



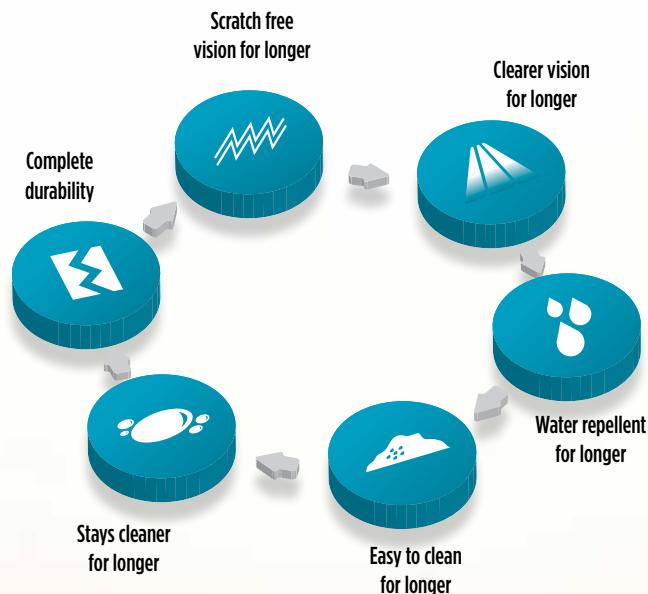
THE new benchmark in coating technology



HOYA
Premium Optical Lenses

Ultimate Strength. Brilliant Clarity.

“Diamond Finish”, the latest HOYA premium multi-coating technology has raised the benchmark to a new level. After many years of research and development Diamond Finish is the newest innovation in multi-coats, producing the highest scratch resistance available.



Independent research has shown that consumers are more likely to spend more when they feel secure that the purchase is going to last the distance. Consumers look for quality and long term reliability in a product, which in turn will bring loyalty to that product and your business. The need for practices to become more diverse and differentiate what they can offer to patients is an extremely important part of the dispensing and recommendation process. This need has become more apparent as consumers become more and more cautious and informed in the purchasing process, whilst competition increases.

It is also important to note that price based advertising and special offers only appeal to a portion of the population. Quality and service are still recognised as the key purchasing drivers. Diamond Finish will present your patients with a highly developed, quality product that surpasses all other multi-coats in the market giving you the ability to clearly differentiate your practice from competitors.



MAXIMUM SCRATCH RESISTANCE

The wear and tear of everyday life can scratch and diminish the quality of a lens. The layers of Diamond Finish multi-coat have a unique composition which provides unsurpassed adhesion and scratch resistance to ensure long term durability and brilliant performance. 5 times more scratch resistant than competitors.



SUPERIOR ANTI-REFLECTION

Diamond Finish's patented Anti-Reflection layers reduce glare and eliminate reflections that disturb a wearers vision. Clarity for night time vision is dramatically improved and wearers will also experience increased comfort during the day.



WATER & OIL REPELLENT

HOYA's patented hydrophobic and oleophobic layer has a smooth surface ensuring long-lasting water and oil repellent qualities. The high contact angle makes it virtually impossible for water drops to grip on the lens surface. The wearer will not be affected or disturbed by condensation or rain, and exposure to chemicals has almost no effect.



DIRT REPELLENT

Wearer's on average clean their lenses 10 times per day. Even after long term use and repeated cleaning, Diamond Finish keeps its superb easy-to-clean properties, reducing the chance of scratching and providing optimal transparency.

It's all in the facts

FACT 1 - Complete Protection

It's a fact that independent tests have proven the market leading scratch resistance of Diamond Finish. The "Bayer Test*" is an assessment conducted to measure the scratch resistance of coatings. Diamond Finish offers 75% more scratch resistance than its predecessors and 50% more scratch resistance than HOYA's current proven performing of SFT Multi-coat.

