

## Recommending BlueControl



BlueControl

### How to identify potential BlueControl wearers

Both optometrists and practice staff can identify digitally connected patients by asking:

"Do you look at digital screens – such as computers, tablets, your TV or mobile phone – for 2 or more hours each day?"

"Do you experience any difficulties when sleeping?"

### How to recommend BlueControl

"I recommend BlueControl. BlueControl is perfect for you because you mentioned you regularly use your <phone /tablet / computer>. BlueControl will filter the blue light emitted from all of your digital devices, so your eyes are more comfortable and less likely to become strained and fatigued."

If the customer experiences sleeping difficulties also let them know:

"BlueControl can also improve your quality of sleep. Blue light is naturally present in sunlight and helps us stay awake. Blue light being emitted from digital screens is essentially telling our brains to stay awake, so when we're on our phones/ ipads late at night, it can make it quite difficult to get to sleep or affect our quality of sleep."

HOYA

YES  
you control  
blue light



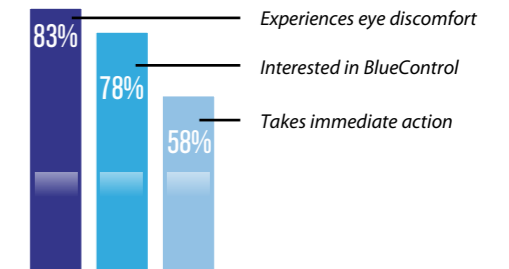
BlueControl

HOYA



## 83% of spectacle wearers experience eye discomfort using digital devices#

Research\* has shown, when made aware of the harmful effects of blue light, your patients are convinced of the benefits of BlueControl. After explanation, 78% of the target group find these lenses attractive, and 58% has the direct intention to visit an optometrist for more information. BlueControl therefore offers you unique new sales opportunities.



\*Millward Brown: "Consumer attitude towards anti-reflection coatings". Research among 1,204 spectacle wearers in 6 European countries. November 2012.

## BlueControl

HOYA BlueControl coating neutralises blue light emitted by digital screens, keeping your eyes in better condition whilst offering a more comfortable and relaxed vision. BlueControl is available in combination with HOYA's VP multi-coat and Diamond Finish multi-coat. Diamond Finish BlueControl offers **five times more scratch resistance** than other anti-reflection coatings in the market, and adds even more comfort to lens wearers.



## Features

- 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
- Plus all the features of Diamond Finish!



## The target group

HOYA BlueControl is the optimal solution for the large group of consumers who come into contact with digital screens throughout the day:

- Stay-at-home (smartphones, laptops, tablets)
- Students (smartphones, TVs, laptops)
- Gamers (TVs, computers)
- Professionals (laptops, smartphones, tablets, GPS)
- Kids/teenagers (TVs, smartphones, tablets)
- Office workers (computers)
- Pensioners (TVs, computers, tablets, laptops)



## Digital life

From early morning until late at night, we are frequently switching between various digital devices such as laptops, tablets, smartphones and televisions.

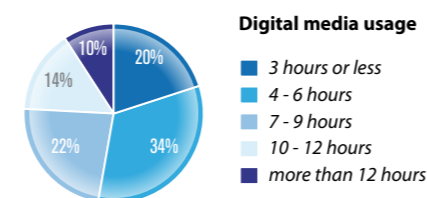
As we access most of these devices at a short distance, our eyes are increasingly exposed to the light emitted by those digital screens. Moreover, this requires our eyes to continually switch between video, photos, illustrations and text.

Research\* has shown that more than 34% spend 4 to 6 hours a day with digital devices, while 14% even spends between 10 and 12 hours a day.

\*2012 VisionWatch Findings: A survey among 10,000 adults across America about their use of digital media and symptoms of vision stress, conducted by The Vision Council.

It is therefore not surprising that more and more people complain about:

- red and irritated eyes
- dry eyes
- blurred vision
- fatigue
- back, neck and shoulder pain
- headaches



## Blue light

LCD and LED computer and television screens, smartphones, tablets and GPS devices all emit blue light, also known as high energy visible light. As the quality of screens improve, their blue light emissions increase. Although blue light in itself is a natural phenomenon – it is present in daylight and helps us to stay awake – excessive amounts can have an adverse effect and cause eye strain and fatigue.

