



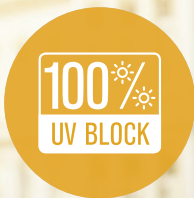
## Diamond Finish UV Control

Combine UV Control with Diamond Finish multi-coat, the toughest anti-reflection coating in the market today. The strong adhesion between the various coating layers ensures years of excellent performance and durability.

- Reduction of glare and reflections
- Ultimate scratch resistance and long-lasting durability
- Offers complete protection from UV
- Up to **5 times more scratch resistant** than standard anti-reflection coatings

Say no to harmful reflections.

**You control UV.**



Visit your local eyecare professional for more information:

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[hoyalens.com.au/YouControl](http://hoyalens.com.au/YouControl)

# YES

you control UV

HOYA



## Did you know?

Did you know that by the time an individual turns 18, he or she will already have acquired nearly 80% of lifetime UV exposure.\*

Like your skin, your eyes can get sunburn-like damage from long-term unprotected exposure to UV. Most of us are aware of this during summer. However, only few of us take action against the daily presence of UV throughout the year when its harmful effects are perhaps less 'visible'. Excessive exposure to UV radiation can easily be reached doing our daily activities, it is therefore extremely important to take the necessary precautions to protect your eyes.

\*Source: [thevisioncouncil.org](http://thevisioncouncil.org)

## The effects of UV on our eyes

We are surrounded by UV all day, every day. The cumulative effect of long-term exposure can be quite impactful. UV radiation is in fact the largest cause of multiple eye disorders including cataracts and corneal degeneration.

Your eyes are your most precious possessions. That's why they deserve the best possible protection against the harmful effects of UV. If you wear glasses, the material of your lenses are already absorbing all the UV light transmitting from the front. However, UV rays can still be reflected into your eyes via the back surface of your lenses. Until now.



## The difference

**HOYA UV Control** is a unique coating applied to the back surface of your lenses, blocking the harmful UV rays from reflecting into your eyes. Together with the UV resistant lens material, **UV Control** provides the most all-round solution, offering maximum UV protection for your eyes.

- Prevents UV aging the eyes
- Prevents UV damaging the eyes
- Protects against UV related eye disorders