FACT 2 - Chrystal Clear Vision

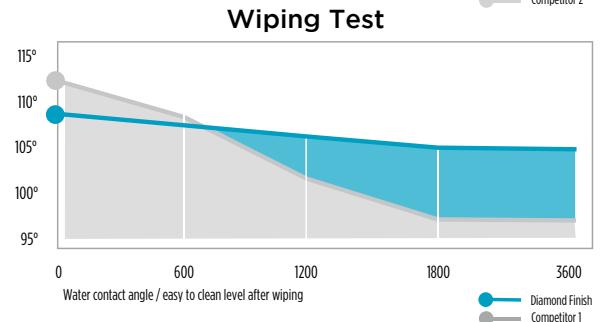
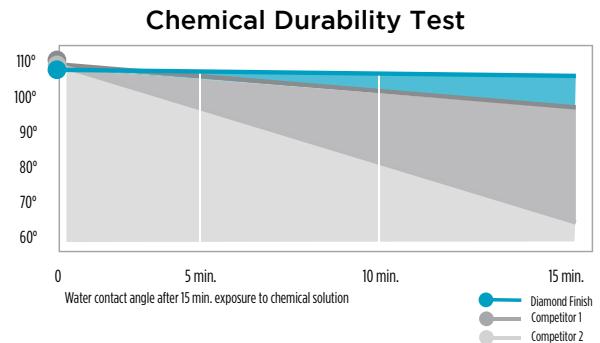
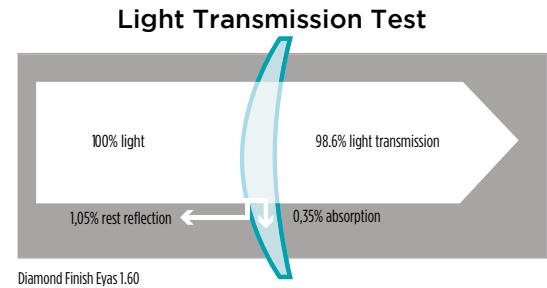
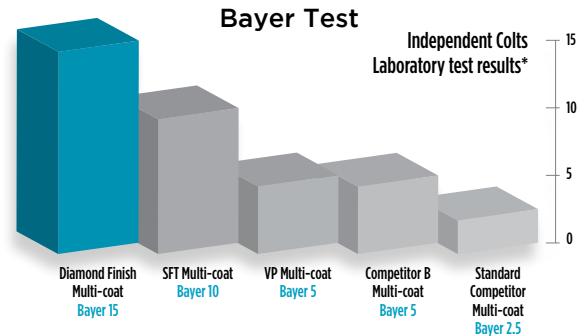
It's a fact that Diamond Finish's advanced Anti-Reflection layer ensures a maximum light transmission of 98.6%, providing the wearer with relaxed all-round vision. Comfort is enhanced for long periods of time, and a wearers' cosmetic appearance is improved.

FACT 3 - Easy to Clean

It's a fact that exposure to water and chemicals (even cleaning fluid) can significantly reduce the durability and easy cleaning attributes of a multi-coat. However, the unique patented hydrophobic top layer of Diamond Finish makes lenses easier to clean and they stay cleaner for longer, with exposure to chemicals having virtually no effect.

FACT 4 - Durability

It's a fact that cleaning your lenses can be the enemy for long term clarity. Repeated wiping significantly diminishes the durability of a multi-coat, however tests have proven that Diamond Finish's unique oleophobic and hydrophobic properties will ensure that repeated cleaning will not damage the lens, with maximum durability guaranteed.



How to present Diamond Finish to your patient

I have selected HOYA lenses that come with Diamond Finish coating for your glasses because:

- ◆ They have superior scratch resistance
- ◆ The technical characteristics of the materials
- ◆ The advanced lens designs

Regular lens coatings offer you limited scratch resistance. Diamond Finish is 5 times more scratch resistant than standard coatings.

HOYA is highly regarded for the durability of their coatings, and the ease of cleaning. There is only a small price difference between Diamond Finish lenses and standard lenses, however you will receive the toughest coating available on the market, which will add more life to your lenses.

