

Lens coatings to suit every lifestyle



HI-VISION
SUN PRO

BLUE
CONTROL

UV
CONTROL

HI-VISION
LOGLIFE

**HOYA Lens
Coating Range**

HOYA
FOR THE VISIONARIES



A smart way to change your patients' approach to coatings from "not sure" to "must have".

Most glasses wearers care about coatings, only a few know of their true benefits. A shame, really, because having the correct lens coating could make their lives easier and stress free.

84% of PATIENTS care about how coatings can benefit them as glasses wearers.

HOYA is here to support independent opticians in guiding patients to the right coating for their lifestyle by providing the tools, research, eye-catching visuals and campaign materials to help you tell the right story to your patients. Finding a perfect match for your patients needs.

HOYA offer a range of coatings including:

- Hi-Vision Sun Pro - enhanced level of UV protection for tinted and polarised lenses
- Hi-Vision Long Life Blue Control - reduces levels of blue light emitted by digital screens
- Hi-Vision Long Life UV Control - enhanced UV protection against harmful UV rays
- Hi-Vision Long Life - Scratch-resistant, Dust-repellent, Oil-repellent, Water-repellent & Anti-reflection





Hi-Vision Sun Pro

The all-around UV protection is a great choice for patients who are active outdoors.

WHAT IS IT

HOYA's HV Sun Pro is an achromatic front surface coating – improving the aesthetics of a tinted or polarised lens as the coating reflex is much more neutral.

The double-sided UV protection filters harmful UV light from the front and neutralises that reflected from the back of the lens.

BENEFITS FOR YOU

- High-tech Sun coating option offers enhanced UV protection
- Opportunity to upgrade sun lens wearers to a premium coating

PATIENT BENEFITS

- Most aesthetic coating due to the achromatic colour of the front surface coating
- All round UV protection
- High scratch resistance for better durability similar to that of HVLL
- Better contrast than standard tinted lenses due to reduced reflections
- Water, grease and dirt repellent for easy cleaning

TARGET CUSTOMERS

- HV SUN PRO is ideal for patients who spend time outdoors or for those that are concerned about harmful UV rays.



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Hi-Vision LongLife Blue Control

Blue Control is a great choice for customers who often use digital devices.

WHAT IS IT

HOYA's HVLL BlueControl is a coating that reduces the blue light emitted by digital screens which may help to reduce eye fatigue and eyestrain. Allowing people to enjoy everything the digital world has to offer in comfort.

BENEFITS FOR YOU

- Allows you to offer both existing and new customers into enjoying extra comfort in a digital world!
- 83% of spectacle wearers experience eye discomfort when using digital devices ²
- Research ² has shown that, when made aware of the harmful effects of blue light, patients are convinced of the benefits of BlueControl.
- After explanation, 78% of the target group find these lenses very appealing and 58% intend to visit an optician for more information.

PATIENT BENEFITS

- Reduction of glare ¹
- Enhanced contrast ¹
- May help to reduce eye fatigue ³

TARGET CUSTOMERS

BlueControl is the optimal solution for glasses wearers who are using digital devices for prolonged periods through the day:

- Stay-at-home parents (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)

¹ Source: Comparative study of the effects of blue and green filters on binocular amplitude of accommodation.

² Millward Brown: "Consumer attitude towards anti-reflection coatings". Research among 1204 spectacle wearers in 6 European countries. November 2012.

³ Source: Dr Heiting, allaboutvision.com/cvs/blue-light.

Hi-Vision LongLife UV Control

UV Control is a great choice for customers who want to protect their eyes from the dangers of UV rays.

WHAT IS IT

HOYA's HVLL UV Control is a unique coating that gives enhanced UV protection against harmful UV rays. UV is part of the light transmitted by the sun. Although it is invisible to the human eye, UV is an important part of our daily lives as it is needed for the synthesis of vitamin D, but overexposure can be harmful to the eyes. UV is a contributing factor in many eye disorders.

BENEFITS FOR YOU

- Opportunity to dispense value added coatings
- Ability to satisfy customer needs
- Provides protection against harmful UV.

PATIENT BENEFITS

- Prevents UV ageing the eyes
- Prevents UV damaging the eyes
- Protects against UV related eye disorders and diseases
- Provides constant UV protection

TARGET CUSTOMERS

We are all exposed to UV and that's why everybody should take the necessary precautions to protect their eyes. However, some groups are more vulnerable than others:

- Children
- Over 50's
- People who spend a significant amount of time outdoors



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Hi-Vision LongLife

The Hi-Vision LongLife coating is a great choice for all customers. Making lenses more scratch resistance, anti-reflective and easier to clean.

WHAT IS IT

HOYA's Hi-Vision LongLife coating is the perfect solution for anyone who is interested in purchasing HOYA lenses and keeping them in a good condition for years to come.

BENEFITS FOR YOU

- HOYA's Hi-Vision LongLife coating provides a high level of scratch resistance.
- HOYA's Hi-Vision LongLife coating is the most consistent in maintaining its anti-reflective lens coating properties.¹
- HOYA's Hi-Vision LongLife coating is up to 75% easier to clean than various other lens manufacturers.²

PATIENT BENEFITS

- Extremely durable
- Scratch-resistant for longevity
- Dust-repellent for easy cleaning
- Oil-repellent for less smudges
- Water-repellent for preventing stains
- Anti-reflection for visual acuity

TARGET CUSTOMERS

- People who want to protect their lenses from scratches
- People who are irritated by reflections on their lenses
- People who are annoyed by constantly having to clean their lenses

¹ Results based on a limited testing context of index 1.60 compared to various key competitor products.

² Results based on a limited testing context of average result of indices 1.60 and 1.67 compared to various key competitor products.



Partnerships

For HOYA, partnership means doing everything we can to equip you with the best. In addition to offering you the best solutions and support, we also challenge ourselves to learn more about your business and your patients.

A global study¹ has shown, that your patients are less interested in generic descriptions and functionalities of coatings. What does interest them, is how to prevent the daily annoyances they have to deal with.

HOYA lens coatings give you the opportunity to help reduce these annoyances for your patient and adds more value to the lens you can offer.

In particular:

7/10

people get frustrated when their lenses get scratched

6/10

people are annoyed by constant lens cleaning

7/10

people are irritated by reflections on their lenses

¹ Independent research study ECPs & consumers from seven countries.

Together. Stronger.

At HOYA, our mission is to help your brand grow and flourish. We are interested in long-term rewarding relationships.

That's why we support you to differentiate your business - with technology, innovation and the best business practice support.

We want your business to thrive.

For more information visit
www.hoyavision.co.uk
or contact your Business Development Manager.

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