

HOYA

POLARIZED
HEV



**Protect your patients with
HOYA Polarized HEV™ lenses.**

**Provide the necessary safety and comfort
your patients deserve.**

HOYA
FOR THE VISIONARIES

Your patients deserve education.

HOYA Polarized HEV™ reduces more glare and enhances contrast better than standard polarized lenses, offering the best protection with the best performance.

Why is it important?

Glare is the leading cause of traffic accidents, help your patients prevent them.

- **40% faster reaction times** for drivers wearing polarized sunglasses¹
- **99% reduction** of blinding glare²
- Safer and comfortable vision while driving

The opportunity.

Enhance your patients' eye health and safety by sharing the benefits of polarized lenses.

- Most patients are not aware of how helpful polarized lenses can be.
- **60% of people** would be interested in polarized lenses after hearing about the benefits³
- A simple conversation can make a big difference!
- **Only 31% of people wear sunglasses** when they go outside⁴
- Therefore, **7 in 10 patients do not wear sun protection.**

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Only 7.5% of all prescription sun lenses sold are polarized.⁵



1. At 50mph, stopping distance is reduced by over 21 feet when wearing polarized versus tinted lenses.

2. HOYA data on file.

3. HOYA data on file.

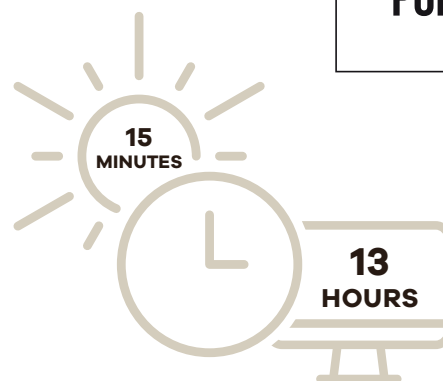
4. According to The Vision Council.

5. Focus on safety – Glare, http://safety.fhwa.dot.gov/ped_bike/ped_transit/ped_transguide/images/a46.jpg. TVC – 7.5% of RX sun are polarized.

UV and High Energy Visible (HEV) blue light is the protection patients need most – outside in the sun.

The sun is **50 times more powerful** than a computer screen.

- On a high UV day, sunburn can happen in **10 minutes**.
- Directly gazing at the sun can cause **permanent vision loss in under 2 minutes**.
- **13 hours in front of a screen** is equal to **15 minutes in the sun**.



The Skin Cancer Foundation recommends this product as an effective UV filter for the eyes and surrounding skin.

Matching color with function.



Polarized HEV Gray	Polarized HEV Brown	Polarized HEV Green
<ul style="list-style-type: none"> • Provides a natural, truer color perception than other sun lens colors • Suitable for use in variable weather • True color perception 	<ul style="list-style-type: none"> • Enhance color contrast – greens will appear greener and reds, redder • Improves contrast • Improves depth perception • Great for variable conditions 	<ul style="list-style-type: none"> • Borrows attributes of gray and brown colors • Excellent for general purpose • Performs in all light conditions, rain or shine
<ul style="list-style-type: none"> • Dark enough for the brightest sunny days 	<ul style="list-style-type: none"> • Ideal for overcast weather 	<ul style="list-style-type: none"> • Enhanced contrast and maintains color perception
<ul style="list-style-type: none"> • Blocks 93% of blue light • Blocks 90% of visible light • Darkest gray polarized • Great for light sensitive eyes • Color neutral 	<ul style="list-style-type: none"> • Blocks 97% of blue light • Blocks 83% of visible light • Great for older people who need added light transmission 	<ul style="list-style-type: none"> • Blocks 96% of blue light • Blocks 91% of visible light • Darkest green polarized • Great for light sensitive eyes • Color neutral

HOYA Polarized HEV™ lenses improve safety and wearer experience in many common activities.

Talk to your patients about these and other activities where HOYA Polarized HEV lenses can benefit their safety, health and vision.



On the road & in the snow



Road surface problems must be seen well before they become a hazard. Snow reflects sunlight. Polarized lenses reduce reflections.

- Brown and green lenses enhance contrast, particularly during overcast weather, as well as full sun conditions.
- Brown lenses will highlight the changing contours and textures of the snow surface, especially as the lighting conditions change during the day.

On the water



Reflected glare reduces visual acuity and depth perception. HOYA Polarized HEV lenses are designed to filter light to minimize the impact of glare.

- Gray lenses are an excellent general-purpose option for boaters and people that enjoy time on the water.
- Choose gray lenses when fishing in dark or deep water and brown lenses for streams.

On the field



Following the path of the ball is critical in sports like baseball and soccer. Lens colors that absorb blue light add contrast to the ball color.

- Brown or green lenses are helpful for improving contrast and depth perception over a variety of light conditions.
- Brown is a top choice for highlighting the ball against sky and grass in these field sports.

On the court



Pickleball players judge distances and speeds in split seconds, as they follow the path of a quick moving ball against a variety of surfaces.

- Brown lenses absorb blue light, increasing contrast to make the ball more visible.
- Gray lenses provide great all-purpose comfort while balancing all colors equally for bright days on the court.

HOYA Polarized HEV lenses guard against damaging rays all year round during all of your activities.

HOYA Polarized HEV lenses are available:

- On major vision plans
- With most frame designs
- With HOYA's second pair discounts

Visit hoyavision.us

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Please refer to the HOYA Product Technology Guide for lens design, material and treatment availability.

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