Supporting you to grow your business

Diamond Finish is a great business builder. It can help improve customer satisfaction and loyalty, and deliver a healthy bottom line. To assist you with this opportunity, HOYA can support you and your business through Local Area Consumer Marketing to drive additional traffic into your practice and clearly explain the benefits of Diamond Finish to your patients.

- ◆ **Patient information brochures**
- ◆ **In-store posters, window displays or lightbox transparencies**
- ◆ **Direct Mail postcards or flyers to send to your patient database**
- ◆ **Local newspaper advertisements**
- ◆ **Recall letters or inserts**

HOYA's marketing team will work closely with you to deliver the best outcome for your business.

For further information on Local Area Marketing, please contact your territory Sales Consultant.

Diamond Finish Product Range

PRODUCT NAME

SINGLE VISION GRIND

Hi-Lux Thin 1.50
 Hi-Lux Transitions 1.50
 Hi-Lux Phoenix 1.53
 Hi-Lux Phoenix Transitions 1.53
 Hi-Lux Eyas 1.60
 Hi-Lux Eyas Transitions 1.60
 Hi-Lux Eyas Suntech 1.60
 Hi-Lux Eynoa 1.67
 Hi-Lux Eynoa Transitions 1.67
 Nulux 1.50
 Nulux Transitions 1.50
 Nulux Eyas 1.60
 Nulux Eyas Transitions 1.60
 Nulux Eyas Suntech 1.60
 Nulux Eynoa 1.67
 Nulux EP Eynoa 1.67
 Nulux Eynoa Transitions 1.67
 Nulux Eryr 1.70
 Nulux EP Eryr 1.70

PROGRESSIVES

Hoyalux iD Classic Eyas 1.60
 Hoyalux iD Classic Eyas Suntech 1.60
 Hoyalux iD Classic Eynoa 1.67
 Hoyalux iD Classic Eryr 1.70
 Hoyalux iD LifeStyle 1.50
 Hoyalux iD LifeStyle Transitions 1.50
 Hoyalux iD LifeStyle Phoenix 1.53
 Hoyalux iD LifeStyle Eyas 1.60
 Hoyalux iD LifeStyle Eyas Transitions 1.60
 Hoyalux iD LifeStyle Eyas Suntech 1.60
 Hoyalux iD LifeStyle Eynoa 1.67

PRODUCT NAME

Hoyalux Summit CD/Pro TrueForm 1.50
 Hoyalux Summit CD/Pro TrueForm Transitions 1.50
 Hoyalux Summit CD/Pro TrueForm Phoenix 1.53
 Hoyalux Summit CD/Pro TrueForm Phoenix Transitions 1.53
 Hoyalux Summit CD/Pro TrueForm Eyas 1.60
 Hoyalux Summit CD/Pro TrueForm Eyas Transitions 1.60
 Hoyalux Summit CD/Pro TrueForm Eynoa 1.67
 Hoyalux Summit CD/Pro TrueForm Eynoa Transitions 1.67
 Hoyalux Summit CD/Pro 1.50
 Hoyalux Summit CD/Pro Transitions 1.50
 Hoyalux Summit CD/Pro Phoenix 1.53
 Hoyalux Summit CD/Pro Phoenix Transitions 1.53
 Hoyalux Summit CD/Pro Eyas 1.60
 Hoyalux Summit CD/Pro Eyas Transitions 1.60
 Hoyalux Summit CD/Pro Eyas Suntech 1.60
 Hoyalux Summit CD/Pro Eynoa 1.67
 Hoyalux Summit CD/Pro Eynoa Transitions 1.67
 Summit CD/Pro Eryr 1.70 Hoyalux

INDOOR

Hoyalux iD WorkStyle 1.60
 Hoyalux Desk 1.50
 Hoyalux Desk Eyas 1.60
 PC Pro 1.50 **AVAILABLE NOV 10**
 Lecture 1.50

BIFOCALS

Flat Top 28 1.50
 Flat Top 28 Transitions 1.50
 Flat Top 28 Phoenix 1.53
 Curve Top 28 Eyas 1.60

