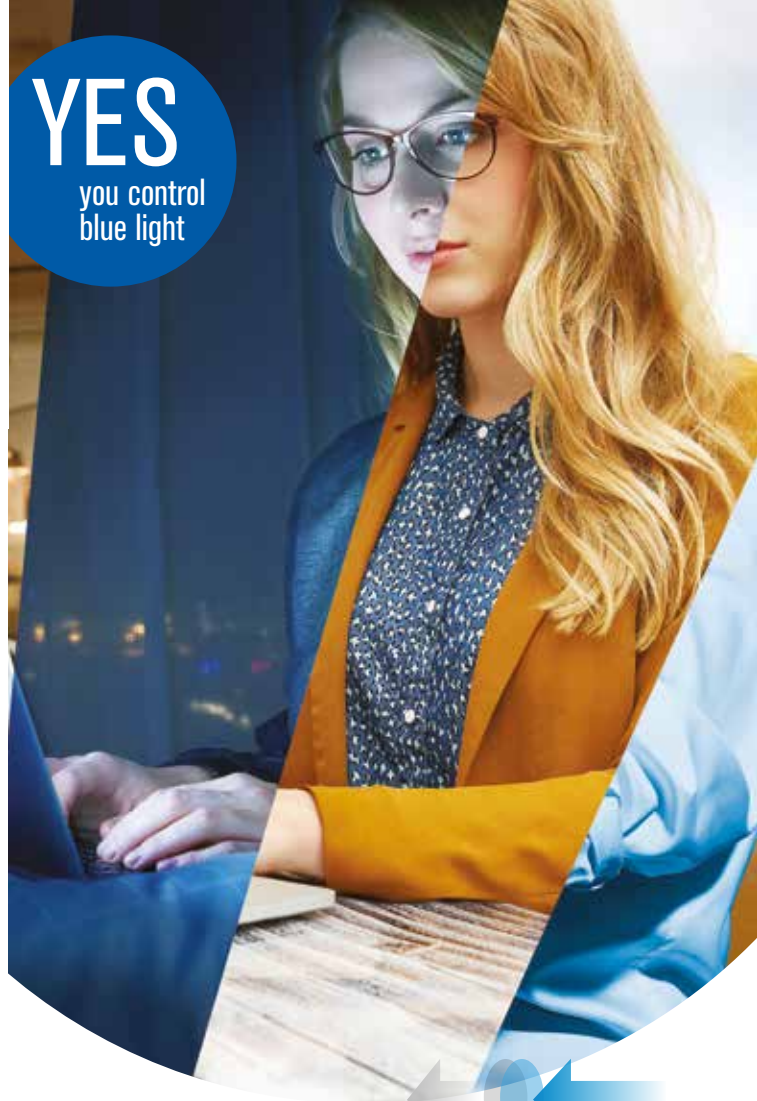




For more information on HOYA's BlueControl lenses,
please speak to your local eyecare professional.



YES
you control
blue light



For that extra comfort &
protection in a digital world

HOYA

www.hoyalens.com.au/BlueControl

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Are you looking at digital screens every day?

- television
- smart phone
- tablet
- computer
- GPS

Eyes are increasingly exposed to blue light

From early morning until late at night we are using all kinds of digital devices. Digital devices emit blue light and as we access most of these devices at a short distance, our eyes are increasingly exposed to blue light. As the quality of screens continuously improve, their blue light emission also increases.

Although blue light is a natural phenomenon – it is present in daylight and helps us stay awake – over exposure to artificial blue light can have an adverse effect on our eye health.

How can blue light affect your eyes?

As our eyes do not provide sufficient protection against blue light naturally, over-exposure to blue light causes side effects such as eye strain and headaches. Long term exposure to blue light may also contribute to retinal damage.

Over-exposure to blue light can cause you to experience one or more of the following symptoms

- eye strain and fatigue
- tired eyes
- headaches
- sleeplessness
- blurry vision
- retinal damage



Protecting your eyes

HOYA BlueControl is a lens coating that neutralises the blue light emitted by digital screens. It protects your eyes whilst offering more comfortable and relaxed vision and better contrast perception, preventing eye strain and fatigue.



BlueControl is offered in combination with HOYA's unsurpassed **Diamond Finish** anti-reflection coating. Aside from protecting your eyes from the harmful effects of blue light, this durable coating offers **5 times more scratch resistance** than standard coatings.



Benefits

- ✓ Neutralises blue light, reducing eye strain and fatigue
- ✓ Reduces reflections for more comfortable and relaxed vision
- ✓ Better contrast perception, offering a more natural colour experience
- ✓ Provides 100% UV protection

With BlueControl, you control the blue light.