



Product Range

CELEBRATING
50
YEARS
OF COATING INNOVATIONS

PRODUCT NAME	PRODUCT CODE	COATING AVAILABILITY	
		VP BlueControl	DF BlueControl
SINGLE VISION STOCK			
1.60 Nulux	NL-1.60	●	
SINGLE VISION GRIND			
1.60 Hi-Lux Eyas	HLEU	●	●
1.67 Hi-Lux Eynoa	HL-1.67	●	●
1.60 Nulux Eyas	NULUX-EYAS	●	●
1.67 Nulux Eynoa	NULUX-1.67	●	●
1.67 Nulux EP Eynoa	NL-1.67-DA		●
1.70 Nulux Eyry	NULUX-1.70		●
1.70 Nulux EP Eyry	NULUX-1.70-DA		●
INDOOR			
1.60 Hoyalux Desk Eyas	PHX-EX-DESK	●	●
1.60 Hoyalux iD WorkStyle Eyas	PHX-EX-IDW		●
PROGRESSIVES			
1.60 Hoyalux iD MyStyle Eyas	PHX-EX-IDM		●
1.67 Hoyalux iD MyStyle Eynoa	PHX-1.67-IDM		●
1.60 Hoyalux iD Classic Eyas	PHX-EX-ID		●
1.67 Hoyalux iD Classic Eynoa	PHX-1.67-ID		●
1.70 Hoyalux iD Classic Eyry	PHX-1.7-ID		●
1.60 Hoyalux iD LifeStyle V+ Harmony Eyas	IDLVH-EX	●	●
1.67 Hoyalux iD LifeStyle V+ Harmony Eynoa	IDLVH-1.67		●
1.60 Hoyalux iD LifeStyle V+ Clarity Eyas	IDLVC-EX	●	●
1.67 Hoyalux iD LifeStyle V+ Clarity Eynoa	IDLVC-1.67		●
1.60 Hoyalux Dynamic Premium Eyas (*11/15/17mm)	PHX-DP*-EX	●	●
1.67 Hoyalux Dynamic Premium Eynoa (*11/15/17mm)	PHX-DP*-167	●	●
1.60 Hoyalux Dynamic Prime Eyas (*11/14mm)	PHX-DY*-EX	●	●
1.67 Hoyalux Dynamic Prime Eynoa (*11/14mm)	PHX-DY*-167	●	●
1.60 Hoyalux Summit Pro TrueForm Eyas	SPTF-160	●	●
1.67 Hoyalux Summit Pro TrueForm Eynoa	SPTF-167	●	●
1.60 Hoyalux Summit CD TrueForm Eyas	SCDTF-160	●	●
1.67 Hoyalux Summit CD TrueForm Eynoa	SCDTF-167	●	●



78% of your patients find BlueControl lenses attractive#



Digital life

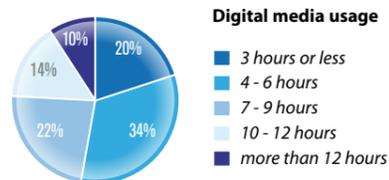
From early morning until late at night, we are frequently switching between various digital devices such as laptops, tablets, smartphones and televisions.

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.

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

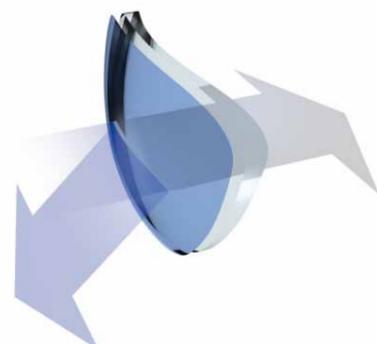
- red and irritated eyes
- dry eyes
- blurred vision
- fatigue
- back, neck and shoulder pain
- headaches



*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.

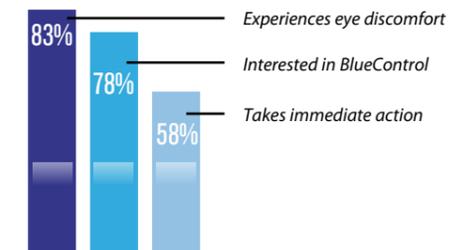
Blue light

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.



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

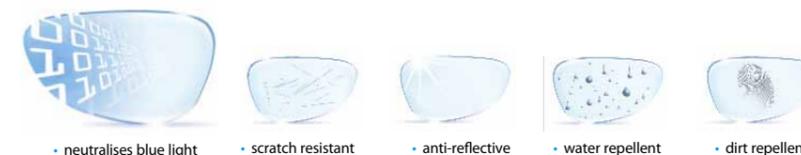
Research* has shown, when made aware of the harmful effects of blue light, your patients are very convinced of the benefits of BlueControl. After explanation, 78% of the target group find these lenses attractive, and 58% has the direct intention to visit an optometrist for more information. BlueControl 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, preventing eye strain and fatigue
- Reduces glare for more comfortable and relaxed vision
- Better contrast perception, offering a more natural colour experience
- Offers 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, flat screen computers)
- Young professionals (laptops, smartphones, tablets, GPS)
- Kids/teenagers (TVs, smartphones, tablets)
- Office workers (flat screen computers)
- Pensioners (TVs, flat screen computers, tablets, laptops)

